



SOCIETY FOR NEUROSCIENCE 2022

MEDIA KIT



Strengthen Your Brand

The [Society for Neuroscience](#) (SfN) is your connection to the global neuroscience community, offering high-visibility platforms for advertising, sponsorship, exhibiting, and recruitment. Our staff will work with you to create marketing solutions that fit your budget, expand your reach, and maximize your investment.

When you work with SfN, you advance the field not only by contributing to funding for SfN's programs, but also by showing scientists across the globe how your products and services support and enhance their important work.

Let our team help you put your advertising dollars to work. Contact us at [**adsales@sfn.org**](mailto:adsales@sfn.org) to learn more about the latest opportunities and book your ad today.

Table of Contents

Year-round Opportunities

| | |
|---------------------------------------|----|
| Web Banner Advertising | 5 |
| Email Banner Advertising..... | 6 |
| Sustaining Associate Membership | 8 |
| Direct Mail (list rental) | 10 |
| Employer Recruitment | 11 |

Annual Meeting Opportunities

| | |
|-----------------------------------|----|
| Exhibiting | 13 |
| Advertising and Sponsorship | 16 |

Advertise with SfN Journals

Read by researchers, physicians, and educators in more than 200 countries and territories, SfN's scientific journals offer breadth and depth in the rapidly developing neuroscience field.



Launched in 1981 as the first neuroscience-specific journal, [JNeurosci](#) publishes rigorous and high-quality research on a broad range of topics of general interest to those working on the brain and nervous system. *JNeurosci* remains the most-cited journal in the field.

Average Monthly Web Traffic, in 2021

330,263 users | 527,514 sessions



Launched in 2014, SfN's open-access journal, [eNeuro](#), uses a fair, fast, and transparent review process to publish rigorous research — including replication studies, negative results, open-source tools, and registered reports.

Average Monthly Web Traffic, in 2021

29,258 users | 44,135 sessions

Advertise with SfN Journals

JNeurosci Website Banners

\$1,675 per month

Display your digital banner across all *JNeurosci* webpages (run-of-site), choosing from either the leaderboard (728 x 90 pixels) or skyscraper (160 x 600 pixels) position. Your banner will alternate with other banners and will receive unlimited impressions (estimated at ~70,000–120,000 per banner) for one month.

To purchase, email adsales@sfn.org for an insertion order form, specifying your desired position and run dates. Send your creative file and target URL to adsales@sfn.org at least two weeks prior to your ad's start date.



eNeuro Website Banners

\$1,000 per month

Display your digital banner across all *eNeuro* webpages (run-of-site), choosing from either the leaderboard (728 x 90 pixels) or skyscraper (160 x 600 pixels) position. Your banner will alternate with other banners and will receive unlimited impressions (estimated at ~20,000–30,000 per banner) for one month.

To purchase, email adsales@sfn.org for an insertion order form, specifying your desired position and run dates. Send your creative file and target URL to adsales@sfn.org at least two weeks prior to your ad's start date.



| Website Banner Specs | |
|--|---|
| File size | Under 100 KB (or under 300 KB for HTML5) |
| Dimensions | 728 x 90 pixels or 160 x 600 pixels (select 1) |
| Destination | Try to avoid redirects and URL shorteners. |
| File Type | .jpeg, .png, static gif, HTML5 (.zip file) |
| Due to SfN | Minimum 2 weeks prior to go-live date (3 weeks for HTML5) |
| Note: If using HTML5 format, please review these compatibility guidelines . | |

Advertise with SfN Journals

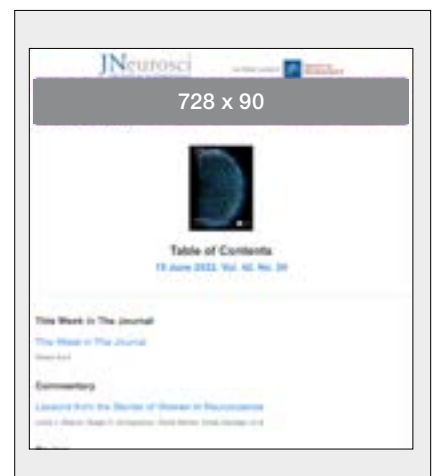
Journal eTOC / e-Alert Email Banners

\$800 per issue (50 issues available per year)

Delivered every Wednesday to thousands of opt-in subscribers, *JNeurosci* e-Table of Contents (eTOC) emails highlight the research published in the latest issue. Display your leaderboard banner in an exclusive spot at the top of the eTOC, receiving unlimited impressions (average ~10,000) for the issue week.

New! All eTOC purchases now also include exclusive leaderboard placement across all *eNeuro* and *JNeurosci* opt-in e-alerts for the duration of the *JNeurosci* issue week (Wednesday–Tuesday), reaching hundreds more opt-in subscribers.

To purchase, email adsales@sfn.org to check current availability, specifying your desired issue date(s). Once your ad is confirmed, send your creative file and target URL to adsales@sfn.org at least two weeks prior to the issue date.



| Website Banner Specs | |
|--|---|
| File size | Under 100 KB (or under 300 KB for HTML5) |
| Dimensions | 728 x 90 pixels |
| Destination | Try to avoid redirects and URL shorteners. |
| File Type | .jpeg, .png, static gif, HTML5 (.zip file) |
| Due to SfN | Minimum 2 weeks prior to go-live date (3 weeks for HTML5) |
| Note: If using HTML5 format, please review these compatibility guidelines . | |

Advertise in SfN Member e-Newsletters

Neuroscience Nexus Email Banners

\$1,000 per issue (22 issues available per year)

SfN's bimonthly member e-newsletter, [Neuroscience Nexus](#), is delivered to thousands of active member subscribers, highlighting SfN's upcoming dates and deadlines, new research, public education and advocacy initiatives, annual meeting updates, and other news from across the field.

