

# SPONSORSHIP PROSPECTUS



NOVEMBER 11-15 / WASHINGTON, D.C.



## NEUROSCIENCE 2023 SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Take advantage of a variety of sponsorship, advertising, and program support opportunities for your organization to raise visibility and increase engagement with the worldwide neuroscience community at Neuroscience 2023!



SfN offers **tiered sponsorships at four levels** (Platinum, Gold, Silver, and Bronze) that provide sponsors with whole-of-conference exposure and visibility before, during, and after Neuroscience 2023. Benefits include name and logo placement, social media outreach, digital marketing and advertising, and more. Sponsors also enjoy discounts based on additional Neuroscience 2023 support opportunities, including exhibiting, advertising, and lecture and event support.



SfN also offers opportunities to support a **specific lecture, event, or award** at Neuroscience 2023 — ranging from plenary lectures, special lectures, poster sessions, receptions, and awards honoring individuals at various career levels.

SfN also offers an array of **on-site advertising opportunities and sponsored products** to extend your reach and tailor to your brand, budget, audience, and marketing goals.

Sponsorship Level & Price	Value	Benefits
<p><b>Platinum</b> \$50,000</p>	<p>Greatest access to SfN marketing reach, highest visibility at annual meeting</p>	<p><b>Platinum Sponsor Benefits:</b></p> <ul style="list-style-type: none"> <li>• <b>SPONSORSHIP OF ONE FULL DAY OF NEUROSCIENCE 2023:</b> <ul style="list-style-type: none"> <li>- Dedicated signage on digital platforms throughout convention center on supported day</li> <li>- Dedicated social media post on sponsored day (with sponsor hashtag)</li> <li>- Verbal acknowledgement prior to Presidential Special Lecture on sponsored day</li> <li>- Recognition in dedicated press release on sponsored day</li> </ul> </li> <li>• Complimentary registrations (10)</li> <li>• Social media: 1 sponsor-supplied post shared before, during, and after meeting (3 total)</li> <li>• Social media: individual recognition posts with name/logo (1 before, 1 during (on sponsored day), 1 after)</li> <li>• Social media: tier group recognition post with name/logo (1 each before/during/after meeting, 3 total)</li> <li>• Recognition in Neuroscience 2023 banner ads in <i>JNeurosci</i> and <i>eNeuro</i></li> <li>• Priority points (toward future SfN exhibit space): 5</li> <li>• Premier placement in SfN marketing emails with name/logo/link (more than 150,000 contacts)</li> <li>• Exclusive sponsor of one Neuroscience 2023 related eblast</li> <li>• <i>Neuroscience Extra!</i> daily news: name/logo/link (premier placement)</li> <li>• Advertisement in Neuroscience 2023 <i>Program and Exhibit Guide</i> (1/2 page)</li> <li>• Recognition by tier group in press release before meeting (premier placement)</li> </ul> <p><b>Plus, Core Benefits (premier placement):</b></p> <ul style="list-style-type: none"> <li>• Logo/name on on-site digital platforms</li> <li>• Logo/name in Neuroscience 2023 <i>Program and Exhibit Guide</i></li> <li>• Logo/name/link on sfn.org website sponsor list</li> <li>• Logo/name in slideshows prior to plenary and featured lectures</li> <li>• 20% off Program Support opportunities ( <a href="#">page 7–8</a> )</li> <li>• 20% off On-site Advertising and Sponsored Products ( <a href="#">page 9</a> )</li> <li>• 10% off tiered sponsorship pricing if exhibiting at Neuroscience 2023</li> </ul>

