SPONSORSHIP PROSPECTUS





NEUROSCIENCE 2025 SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Elevate your organization's visibility and connect with the global neuroscience community at Neuroscience 2025, this November in San Diego, California!

SfN's four tiered sponsorships (Platinum, Gold, Silver, and Bronze) provide comprehensive exposure before, during, and after Neuroscience 2025.

This year, *Platinum-level sponsorship benefits have been significantly enhanced*, including premium on-site visibility with a Digital Signage Package, a Sponsored Seating Area, and year-round engagement with SfN's 35,000 members.

New for 2025, all sponsors gain access to the Donor & Volunteer Lounge throughout the meeting — a comfortable space for networking and recharging — and an invitation to the exclusive Donor & Volunteer Breakfast Event bringing together key contributors to the Society.

All SfN sponsors also enjoy discounts on additional opportunities, including exhibiting, advertising, and event sponsorships. Maximize your brand's impact with tailored on-site advertising and sponsorship options designed to fit your budget, goals, and audience.

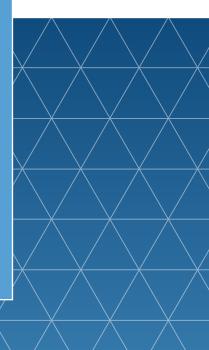
Join us to connect, engage, and thrive at this premier global neuroscience event!



CORE BENEFITS FOR ALL TIERED SPONSORSHIPS

SfN's four tiered sponsorships (Platinum, Gold, Silver, and Bronze) receive the following Core Benefits, with commensurate level of visibility at each tier:

- Logo/name on on-site signage at convention center
- Logo/name in Neuroscience 2025 Program and Exhibit Guide
- Logo/name/link on sfn.org website sponsor list
- Logo/name in Neuroscience 2025 Virtual Component platform
- Logo/name in slideshows prior to plenary and featured lectures
- Discount off Program Support opportunities
- 20% off On-site Advertising and Sponsored Products
- 10% off tiered sponsorship pricing if exhibiting at Neuroscience 2025
- **NEW!** Full access to the Donor & Volunteer Lounge throughout the annual meeting
- **NEW!** Invitation to the Donor & Volunteer Breakfast Event



Platinum \$50,000

Premier Visibility at Neuroscience 2025! Curated all-in-one sponsorship package providing highest multichannel visibility and recognition at Neuroscience 2025 plus year-round engagement with SfN members.

Top-Level Placement in all Core Benefits (see page 3), plus:

Exclusive: Sponsorship of one full day of Neuroscience 2025

- Verbal recognition by SfN leadership at plenary lecture on sponsored day (4,000–7,000 attendees)
- Dedicated press, social media and signage recognition on sponsored day

New! Digital Signage Package

• Dedicated on-site signage in multiple locations throughout convention center, visible to all 25,000+ attendees (\$5,000 value)

New! Sponsored Seating Area

 Recognition at a high-traffic seating area within the convention center (\$5,000 value)

Extended Visibility with an Exhibit Booth

- Interact over four full days with attendees with an existing exhibit booth registration. Must be completed and purchased separately.
- Sign up for an exhibit booth and receive 10% off Platinum sponsorship! (\$5,000 value)
- Receive maximum level of priority points: 5 per year

SfN Exhibitors and Contributors receive discounts on Neuroscience 2025 offerings! See page 9 for details.

Broad Advertising and Multimedia Reach

- Advertising: 1/2 page advertisement in *Program and Exhibit Guide* distributed to all attendees (\$2,465 value); recognition in banner ads in SfN premier publications JNeurosci and eNeuro (\$2,720 value).
- Marketing: Exclusive sponsor of one Neuroscience 2025 eblast (\$1,225 value); premier placement in multiple SfN marketing emails before, during, and after meeting (150,000+ contacts); premier placement and in Neuroscience Extra! daily newsletter at meeting.
- Press Coverage: Exclusive SfN press release on sponsored day and recognition in Platinum-level only press release, distributed to all participating press (typically 120+) and through SfN's distribution channels to over 5,000 media outlets around the world (\$5,000 value).
- Social Media Reach: Your supplied content in 3 exclusive posts; individual recognition in 3 posts; Platinum-level recognition in 3 posts (\$1,000 value).