Display your leaderboard banner in an exclusive spot at the top of the email, receiving unlimited impressions (average ~6,000 email opens).

To purchase, email adsales@sfn.org to check current availability, specifying your desired issue date(s). Once your ad is confirmed, send your creative file and target URL to adsales@sfn.org at least two weeks prior to the issue date.



Neuroscience Quarterly Email Banners

\$1,200 per issue (4 issues available per year)

SfN's e-newsletter [Neuroscience Quarterly](#) is delivered four times a year (winter, spring, summer, and fall) to thousands of active subscribers, showcasing news and articles of interest to SfN members and the neuroscience community. Display your leaderboard banner in an exclusive spot at the top of the email, receiving unlimited impressions (average ~13,000 email opens).

To purchase, email adsales@sfn.org to check current availability, specifying your desired issue date(s). Once your ad is confirmed, send your creative file and target URL to adsales@sfn.org at least two weeks prior to the issue date.



| Neuroscience Nexus Banner and Neuroscience Quarterly Banner Specs | |
|---|--|
| File size | Under 1 GB (recommended under 150KB) |
| Dimensions | 600 x 75 pixels |
| Destination | Try to avoid redirects and URL shorteners. |
| File Type | .jpg, .jpeg, .png, .tif, .tiff, .ico, .bmp, .web |
| Due to SfN | Minimum 2 weeks prior to go-live date |

Become a Sustaining Associate Member (SAM)

Companies and organizations that thrive on great science can support the field by becoming a [Sustaining Associate Member \(SAM\)](#) of SfN. SAMs are important year-round partners with SfN, demonstrating mutual commitment to the neuroscience field and to advancing scientific exchange, supporting the neuroscience community at all career stages, and promoting public outreach and education about neuroscience.

In turn, Sustaining Associate Membership with SfN can offer far-reaching benefits to your organization throughout each membership year, providing visibility among SfN's thousands of members, meeting attendees, and publication subscribers, including key buyers and decision-makers, department heads, and principal investigators.

In the list of SAM benefits below, all SAMs receive core benefits, as well as additional benefits according to their membership level (Platinum, Gold, Silver, or Nonprofit).

To learn more or to apply to become a SAM, visit [SfN.org/membership](https://www.sfn.org/membership) or email development@sfn.org.

► SAM Core Benefits

| Publicity and Exposure | Annual Meeting Perks | Year-Round Discounts & More |
|--|---|--|
| Listing in official SfN annual meeting <i>Program and Exhibit Guide</i> | Complimentary Neuroscience 2022 registration for one representative | Credit toward year-round advertising opportunities (amount determined by SAM level) |
| Visibility through SfN annual meeting Exhibit Hall floor plan | Regular registration rates for three additional representatives | Complimentary access to JNeurosci for one representative |
| Logo and website link featured in SfN Sustaining Associate Member Directory | Priority housing for one representative | 25% discount on any NeuroJobs Career Center package purchased during the membership year |
| NEW in 2022: Recognition as a SAM, with logo, in a designated SfN email | Honorary sign for your organization's exhibit booth | Discounts on SfN mailing list rental |
| NEW in 2022: Recognition in <i>Neuroscience Nexus</i> , SfN's membership e-newsletter | Identifying ribbon for your meeting badge | NEW in 2022: 15% discount on additional advertising (in JNeurosci , eNeuro , Neuroscience Nexus , Neuroscience Quarterly , or journal e-alerts) |
| | Invitation to the Presidential Reception | NEW in 2022: 10% discount on Neuroscience 2022 sponsorship packages and more |

Become a Sustaining Associate Member (SAM)

► Additional SAM Benefits by Level

| | |
|--|---|
| <p>Platinum \$12,250 annually</p> | <p>Platinum membership delivers the maximum level of reach and visibility. Platinum SAMs receive the core benefits, plus:</p> <ul style="list-style-type: none"> • \$1,000 credit toward banner advertising on <i>JNeurosci</i> or <i>eNeuro</i> website • One-time complimentary rental of the SfN membership mailing list* and 20% discount on subsequent rentals • 20% discount on rental of SfN annual meeting attendee mailing list* • (3) Priority points toward SfN annual meeting exhibit space • Complimentary enhanced listing in exhibitor directory |
| <p>Gold \$8,250 annually</p> | <p>Gold SAMs receive the core benefits, plus:</p> <ul style="list-style-type: none"> • \$500 credit toward banner advertising on <i>JNeurosci</i> or <i>eNeuro</i> website • 15% discount on rental of SfN membership and annual meeting attendee mailing lists* • (2) Priority points toward SfN annual meeting exhibit space • Complimentary enhanced listing in annual meeting exhibitor directory |
| <p>Silver \$6,150 annually</p> | <p>Silver SAMs receive the core benefits, plus:</p> <ul style="list-style-type: none"> • \$500 credit toward banner advertising on <i>JNeurosci</i> or <i>eNeuro</i> website • 10% discount on rental of SfN membership and annual meeting attendee mailing lists* • (1) Priority point toward SfN annual meeting exhibit space |
| <p>Nonprofit \$3,450 annually</p> | <p>Nonprofit SAMs receive the core benefits, plus:</p> <ul style="list-style-type: none"> • \$500 credit toward banner advertising on <i>JNeurosci</i> or <i>eNeuro</i> website • 10% discount on rental of SfN membership and annual meeting attendee mailing lists* |

* All mailing lists include postal addresses only. SfN does not share email addresses.