Sponsorship Level & Price	Value	Benefits
<p><b>Gold</b> \$25,000</p>	<p>Access to SfN marketing reach; enhanced visibility at annual meeting</p>	<p><b>Core benefits (enhanced placement), plus:</b></p> <ul style="list-style-type: none"> <li>• Complimentary registrations (5)</li> <li>• Social media: 1 sponsor-supplied post shared before meeting</li> <li>• Social media: tier group recognition post with name/logo (1 each before/during/after meeting, 3 total)</li> <li>• Priority points (toward future SfN exhibit space): 3</li> <li>• Name/logo/link in SfN marketing emails (contacts: 150,000+): enhanced placement</li> <li>• <i>Neuroscience Extra!</i> daily news: name/logo/link (enhanced placement)</li> <li>• Recognition by tier group in press release before meeting</li> <li>• Advertisement in <i>Neuroscience 2023 Program and Exhibit Guide</i> (1/4 page)</li> </ul>
<p><b>Silver</b> \$15,000</p>	<p>Enhanced visibility with additional social media exposure</p>	<p><b>Core benefits, plus:</b></p> <ul style="list-style-type: none"> <li>• Complimentary registrations (2)</li> <li>• Social media: 1 tier group post (with name/logo) during and after meeting (2 total)</li> <li>• <i>Neuroscience Extra!</i> daily news: name/logo/link</li> <li>• Priority points (toward future SfN exhibit space): 2</li> </ul>
<p><b>Bronze</b> \$7,500</p>	<p>Visibility to all attendees on sponsor listings</p>	<p><b>Core benefits, plus:</b></p> <ul style="list-style-type: none"> <li>• Social media: 1 tier group post (with name/logo) after meeting</li> <li>• Priority Points (toward future SfN exhibit space): 1</li> <li>• <i>Neuroscience Extra!</i> daily news: name/logo/link</li> </ul>

## SPONSORSHIP LEVEL

Benefits	Bronze \$7,500	Silver \$15,000	Gold \$25,000	Platinum \$50,000
<b>Special Opportunity: Sponsor of One Day of Neuroscience 2023</b>				
Dedicated signage on digital platforms throughout convention center on supported day				✓
Dedicated social media post on sponsored day (with sponsor hashtag)				✓
Verbal acknowledgement prior to Presidential Special Lecture on sponsored day				✓
Recognition in dedicated press release on sponsored day				✓
<b>Name and Logo Placement</b>				
Logo/name on on-site digital platforms	✓	✓	Enhanced Placement	Premier Placement
Logo/name in Neuroscience 2023 <i>Program and Exhibit Guide</i>	✓	✓	Enhanced Placement	Premier Placement
Logo/name/link on sfn.org website sponsor list	✓	✓	Enhanced Placement	Premier Placement
Logo/name in slideshows prior to plenary and featured events	✓	✓	Enhanced Placement	Premier Placement
<b>Social Media</b>				
Share/retweet sponsor-supplied content (content must be pre-approved by SfN)			- During Meeting (1)	- Before, During, & After Meeting (1 each)
Tier group recognition post (logo included)	- After Meeting (1 post)	- During Meeting (1 post) - After Meeting (1 post)	- Before Meeting (1 post) - During Meeting (1 post) - After Meeting (1 post)	- Before Meeting (1 post) - During Meeting (1 post) - After Meeting (1 post)
Individual sponsor recognition post (logo included)				- Before Meeting (1 post) - During Meeting (1 post on Sponsored Day; see above) - After Meeting (1 post)
Social media analytics package (includes # of impressions, likes, clicks)		✓	✓	✓

## SPONSORSHIP LEVEL

Benefits	Bronze \$7,500	Silver \$15,000	Gold \$25,000	Platinum \$50,000
<b>Marketing and Advertising</b>				
Recognition in Neuroscience 2023 banner ads in <i>JNeurosci</i> and <i>eNeuro</i>				✓
Name/logo/link in SfN marketing emails (contacts: 150,000+)			✓	Premier Placement
Name/logo/link in <i>Neuroscience Extra!</i> Daily News	✓	✓	Enhanced Placement	Premier Placement
Exclusive sponsor of one Neuroscience 2023 e-blast				✓
Advertisement in Neuroscience 2023 <i>Program and Exhibit Guide</i>			1/4 page	1/2 page
Press release announcing tier groups			✓	Premier Placement
Discount off On-site Advertising and Sponsored Products ( <a href="#">page 9</a> )	20%	20%	20%	20%
<b>Additional Benefits</b>				
Complimentary full registrations to Neuroscience 2023	0	2	5	10
Discount off Program Support opportunities ( <a href="#">page 7–8</a> )	20%	20%	20%	20%
Discount on tiered sponsorship pricing if exhibiting at Neuroscience 2023	10%	10%	10%	10%
Priority points (toward future SfN exhibit space)	1	2	3	5
After-meeting report package	✓	✓	✓	✓