New! Year-Round Engagement with SfN's Membership of 35,000

- NEW! Individual SfN Memberships: One-year Regular Member status for 5 sponsor representatives (\$1,200 value).
- NEW! Membership Benefits: Sponsor representative members receive a subscription to JNeurosci, member newsletters, publication fee discounts for SfN journals, and eligibility to submit an abstract or annual meeting session proposal, plus more!

Conference Registrations

• Registrations for up to 10 sponsor representatives at Neuroscience 2025 (\$7,600 value)

Sponsorship Level & Price

Gold \$25,000

- (\$5.000 value)

Sponsorshi

Silver \$15,00

Placement in

- Marketin meeting
- Social M (2 total)

Extended Vis

- Interact registrati
- Sign up (\$1,500
- Receive

Conference

 Registrat (\$1.520

Broad multichannel visibility throughout annual meeting, marketing, and social media materials

Enhanced placement in all Core Benefits (see page 3), plus:

Advertising and Multimedia Reach

• Advertising: 1/4 page advertisement in Program and Exhibit Guide distributed to all attendees (\$1,695 value)

 Marketing: Enhanced placement (name/logo/link) in multiple SfN marketing emails before, during, and after meeting (150,000+ contacts); enhanced placement (name/logo/link) in Neuroscience Extra! daily newsletter at meeting distributed to all attendees

• Press Coverage: Coverage in press release announcing all Gold sponsors, distributed to all participating press (typically 120+) and through SfN's distribution channels to over 6.000 media outlets around the world

• Social Media Reach: Your supplied content in one exclusive post shared before meeting; tier group recognition post with name/logo (one each before, during, and after meeting: 3 total)

Extended Visibility with an Exhibit Booth

- Interact over four full days with attendees with an existing exhibit booth registration. Must be completed and purchased separately.
- Sign up for an exhibit booth and receive 10% off Gold sponsorship! (\$2,500 value)
- Receive 3 priority points (toward future SfN exhibit space)

Conference Registrations

 Registrations for up to 5 sponsor representatives at Neuroscience 2025 (\$3,800 value)

p Level & Price	
Visibility throughout annual meeting with marketing and social media exposure	Bronze \$7,500 Visibility to all attendees on sponsor listings
n Core Benefits (see <u>page 3</u>), plus:	Placement in Core Benefits (see page 3), plus:
ing: Name/logo/link in Neuroscience Extra! daily newsletter at distributed to all attendees	 Marketing: Name/logo/link in Neuroscience Extra! daily newsletter at meeting distributed to all attendees
Media: 1 tier group post (with name/logo) during and after meeting	 Social Media: 1 tier group post (with name/logo) after meeting (1 total)
sibility with an Exhibit Booth over four full days with attendees with an existing exhibit booth tion. Must be completed and purchased separately.	 Extended Visibility with an Exhibit Booth Interact over four full days with attendees with an existing exhibit booth registration. Must be completed and purchased separately.
for an exhibit booth and receive 10% off Silver sponsorship! value)	 Sign up for an exhibit booth and receive 10% off Bronze sponsorship! (\$750 value)
2 priority points (toward future SfN exhibit space)	Receive 1 priority point (toward future SfN exhibit space)
Registrations ations for up to 2 sponsor representatives at Neuroscience 2025 value)	 Conference Registrations Registration for 1 sponsor representative at Neuroscience 2025 (\$760 value)

	SPONSORSHIP LEVEL			
Benefits	Bronze \$7,500	Silver \$15,000	Gold \$25,000	Platinum \$50,000
Name and Logo Placement				
Logo/name on on-site signage	✓	✓	Enhanced Placement	Premier Digital Signage Placement
Logo/name in Neuroscience 2025 Program and Exhibit Guide	\checkmark	~	Enhanced Placement	Premier Placement
Logo/name/link on SfN.org website sponsor list	✓	\checkmark	Enhanced Placement	Premier Placement
Logo/name in Neuroscience 2025 Virtual Component platform	\checkmark	\checkmark	Enhanced Placement	Premier Placement
Logo/name in slideshows prior to plenary and featured events	✓	\checkmark	Enhanced Placement	Premier Placement
Social Media				
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)		✓	✓	✓