Reach SfN Contacts Through Direct Mail

Membership Mailing List

Rate per 1,000 addresses: \$500 commercial // \$350 nonprofit

Send a personalized direct mail piece to SfN's active members, selecting your target audiences by membership category and geographical location.

To learn more or to purchase, email Candy Brecht at CBrecht@marketinggeneral.com.

Note: All mailing lists include postal addresses only. SfN does not share email addresses.



Neuroscience 2022 Attendee Mailing List

Rate per 1,000 addresses: \$510 commercial // \$350 nonprofit

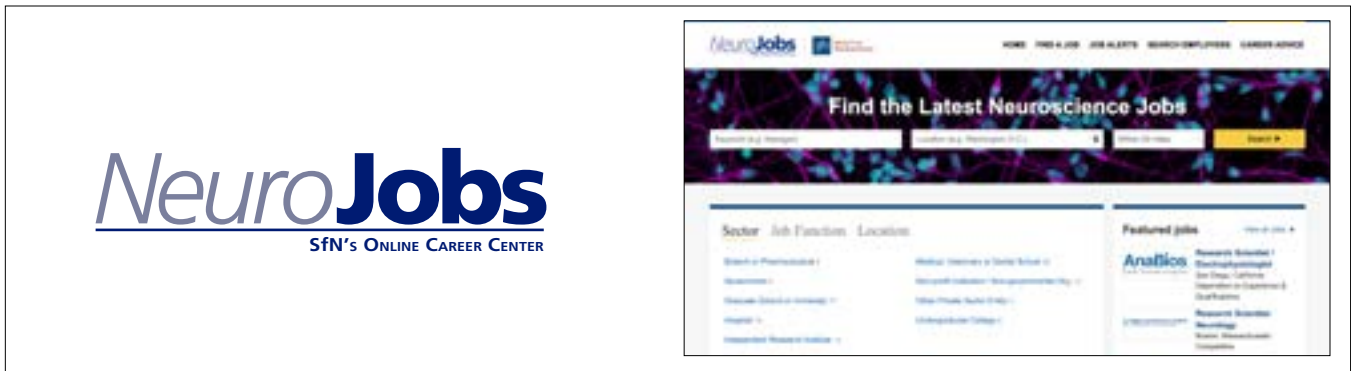
Send a personalized direct mail piece to opt-in annual meeting attendees, selecting your target audiences by geographic region, neuroscience sub-discipline, product category, and more.

- ★ Neuroscience 2022 exhibitors will be offered a complimentary one-time use of the Neuroscience 2022 scientific attendee mailing list (valued at up to \$5,000), available beginning August 15, 2022.
- ★ The attendee mailing list will also be available for non-exhibitors to purchase at the rates listed above from December 1, 2022 through June 30, 2023.

To learn more or to purchase, visit the attendee list rental [webpage](#) or contact adsales@sfn.org.

Note: All mailing lists include postal addresses only. SfN does not share email addresses.

Recruit Top Talent for Your Open Position



The [NeuroJobs Career Center](#) is the world's largest source for neuroscience jobs, spanning all career levels and including positions in academia, industry, and government. Employers can recruit for open positions across the globe, selecting from a range of package types offering broad exposure to the neuroscience community.

To learn more or to purchase an employer package, visit [NeuroJobs.SfN.org](#). Meet your next hire at Neuroscience 2022. To learn more, visit our [Neuroscience Conference Package](#) webpage. For questions, email neurojobsadvertiser@wiley.com.

Note: SfN Institutional Program Members and Sustaining Associate Members are entitled to a 25% discount on NeuroJobs Career Center packages. Contact neurojobs@sfn.org to learn how you can take advantage of this discount.

► Employer Package Types

Qualified

30-Day Posting: \$525 // 60-Day Posting: \$735 // 90-Day Posting: \$1,155

Attract neuroscientists actively looking for a role. Qualified package includes:

- Online job posting with your logo
- Access to resume database
- Ad included on RSS feed on relevant SfN adomains

Experienced

30-Day Posting: \$575 // 60-Day Posting: \$945 // 90-Day Posting: \$1,470

Attract experienced neuroscientists open to new opportunities. Experienced package includes:

- Online job posting with your logo
- Access to resume database
- Ad posted on relevant Wiley domains
- Ad included on RSS feed on relevant SfN domains
- Ad highlighted in search results

Recruit Top Talent for Your Open Position

► Employer Package Types *continued*

Specialist

30-Day Posting: \$655 // 60-Day Posting: \$1,105 // 90-Day Posting: \$1,525

Attract highly specialized and experienced neuroscientists open to new opportunities.