## PROGRAM SUPPORT

SfN offers opportunities for support of individual lectures, events, and awards at Neuroscience 2023, helping you to achieve wide reach, brand visibility, and targeted awareness of contributions to the field. Supporters are acknowledged in the Neuroscience 2023 *Program and Exhibit Guide*, on the SfN website, and in event-related signage. Recognition is available in certain press releases and verbally at applicable events. Neuroscience 2023 tiered sponsors (Platinum, Gold, Silver, and Bronze), exhibitors, and advertisers are eligible to receive discounts on these individual lecture, event, and award\* offerings (see Discounted Rates for 2023 SfN Contributors, [page 8](#)).

### LECTURES

#### Presidential Special Lectures

Among the most anticipated, highest-profile, and widely attended events, with speakers selected by the SfN president. Sponsor is verbally recognized and thanked by SfN president ..... \$25,000 each, limited to 4

#### History of Neuroscience Lecture

A chronicle of the evolution and growth of major topics in neuroscience. Sponsor is verbally thanked in session introduction..... \$15,000, limited to 1

#### Special Lectures

A series of high-profile lectures each representing a neuroscience theme. Sponsor is recognized in event signage ..... \$15,000 each

### EDUCATIONAL AND PROFESSIONAL DEVELOPMENT EVENTS

#### Short Course

Train scientists in day-long course focused on emerging topics and research techniques related to rigorous neuroscience..... \$10,000, limited to 1

#### Professional Development Workshops

Improve various professional skills at all career stages.

- Individual Workshop ..... \$2,000 each
- Three Workshops ..... \$5,000
- Exclusive Support ..... \$9,000  
(for all workshops — up to 6 available)

#### Meet-the-Experts Series:

Experts describe their research techniques and accomplishments in a personal context.

- Individual Session ..... \$2,000 each
- Three Sessions ..... \$5,000
- Exclusive Support ..... \$14,000  
(for all sessions — up to 11 available)

### POSTER SESSIONS

Provide trainees the opportunity to present their research and make lasting connections with established neuroscientists.

- International Fellows Poster Session ..... \$10,000
- Diversity Fellows Poster Session..... \$10,000
- Trainee Professional Development Award (TPDA) Poster Session ..... \$10,000
- Exclusive Support (for all 3 poster sessions) ..... \$25,000

### MENTORING AND NETWORKING EVENTS

Celebrate the achievements of neuroscience communities and offer attendees networking opportunities.

- Diversity Reception ..... \$10,000
- Brain Awareness Campaign Event..... \$10,000
- Celebration of Women in Neuroscience Event ..... \$10,000
- Career Development Topics: A Networking Event..... \$10,000
- Neuroscience Scholars Program (NSP) Mentoring Event.... \$10,000

For more information or questions about Neuroscience 2023 Program Support, please contact [development@sfn.org](mailto:development@sfn.org).

## PROGRAM SUPPORT

### AWARDS AND PRIZES

**Ralph W. Gerard Prize in Neuroscience**..... \$50,000

Highest recognition conferred by SfN to a scientist who made significant contributions in neuroscience during his or her career.

**Young Investigator Award** ..... \$25,000

Recognizes the outstanding achievements and contributions by a young neuroscientist who demonstrated scholarly independence and distinguished research.