Marketing and

Recognition in N

Name/logo/link i

Name/logo/link

Exclusive sponse

Advertisement ir

Press release an

Discount off On-s

Special Opport

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Recognition in de

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Invitation to the [

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Priority points (to

After-meeting rep

SPONSORSHIP LEVEL				
	Bronze \$7,500	Silver \$15,000	Gold \$25,000	Platinum \$50,000
d Advertising				
Neuroscience 2025 banner ads in JNeurosci and eNeuro				\checkmark
k in SfN marketing emails (contacts: 150,000+)			\checkmark	Premier Placement
k in Neuroscience Extra! Daily News	✓	\checkmark	Enhanced Placement	Premier Placement
nsor of one Neuroscience 2025 e-blast				✓
in Neuroscience 2025 Program and Exhibit Guide			1/4 page	1/2 page
announcing tier groups			✓	Premier Placement
n-site Advertising and Sponsored Products (page 10)	20%	20%	20%	20%
rtunity: Sponsor of One Day of Neuroscience 2025				
site signage				✓
ial media post on sponsored day hashtag)				✓
ledgement prior to Presidential Special Lecture day				✓
dedicated press release on sponsored day				\checkmark
nefits				
y full registrations to Neuroscience 2025	1	2	5	10
the Donor & Volunteer Lounge	✓	\checkmark	\checkmark	✓
e Donor & Volunteer Breakfast Event	✓	\checkmark	\checkmark	✓
ating area				\checkmark
-round SfN memberships and benefits				5
rogram Support opportunities (<u>page 8)</u>	10%	10%	20%	20%
ered sponsorship pricing if exhibiting at Neuroscience 2025	10%	10%	10%	10%
(toward future SfN exhibit space)	1	2	3	5
report package	✓	\checkmark	\checkmark	✓

PROGRAM SUPPORT

SfN offers opportunities for support of individual lectures, events, and awards at Neuroscience 2025, helping you to achieve wide reach, brand visibility, and targeted awareness of contributions to the field. Supporters are acknowledged in the Neuroscience 2025 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 2025 tiered sponsors (Platinum, Gold, Silver, and Bronze), exhibitors, and advertisers are eligible to receive discounts on these individual lecture and event offerings (Discounted Rates for 2025 SfN Contributors, page 9).

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 (for all workshops) \$9,000

Meet-the-Experts Series:

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

- Individual Session ... \$2,000 each
- . \$5.000 Three Sessions
- Exclusive Support (for all sessions) \$14,000

Poster Sessions

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

- International Fellows Poster Session..... .. \$10.000
- .. \$10.000 Diversity Fellows Poster Session.....
- Trainee Professional Development Award (TPDA) .. \$10,000 Poster Session.....
- 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
- BrainFacts Live Event......
 \$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 2025 Program Support, please contact development@sfn.org.

Awards and Prizes

and established scientists.

SfN will match contributions of \$25,000 or more. No discounts available on TPDA program support.

DISCOUNTED RATES FOR 2025 SfN CONTRIBUTORS

SfN 2025 Contributor Category	Discounts
 Neuroscience 2025	20% off Program Support (lectures/events*)
Platinum Sponsor Neuroscience 2025	20% off On-site Advertising and Sponsored Products * *
Gold Sponsor	10% off tiered sponsorship if exhibiting at Neuroscience 202
 Neuroscience 2025	10% off Program Support (lectures/events*)
Silver Sponsor Neuroscience 2025	20% off On-site Advertising and Sponsored Products * *
Bronze Sponsor	10% off tiered sponsorship if exhibiting at Neuroscience 202
 Neuroscience 2025 Exhibitors 2025 Sustaining Associate Members (SAMs) 2025 Award and Prize Sponsors 	10% off tiered sponsorship plus 20% off Program Support (lectures/events*) and 20% off On-Site Advertising and Sponsored Products * * (with tiered sponsorship) 10% off Program Support (lectures/events*) and 10% off On-site Advertising and Sponsored Products * * (without tiered sponsorship)

* No discounts available on awards and prizes or TPDA program support.

** No discounts available on Product Theater.

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.

Mika Salpeter Lifetime Achievement Award...... \$10,000 Recognizes an individual with outstanding career achievements who has also promoted the advancement of women in neuroscience

Science Educator Award......\$10,000 Honors two outstanding neuroscientists who have made significant contributions to educating the public about 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 Undergraduate and graduate students and postdoctoral fellows receive merit-based awards to attend Neuroscience 2025, present their research at a dedicated poster session, and network with peers

ON-SITE ADVERTISING AND SPONSORED PRODUCTS

SfN offers an array of sponsored products and advertising opportunities to extend your reach and tailor to your brand, budget, audience, and marketing goals. Don't see what you're looking for? Get in touch with us to create your own customized sponsorship opportunity! Contact adsales@sfn.org with questions or to purchase.