Specialist package includes:

- Online job posting with your logo
- Access to resume database
- Ad included on RSS feed on relevant SfN domains
- Ad highlighted in search results
- Ad posted on relevant Wiley domains
- Social media exposure (Wiley feeds)
- Listing as a Featured Job on NeuroJobs Career Center website

Qualified Postdoc

30-Day Posting: \$210 // 60-Day Posting: \$300 // 90-Day Posting: \$470

Attract neuroscientists actively looking for a postdoctoral fellowship position.

Qualified Postdoc package includes:

- Online job posting with your logo
- Access to resume database
- Ad included on RSS feed on relevant SfN domains

Add-On Option: *JNeurosci* Website Banner

\$1,510 per month

Showcase your open position with a one-month banner display ad on *The Journal of Neuroscience's* website (details on [page 5](#)).

To purchase, add this upgrade option to your cart when ordering your recruitment package through SfN's online NeuroJobs Career Center.

After purchasing, email adsales@sfn.org, including your banner graphic,* target URL, and desired start date.

Note: Employers must supply their own banner graphic, meeting the specs below.

| <i>JNeurosci</i> Website Banner Specs | |
|--|---|
| File size | Under 100 KB (or under 300 KB for HTML5) |
| Dimensions | 728 x 90 pixels or 160 x 600 pixels (select 1) |
| Destination | Try to avoid redirects and URL shorteners. |
| File Type | .jpeg, .png, static gif, HTML5 (.zip file) |
| Due to SfN | Minimum 2 weeks prior to go-live date (3 weeks for HTML5) |
| Note: If using HTML5 format, please review these compatibility guidelines . | |



San Diego, November 12–16



Exhibit at Neuroscience 2022

[SfN's 2022 Annual Meeting](#) will take place in San Diego, November 12–16. Thousands of scientists from around the world and across the field will congregate in the San Diego Convention Center to discover new ideas, share research, explore technologies, and experience the best the field has to offer.

Read on to learn about opportunities to make an impact on-site at Neuroscience 2022. Select from a wide range of exhibiting, advertising, and sponsorship opportunities to meet your marketing goals.

Be a Part of the Premier Global Neuroscience Event

Engage with key decision-makers and buyers from across the globe and the field, demonstrating how your products and services support and advance their critical work. Exhibiting with SfN allows companies and organizations to:

- Build their brand in the neuroscience community.
- Showcase their latest innovations and products.
- Engage face to face with new and existing customers.
- Establish or reaffirm a place in the neuroscience market.

Exhibit at Neuroscience 2022

Exhibit Dates: Sunday, November 13–Wednesday, November 16

| Booth Categories | Advance Rate (before June 24) | Regular Rate (after June 24) |
|--|-------------------------------|------------------------------|
| Commercial Inline 10' x 10' | \$6,050 | \$6,550 |
| Commercial Corner 10' x 10' | \$6,385 | \$7,060 |
| Commercial Island Booth per 100 sq. ft.* | \$6,545 | \$7,245 |
| Nonprofit Inline or Corner 10' x 10' | \$1,240 | \$1,310 |
| Institute Inline or Corner 10' x 10' | \$555 | \$580 |

***Notes** for Island Booths:

- Exhibitors who wish to create their own island booths will be charged the full cost of all booths deleted as a result.
- Additional Island Booth Benefits:
 - Can hang a sign over booth.
 - Company name printed inside booth shown on all published floor plans.
- ★ **Neuroscience 2022 exhibit sales are open now.** Visit [SfN.org/exhibits](https://www.sfn.org/exhibits) to learn more, review the [Exhibitor Invitation](#), or [purchase exhibit space](#). For questions, email exhibits@sfn.org.

► Priority Points System

SfN's priority points system is designed to give long-term exhibitors and advertisers the opportunity to secure prime exhibit space. Exhibitors can increase their priority points by purchasing additional advertising or sponsorship opportunities:

Exhibiting: (1) point per 10' x 10' booth space purchased (maximum 5 points per year)

Advertising: (1) point per \$1,000 of advertising in *JNeurosci*, *eNeuro*, *Neuroscience Nexus*, *Neuroscience Quarterly*, or the annual meeting *Program and Exhibit Guide* (maximum 5 points per year)

Mailing List Rental: (1) point per \$1,000 spent on membership or attendee mailing address lists (maximum 5 points per year)

Sponsorship: (5) points for Platinum level (\$50,000), (3) points for Gold (\$25,000), (2) points for Silver (\$15,000), (1) point for Bronze (\$7,500); (1) point per year per \$5,000 spent on program/award support (maximum 5 points per year)

Sustaining Associate Membership: (3) points per year for Platinum level, (2) points per year for Gold level, (1) point per year for Silver or Nonprofit levels

To learn more about priority points, email advertising@sfn.org.