**Mika Salpeter Lifetime Achievement Award** ..... \$10,000

Recognizes an individual with outstanding career achievements who has also promoted the advancement of women in neuroscience.

**Next Generation Award**..... \$8,000

Recognizes chapter members who make valuable contributions to outreach, education, and public communications about neuroscience.

### Trainee Professional Development Awards (TPDA)

Support begins at ..... \$3,000

*SfN will match contributions of \$25,000 or more.*

*No discounts available on TPDA program support.*

Undergraduate and graduate students and postdoctoral fellows receive merit-based awards to attend Neuroscience 2023, present their research at a dedicated poster session, and network with peers and established scientists.

## DISCOUNTED RATES FOR 2023 SfN CONTRIBUTORS

SfN 2023 Contributor Category	Discounts
<ul style="list-style-type: none"> <li>• Neuroscience 2023 Platinum Sponsor</li> <li>• Neuroscience 2023 Gold Sponsor</li> <li>• Neuroscience 2023 Silver Sponsor</li> <li>• Neuroscience 2023 Bronze Sponsor</li> </ul>	<p>20% off Program Support (lectures/events/awards*)</p> <p>20% off On-site Advertising and Sponsored Products</p> <p>10% off tiered sponsorship if exhibiting at Neuroscience 2023</p>
<ul style="list-style-type: none"> <li>• Neuroscience 2023 Exhibitors</li> <li>• 2023 Sustaining Associate Members (SAMs)</li> <li>• 2023 Award and Prize Sponsors</li> </ul>	<p>10% off tiered sponsorship (plus 20% off Program Support (lectures/events/awards*) and 20% off On-Site Advertising and Sponsored Products ** (with tiered sponsorship)</p> <p>10% off Program Support (lectures/events/awards*) and 10% off On-site Advertising and Sponsored Products ** (without tiered sponsorship)</p>

\* No discounts available on TPDA program support.

\*\* Only 10% discount on Product Theater (available only to exhibitors).



## ON-SITE ADVERTISING AND SPONSORED PRODUCTS

★ Available to exhibitors only

SfN offers an array of advertising opportunities and sponsored products to extend your reach and tailor to your brand, budget, audience, and marketing goals.

Contact [adsales@sfn.org](mailto:adsales@sfn.org) with questions or to purchase.

- Attendee Mailing List:
  - Commercial Rate (per 1,000 addresses) .... \$510
  - Nonprofit Rate (per 1,000 addresses) ..... \$350
  - Neuroscience 2023 Exhibitor ..... Complimentary
- Charging Stations: Large Tower ..... \$4,000
  - Round Tables..... \$4,000
  - Exclusive Support..... \$7,000
- Digital Signage..... *more info coming soon*
- Exhibitor Lounge..... \$7,500★
  - Exclusive Support ..... \$25,000★
- Hotel Key Cards: Marriot Marquis Washington, D.C..... \$5,000
  - Renaissance Washington, D.C. .... \$5,000
  - Exclusive Support..... \$7,500
- Lanyards: Exclusive Support ..... \$30,000★
- Mobile App:
  - Splash Screen Ad at Start-up ..... \$15,000
  - Home Screen Banner Ad:
    - Per Day (5 available) ..... \$7,000
    - Exclusive Support..... \$28,000
- *Neuroscience Extra!* Email Newsletter:
  - Per Issue (5 available) ..... \$5,000
  - Exclusive Support..... \$20,000
- One Seating Area (2 available)..... \$5,000
  - New! Exclusive Support..... \$8,000
- Pens: Exclusive Support..... \$12,000
- Press Room: Exclusive Support..... \$12,000
- Product Theater (30-minute time slot) ..... \$8,500★
- Pronoun Sticker Bar (2 available)..... \$7,500
  - Exclusive Support..... \$12,000
- Special Print Edition of *JNeurosci*:
  - Full-page:..... \$1,500
  - Full-page, Opposite Table of Contents ..... \$2,200
  - Full-page, Back Cover ..... \$2,500
  - Full-page, Inside Front Cover ..... \$2,000
  - Full-page, Inside Back Cover ..... \$2,000
- Sponsored Socials Event (10 available) ..... \$6,000
- Tote Bags: Exclusive Support ..... \$25,000★
- Volunteer and Donor Lounge ..... \$12,000
- WiFi Splash Page ..... \$20,000