. \$9.000

Product Theater* 30-Minute Time Slot ... Discounts will not be permitted for the Product Theater. **Digital Signage** Option 1 | Maximum Visibility \$5,500 Option 2 | Deluxe Coverage \$3,500 Option 3 | Starter Pack \$2.500 Wi-Fi Splash Page Exclusive Support \$15,000 Mobile App Splash Page Ad at Start-Up Sold Exclusive Support \$15,000 Mobile App Home Screen Banner Ad Per Day (3 available)..... \$7.500 "Know Before You Go" Email Banner Ad Per Issue (3 available)......\$4,500 Exclusive Support \$10.000 Attendee Newsletter Email Banner Ad **Top Placement** \$5,500 Per Issue (5 available)..... Exclusive Support

Exclusive Support	\$21,000
Middle Placement Per Issue (5 available)	\$2.000
Exclusive Support	
Special Signage in the Product Theater*	
One Theater Location (2 available)	\$3,000
Exclusive Support (both locations)	\$5,000

Tote Bags* Sold

Exclusive Support	\$25,000
Charging Stations Sold Exclusive Support	\$14,500
Lanyards* Exclusive Support	\$30,000
Pens Exclusive Support	\$12,000

Pronoun Sticker Bar

Exclusive Support \$	3,500
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Escalator Wraps

Set of 2 Escalator Wraps, Lobby B1(1 set available) \$5,000
Set of 2 Escalator Wraps, Lobby C (1 set available) \$5,000
Set of 3 Escalator Wraps, Lobby E (1 set available) \$6,000
Set of 3 Escalator Wraps, Lobby H (1 set available) \$6,000
Exclusive Support, All Lobbies (includes all 10 escalators) \$20,000 Sponsor is responsible for all production and labor costs.

B1 Lobby Stairs

Exclusive Support	\$4,000
Sponsor is responsible for all production and labor costs.	

Hand Sanitizer Stations

Grand Lobby\$	\$2,000
(8 freestanding, 12 wall-mounted) 1 available)	
Exclusive Support\$	\$4,000
(15 freestanding, 48 wall-mounted) 1 available)	
Sponsor is responsible for all production and labor costs.	

Z-Card Fold-O Exclusive Suppo

Program and E 3.5 x 2 ad (6 ava Discounts will no

Sticky Notepad Exclusive Suppo

Special Print E Full-Page Ad.....

Full-Page Ad, Opposite Table

Full-page Ad, Ba

Full-Page Ad, In

Full-Page Ad, In

Exhibitor Loun Exclusive Suppo

Press Room Exclusive Suppo Sponsorship inc and napkins prin

Donor and Volunteer Lounge

Exclusive Support \$10.000 Lounge sponsorship includes literature placement, napkins printed with your logo, and bookmarks distributed in the sought-after Friends of SfN hardback journal.

Dut Map port	\$15,000
Exhibit Guide Map Ad* railable) not be permitted for the Program and Exhibit Guid	
ids port	\$8,000
Edition of <i>JNeurosci</i>	\$1,550
of Contents (1 available)	\$2,275
Back Cover (1 available)	\$2,575
nside Front Cover (1 available)	\$1,800
nside Back Cover (1 available)	\$2,000
nge* oort	\$10,000

ort	\$6,000	
cludes prominent signage, coffee service,		
nted with your organization's logo.		

* Available to exhibitors only





Neuroscience 2025 Sponsorship Agreement

This agreement presents mutual understanding between the Society for Neuroscience (SfN) and Neuroscience 2025 sponsoring organization (Sponsor) regarding the terms and conditions of this support.

The level of sponsorship support is detailed in the published Neuroscience 2025 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 2025 taking place from November 15–19. 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 2025. Neither Sponsor nor SfN shall be held responsible if Neuroscience 2025 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 2025 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 Neuroscier □ Special Lectures / \$15,000 □ Other Event:	
Please send me information about additional opportunities: On-site Advertising and Sponsored Products at Neuroscience 2025 Exhibiting at Neuroscience 2025 	
\Box I confirm I have read and agreed to this Neuroscience 2025 Sponsorship Agreement.	
SignatureDate	
NameTitle	

Email completed form and materials to SfN at development@sfn.org.

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.