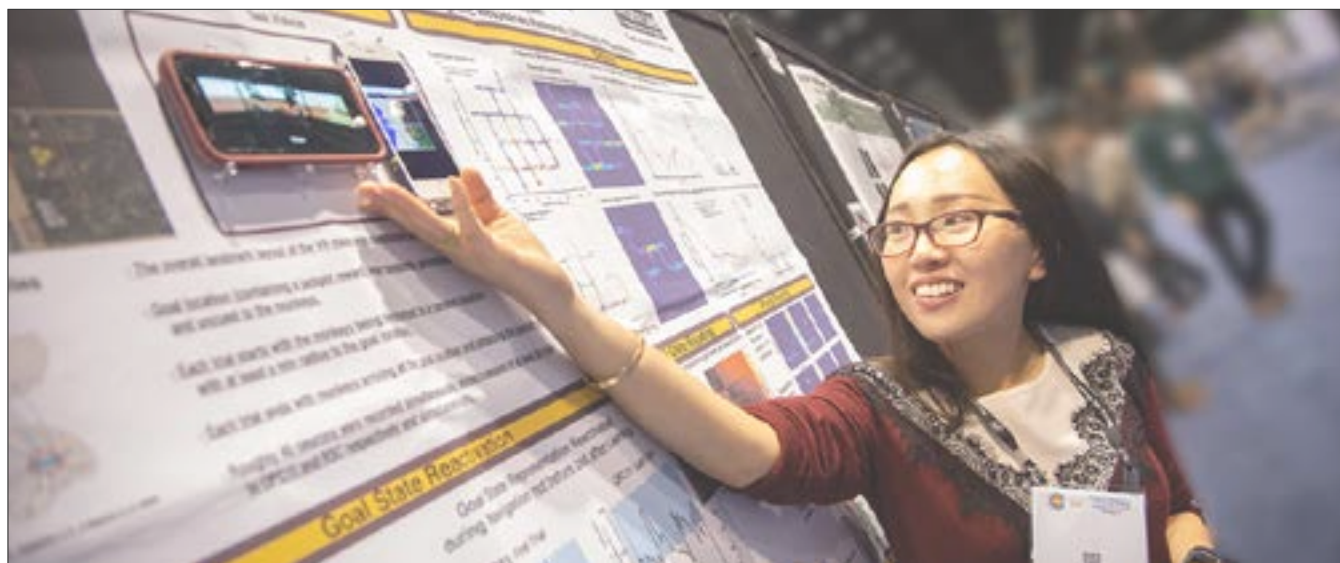


Advertising and Sponsorship Opportunities

Neuroscience 2022 advertising, sponsorship, and program support opportunities help showcase your company to the neuroscience community and maximize your impact at SfN’s annual meeting — the world’s largest neuroscience marketplace.

Exhibitors, sponsors, and Sustaining Associate Members (SAMS) can take advantage of additional discounts on advertising and sponsorship opportunities.

| SfN 2022 Contributor Category | Discounts |
|---|---|
| Neuroscience 2022 Sponsors (All 4 Tiers) | <ul style="list-style-type: none"> • 20% off Program Support opportunities • 20% off On-site Advertising and Sponsored Products • 10% off Tiered Sponsorship (if exhibiting at Neuroscience 2022) |
| Neuroscience 2022 Exhibitors 2022 Sustaining Associate Members (SAMS) 2022 Award and Prize Sponsors | <ul style="list-style-type: none"> • 10% off Tiered Sponsorship <p>With Tiered Sponsorship</p> <ul style="list-style-type: none"> • 20% off Program Support opportunities • 20% off On-site Advertising and Sponsored Products <p>Without Tiered Sponsorship</p> <ul style="list-style-type: none"> • 10% off Program Support opportunities • 10% off On-site Advertising and Sponsored Products |



Advertising and Sponsorship Opportunities

Read on to learn more about available opportunities and find the right package to meet your budget and marketing goals.

► On-site Advertising and Sponsored Products

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

To learn more or to purchase, email adsales@sfn.org.

Attendee Daily Newsletter

\$5,000 per day (5 days available) // Exclusive Support: \$20,000

Reach thousands of meeting attendees as they prepare for each day of the annual meeting. *Neuroscience Extra!* is the daily e-newsletter sent to meeting registrants, highlighting sessions and events happening throughout five days of exciting science. Sponsorship includes a 600 x 75 leaderboard banner above the newsletter masthead.

Note: Sponsor is responsible for providing the creative file.

Charging Stations

\$4,000 per station (2 available) // Exclusive Support: \$7,000

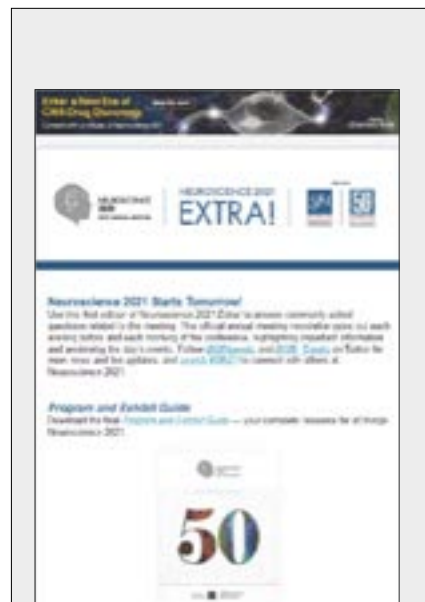
Note: Sponsor is also responsible for production, fulfillment, and service costs. Service charges are subject to change. Sponsor must provide a CMYK swatch to be matched with the PMS color scale (to ensure colors are printed true to the creative).

Showcase your company on the ever-popular charging stations in high-traffic convention center locations.

Donor and Volunteer Lounge/Breakfast

\$7,500 for lounge or breakfast // Exclusive Support
(lounge and breakfast): \$12,000

Reach SfN's donors and volunteers while they recharge or enjoy a complimentary "thank you" breakfast in this VIP lounge. Lounge sponsorship includes literature placement and napkins printed with your logo. Breakfast sponsorship includes additional verbal recognition from the podium.