## NEUROSCIENCE 2023 SPONSORSHIP AGREEMENT

This agreement presents mutual understanding between the Society for Neuroscience (SfN) and Neuroscience 2023 sponsoring organization (Sponsor) regarding the terms and conditions of this support.

The level of sponsorship support is detailed in the published Neuroscience 2023 Sponsorship Opportunities prospectus (attached). SfN will recognize Sponsor with the benefits as outlined in this prospectus at the level selected by the Sponsor. Any other acknowledgements of Sponsor's support role shall be mutually agreed to by Sponsor and SfN. For any such recognitions and acknowledgements noted herein, Sponsor grants SfN a nonexclusive, royalty-free license to use the name and logo of Sponsor.

Sponsor shall pay the nonrefundable support to SfN thirty days after the receipt of invoice. For accounting purposes, SfN is registered with the IRS as a qualified 501(c)(3) nonprofit organization under FEIN 52-0895843 and donations are deductible to the extent allowed by law.

SfN shall retain control over all aspects of Neuroscience 2023 taking place from November 11–15. Sponsor gains no rights other than the supporter's rights set forth in this agreement. Sponsor and SfN agree to indemnify and hold the other and its officers, directors, members, and employees harmless from any claims, damages, costs, liabilities, and expenses arising out of the responsible party's activities relating to Neuroscience 2023. Neither Sponsor nor SfN shall be held responsible if Neuroscience 2023 is delayed, adjusted, or cancelled because of internet connectivity issues, an act of God or any other force majeure clause beyond either party's reasonable control. If cancellation or curtailment occurs, SfN will have no further liability to Sponsor.

Sponsorships must be related to the overall mission of the Society and appropriate to the purpose of the supported event. The character of the proposed sponsorship is subject to approval by the Society. SfN reserves the right even after an application and payment is received to refuse applications and sponsorships not meeting standards required or expected, as well as the right to curtail sponsorships that reflect unfavorably on the character of the supported event. All sponsorship language, graphics, and accompanying materials (such as logo, name, tagline, key messages, company literature) must be reviewed and approved by the Society.

Neither party will be liable to the other for any speculative special, incidental, indirect, remote, or consequential damages arising from such party's performance or failure to perform.

Notwithstanding any other provision of these terms and conditions or the sponsorship agreement, the SfN's entire liability to sponsor or otherwise arising in connection herewith will not exceed the amount paid to SfN by sponsor pursuant to the sponsorship agreement.



### Neuroscience 2023 Sponsorship Application Form

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Social Media Handles:

Twitter: \_\_\_\_\_ Facebook: \_\_\_\_\_ LinkedIn: \_\_\_\_\_ Instagram: \_\_\_\_\_

#### Level of Sponsorship:

Platinum / \$50,000    Gold / \$25,000    Silver / \$15,000    Bronze / \$7,500

#### Program Support:

Presidential Special Lecture / \$25,000    History of Neuroscience Lecture / \$15,000  
 Special Lectures / \$15,000    Other Event: \_\_\_\_\_    Award: \_\_\_\_\_

Please send me information about additional opportunities:

On-site Advertising and Sponsored Products at Neuroscience 2023

Exhibiting at Neuroscience 2023

\_\_\_\_\_  
 I confirm I have read and agreed to this Neuroscience 2023 Sponsorship Agreement.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Please email completed form and materials to SfN at [development@sfn.org](mailto:development@sfn.org).

Please submit your logo for inclusion in items that are part of your selected sponsorship package. Logo should be submitted as an EPS file, high-quality JPEG or PSD.