Attendee Daily Newsletter



Charging Stations

Advertising and Sponsorship Opportunities

▶ Program Ads and Enhanced Directory Listings

For questions, email advertising@sfn.org.

Program and Exhibit Guide Advertising

Full-Page Color Ad: \$3,740
.....

Half-Page Color Ad: \$2,365
.....

Quarter-Page Color Ad: \$1,590
.....

Box Ad: \$475
.....

Seventeen (17) preferred locations are available at an additional fee.

Feature your ad in the Neuroscience 2022 *Program and Exhibit Guide*, the official reference book viewed multiple times by thousands of attendees before, during, and after SfN's annual meeting. The *Program and Exhibit Guide* will be available online (PDF version), as well as on-site in San Diego (printed version).

(Opportunity available to exhibitors only)

To learn more, visit the [Program and Exhibit Guide](#) Advertising webpage. To purchase, log in to your SfN account through the [Exhibitor Portal](#).

Exhibitor Directory Enhanced Listing

\$725
.....

Move your company's name to the top of the online Neuroscience 2022 Exhibitor Directory during all searches. Exhibitors with featured listings are listed in alphabetical order.

(Opportunity available to exhibitors only)

To purchase, log in to your SfN account through the [Exhibitor Portal](#).

▶ On-site Advertising and Sponsored Products

To learn more or to purchase, email adsales@sfn.org.

Exhibitor Lounge

\$10,000
.....

Connect with your fellow exhibitors and industry leaders while they grab coffee, network, or simply recharge. Sponsorship includes prominent signage within the lounge area.

(Opportunity available to exhibitors only)

Hotel Key Cards

\$5,000 per hotel (3 available)
.....

Exclusive Support: \$12,000
.....

Note: *Sponsor is also responsible for production, fulfillment, and service costs. Service charges are subject to change.*

Grab attendees' attention as soon as they check into their San Diego hotel: Brand room key cards for the [Marriott Marquis Marina](#), [Hilton Bayfront](#), and/or [Manchester Grand Hyatt](#). In addition to being part of the official SfN meeting hotel block, these hotels host certain Neuroscience 2022-related events that take place outside of the convention center. These hotels are also typically booked the fastest due to their proximity to the convention center.

KiddieCorp Childcare

\$5,000
.....

Sponsor KiddieCorp, the official Neuroscience 2022 childcare service provider, on-site at the San Diego Convention Center. This is a critical service used by busy SfN parents and other caretakers attending long days of meeting sessions and events.

Advertising and Sponsorship Opportunities

► On-site Advertising and Sponsored Products

To learn more or to purchase, email adsales@sfn.org.

Literature Wall/Publication Distribution Bins

\$5,000
.....

Drive traffic to your booth by sponsoring the literature wall and publication distribution bins in the San Diego Convention Center. Sponsorship includes prominent signage.

(Opportunity available to exhibitors only)

Mobile App

Ad at Start-up: \$15,000
.....

Homepage Banner Ad: \$7,000 per day (5 days available)
.....

Exclusive Support (all 5 days): \$28,000
.....

Maximize your visibility by advertising in the official SfN meeting mobile app. With ever-increasing mobile device usage among meeting attendees, your ad will display in front of thousands of conference-goers each time they use the app to access the *Program*, schedule, maps, and more.

Pens

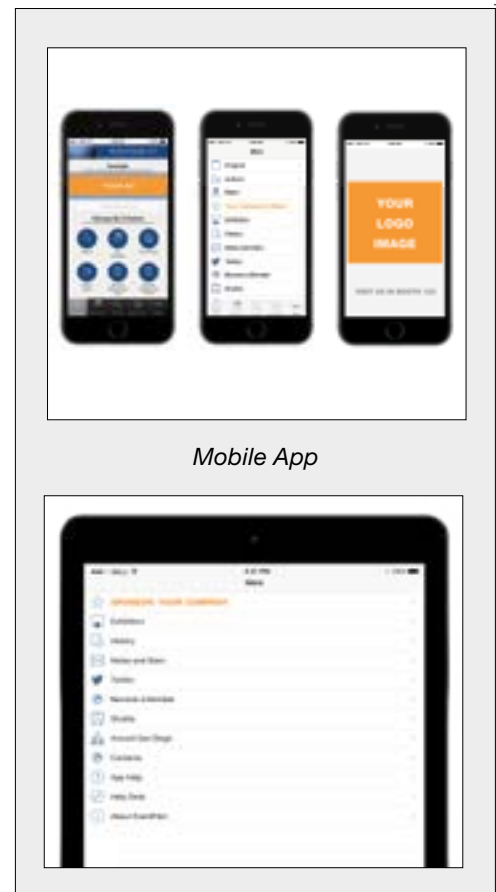
\$12,000
.....

Highlight your company on 20,000 pens distributed to attendees in high-traffic locations throughout the convention center, including in meeting session rooms.

Press Room

\$12,000
.....

Showcase your brand in front of a wide range of press and media representatives covering Neuroscience 2022 news items. Sponsorship includes prominent signage, coffee service, and napkins printed with your organization's logo.



Advertising and Sponsorship Opportunities

▶ On-site Advertising and Sponsored Products

Pronoun Sticker Bar

\$7,000

Highlight your organization on signage at SfN's new pronoun sticker bar, prominently located at attendees' first stop in the San Diego Convention Center.

Note: Wearing a pronoun sticker is not required for anyone; it is simply offered as an option to everyone at the meeting, with the goal of promoting inclusivity and visibility among meeting attendees and the broader neuroscience community.

Seating Areas

\$5,000 per seating area // Exclusive Support: \$8,000

Two seating areas in the convention center's spacious, high-traffic hallways provide the opportunity for exhibitors to display literature and tabletop signs driving traffic to their booth as attendees take breaks between sessions.

(Opportunity available to exhibitors only)

Tote Bags

\$20,000

Be the brand attendees see as they grab their complimentary annual meeting tote bag at the start of the meeting. Sponsorship includes the ability to place your logo or another design on one side of the bag.

(Opportunity available to exhibitors only)

WiFi Splash Page

\$20,000

Get your brand front and center meeting coverage by advertising on the Neuroscience 2022 wireless splash page. Your ad will display each time attendees access the internet from mobile devices and computers inside the convention center.

To learn more or to purchase, email adsales@sfn.org.



Seating Areas



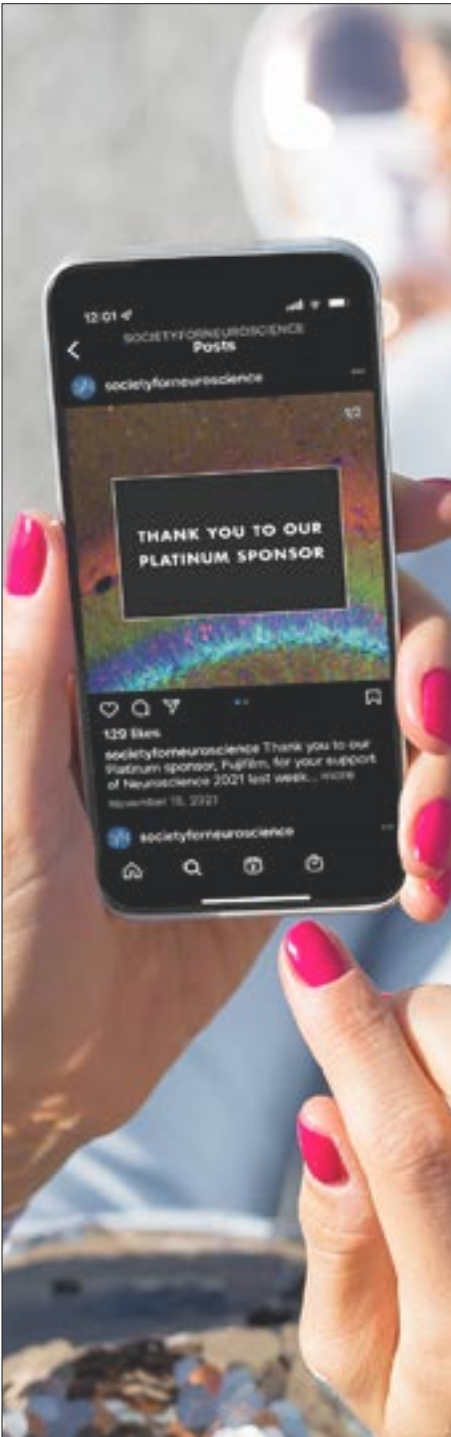
Tote Bag

Advertising and Sponsorship Opportunities

► Tiered Sponsorship

SfN offers [tiered sponsorship](#) for companies and organizations interested in maximizing their exposure before, during, and after Neuroscience 2022. All sponsors receive all core benefits, as well as additional benefits corresponding to their sponsorship level.

| Sponsor Core Benefits |
|--|
| <ul style="list-style-type: none"> • Logo/name on on-site sponsor banner |
| <ul style="list-style-type: none"> • Logo/name in Neuroscience 2022 <i>Program and Exhibit Guide</i> |
| <ul style="list-style-type: none"> • Logo/name/link on SfN.org website sponsor list |
| <ul style="list-style-type: none"> • Logo/name in slideshows prior to plenary and featured lectures |
| <ul style="list-style-type: none"> • 20% off Program Support opportunities (see page 23) |
| <ul style="list-style-type: none"> • 20% off On-site Sponsored Products and Advertising opportunities (see page 17–20) |
| <ul style="list-style-type: none"> • 10% off Tiered Sponsorship if exhibiting at Neuroscience 2022 |
| <p>To learn more, visit the sponsorship webpage or download the sponsorship prospectus.</p> <p>To apply, email your completed sponsorship application to development@sfn.org.</p> |



Advertising and Sponsorship Opportunities

► Additional Benefits by Tier

| | |
|--|--|
| <p>Platinum \$50,000 Platinum sponsorship delivers the maximum level of reach and visibility.</p> | <p>Platinum sponsors receive the core benefits, plus:</p> <ul style="list-style-type: none"> • Sponsorship of one full day of Neuroscience 2022, including: <ul style="list-style-type: none"> – Dedicated signage 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 • 10 complimentary meeting registrations • 5 priority points toward future SfN exhibit space • Social media: 1 sponsor-supplied post shared before, during, and after meeting (3 total) • Social media: individual recognition posts with name/logo (1 before meeting, 1 on sponsored meeting day, 1 after meeting) • Social media: tier group recognition post with name/logo (1 each before, during, after meeting: 3 total) • Recognition in Neuroscience 2022 banner ads in <i>JNeurosci</i> and <i>eNeuro</i> • Advertisement in Neuroscience 2022 <i>Program and Exhibit Guide</i> (1/2 page) • Premier placement in SfN marketing emails with name/logo/link • Exclusive sponsor of one Neuroscience 2022 marketing e-blast • <i>Neuroscience Extra!</i> daily news: name/logo/link (premier placement) • Recognition by tier group in press release before meeting (premier placement) |
| <p>Gold \$25,000</p> | <p>Gold sponsors receive core benefits, plus:</p> <ul style="list-style-type: none"> • 5 complimentary meeting registrations • 3 priority points toward future SfN exhibit space • Social media: 1 sponsor-supplied post shared before meeting • Social media: tier group recognition post with name/logo (1 each before/during/after meeting: 3 total) • Name/logo in Neuroscience 2022 marketing emails (contacts: 150,000+): enhanced placement • <i>Neuroscience Extra!</i> daily news: name/logo/link (enhanced placement) • Recognition by tier group in press release before meeting • Advertisement in Neuroscience 2022 <i>Program and Exhibit Guide</i> (1/4 page) |
| <p>Silver \$15,000</p> | <p>Silver sponsors receive core benefits, plus:</p> <ul style="list-style-type: none"> • 2 complimentary meeting registrations • 2 priority points toward future SfN exhibit space • Social media: 1 tier group post (with name/logo) during and after meeting (2 total) |
| <p>Bronze \$7,500</p> | <p>Bronze sponsors receive core benefits, plus:</p> <ul style="list-style-type: none"> • 1 priority point toward future SfN exhibit space • Social media: 1 tier group post (with name/logo) after meeting |

Advertising and Sponsorship Opportunities

▶ Program Support

SfN offers annual meeting [program and award sponsorship](#) opportunities for companies and organizations seeking wide reach, brand visibility, and targeted awareness of contributions to the field. Supporters are acknowledged in the *Neuroscience 2022 Program and Exhibit Guide*, on the SfN website, in event-related signage, in designated press releases, and verbally at applicable events. To learn more, visit the [Program Support](#) webpage or download the [sponsorship prospectus](#). To apply, email your completed [sponsorship application](#) to development@sfn.org.

Lecture and Event Sponsorship

Presidential Special Lectures

\$25,000 each (limited to 4)
.....

[Presidential Special Lectures](#) are among the most anticipated, high-profile, and widely attended events, with speakers selected by the SfN president. The sponsor of the lecture is verbally recognized and thanked by the SfN president.

History of Neuroscience Lecture

\$15,000 (limited to 1)
.....

[The History of Neuroscience lecture](#) is a chronicle of the evolution and growth of a major topic in neuroscience. The sponsor of the lecture is verbally thanked in the lecture introduction.

Special Lectures

\$15,000 each
.....

[Special lectures](#) are high-profile lectures representing a specific neuroscience theme. The sponsor is recognized in event signage.

Short Course

\$10,000 (limited to 1)
.....

[This half-day training](#) focuses on emerging topics and research techniques related to rigorous neuroscience.

Professional Development Workshops

1 Workshop: \$2,000 // 3 Workshops: \$5,000
.....

All Workshops (Exclusive Support): \$9,000 (up to 6 workshops available)
.....

[Professional Development Workshops](#) are trainings aimed at improving neuroscientists' professional skills at all career stages.



Professional Development Workshop

Advertising and Sponsorship Opportunities

Meet-the-Experts Series

1 Session: \$2,000 // 3 Sessions: \$5,000 // All Sessions (Exclusive Support):
\$14,000 (up to 11 sessions available)

In these popular sessions, neuroscience experts describe their research techniques and accomplishments in a personal context.

Poster Sessions

[Poster sessions](#) provide neuroscience trainees the opportunity to present their research and make 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



Diversity Fellows Poster Session



Celebration of Women in Neuroscience Event



Brain Awareness Campaign Event

Advertising and Sponsorship Opportunities

Award and Prize Sponsorship

Trainee Professional Development Awards

Support begins at \$3,000. SfN will match contributions of \$25,000 or more.

The merit-based [Trainee Professional Development Awards](#) (TPDA) program allow students and postdoctoral trainees to attend Neuroscience 2022, present their research at a dedicated poster session, and network with peers and established scientists, in addition to participating in year-round educational and learning events.

Ralph W. Gerard Prize in Neuroscience

\$50,000

The [Ralph W. Gerard Prize](#) is the highest recognition conferred by SfN to a neuroscientist who has made significant contributions to the field during their career.

Young Investigator Award - **SOLD!**

\$25,000

The [Young Investigator Award](#) recognizes a young neuroscientist who demonstrated scholarly independence and distinguished research.

Science Educator Award

\$10,000

The [Science Educator Award](#) honors two outstanding neuroscientists who have made significant contributions to educating the public about neuroscience.

Mika Salpeter Lifetime Achievement Award

\$10,000

The [Mika Salpeter Lifetime Achievement Award](#) recognizes an individual with outstanding career achievements in neuroscience who has also significantly promoted the professional advancement of women in neuroscience.

Next Generation Award

\$8,000

The [Next Generation Award](#) recognizes chapter members who make valuable contributions to outreach, education, and public communications about neuroscience.





SOCIETY *for*
NEUROSCIENCE

1121 14th Street NW, Suite 1010
Washington, DC 20005

www.sfn.org

