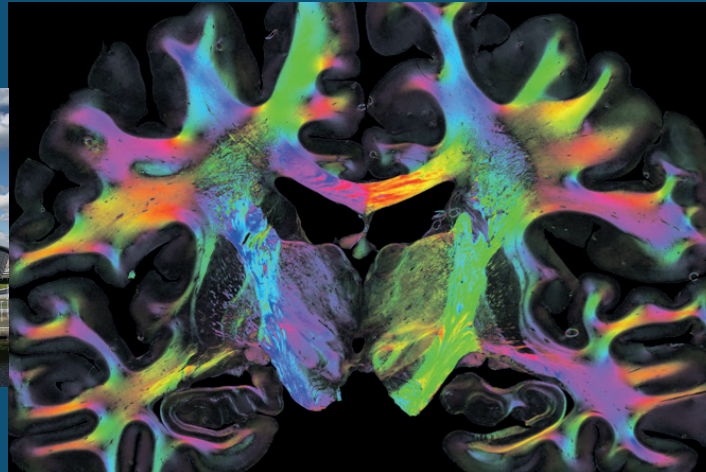




Human Brain Project



5th Annual Human Brain Project Summit

18th - 20th October 2017
Scottish Exhibition Centre (SEC), Glasgow

Sponsorship & Exhibition Prospectus

Hosted by
the University
of Glasgow



University
of Glasgow

Co-funded by
the European Union



About the Human Brain Project (HBP)

The Human Brain Project (HBP) is an EU-funded Future and Emerging Technologies (FET) Flagship Initiative to create and operate an ICT based research infrastructure, to help advance neuroscience, medicine and computing.

The 10-year project began in 2013 and involves leading scientists at more than 100 universities and research centres across Europe.

The HBP has the following main objectives:

- Create and operate a European scientific research infrastructure for brain research, cognitive neuroscience, and other brain-inspired sciences.
- Gather, organise and disseminate data describing the brain and its diseases
- Simulate the brain

- Build multi-scale scaffold theory and models for the brain
- Develop brain-inspired computing, data analytics and robotics
- Ensure that the HBP's work is undertaken responsibly and that it benefits society.

For further information on the HBP go to www.humanbrainproject.eu

or for the FET Flagships go to <http://ec.europa.eu/programmes/horizon2020/en/h2020-section/fet-flagships>.

About Brain Research at the University of Glasgow

The Imaging Centre for Excellence (ICE) of the University of Glasgow and Queen Elizabeth University Hospital comprises ultra-high-field human brain imaging facilities at 7 Tesla.

This 7T brain scanner will provide sub-millimetre functional MRI for layer-specific brain imaging, helping to bridge scales between rodent and human neuroscience. A 7T small bore scanner is located in the Glasgow Experimental MRI Centre (GEMRIC).

The University of Glasgow, Institute of Neuroscience and Psychology, is also home to the Centre for Cognitive Neuroimaging (CCNi), comprising an internationally-recognized team of researchers investigating cognitive brain networks with a range of techniques. The CCNi is equipped with a 3 Tesla MRI scanner, magnetoencephalography, transcranial magnetic stimulation and electroencephalography. Interdisciplinary expertise at the CCNi includes cognitive neuroscience, functional brain imaging, neuropsychology and computational modelling.

Researchers specialize in Dynamics of Brain Processing, High-level Vision and Cognition, Perception and Action, Auditory Cognition, Attention and Sensory Integration, Face and Voice Recognition, Computational Modelling of Cognition and Language comprehension and production.

The University further hosts the Centre for Social, Cognitive and Affective Neuroscience (cSCAN), where researchers use an array of brain imaging and behavioural methodologies combined with computational approaches to study social perception and interaction, with a particular focus on social robotics.

Lars Muckli, director of fMRI at CCNi and co-chair at 7T-ICE, investigates with his team layer-specific 7T-cognitive brain imaging.

About the HBP Summit

The HBP Summit, which takes place each year in a different European City, is the principal internal meeting of the Project. It typically brings together some 400 researchers from the 100+ participating institutions,

representing each of the HBP's 12 component Subprojects, to share results, explore new possibilities, and plan future activities. The Summit typically lasts two days and comprises a mixture of plenary and breakout sessions.

About the HBP Open Day

The HBP Open Day takes place just before the Summit proper, and is an opportunity for HBP researchers to share their work with audiences outside the Project, notably with other researchers who might have an

interest in joining the HBP as a Partnering Project (for which separate EU and national funding can be applied for), in helping to shape the research infrastructure being created by the HBP, or simply to use that infrastructure.

About Sponsoring the HBP Summit

The HBP Summit offers a unique opportunity to commercial entities to address directly a larger number of leading European scientists in the fields of neuroscience, medicine and advanced computer technology. This brochure describes the sponsorship packages that provide access to the scientific audience attending the HBP Summit.

By partnering with HBP Summit 2017 through one or more of a variety of opportunities available, your organisation will enjoy a range of benefits designed to highlight a shared commitment to the Human Brain Project's mission and objectives, as well

as bring your organisation to the attention of the Summit participants.

We hope that the opportunities within this prospectus will be of interest to you and your organisation, if you are interested and wish to discuss further, please do not hesitate to contact our Summit organiser,

Celia Lloyd, Happening
Conferences and Events
celia@happeningconferences.com
Tel: 01786 611972 or

Jayne Fyfe, Happening
Conferences and Events
jayne@happeningconferences.com
Tel: 028 90664020.

Reasons why being a sponsor partner is an excellent marketing strategy

TARGETED MARKETING OPPORTUNITIES

- Brand awareness & recognition – logo and advertising placement.
- Engage with your audience – at the event and online.
- Enhance credibility – highlight your company's expertise to a captive audience.
- Generate new sales & form new partnerships – with registrants, vendors and speakers.
- Put your brand in front of the most influential referrers of business.
- Connect directly to hard to reach people.
- Promote your products & services to buyers.
- Network with like-minded industry members and delegates.
- Reinforce and strengthen your brand position.

TARGET AUDIENCE

Business to business professionals involved in ..

- Our visitors are ...
- 800+ funders with access to nearly 500 million Euros of EU funding, plus significant additional national funding

WHO WILL ATTEND? PARTICIPANT PROFILE

- Human Brain Project Researchers:
 - Wetlab Experimentalists, Medical Research, Medical Imaging
 - Modellers, Mathematicians, Physicists, Computer Scientists
 - Hardware (compute, robotics) and Software Engineers
- Policy Makers
- Students

WHO SHOULD SPONSOR AND/OR EXHIBIT?

This conference will appeal to all companies involved in

- Human brain mapping
- Imaging
- Strategic Mouse Brain Data
- Strategic Human Brain Data
- Cognitive Architectures
- Theoretical Neuroscience
- Neuroinformatics
- Brain Simulation
- High Performance and Analytics Computing
- Medical Informatics
- Neuromorphic Computing
- Neurorobotics
- Ethics and Society

Sponsorship package opportunities

In addition to the menu list associated with each option below, opportunities are also available (subject to the HBP committee approval) for sponsors/partners to host a workshop/symposium during the Summit.

	Platinum £20,000 (1 available)	Gold £10,000 (4 available)	Silver £5,000 (6 available)	Bronze £3,500 (10 available)
Branding on HBP Summit website	✓	✓	✓	✓
Exhibition Stand (power & chairs)	Premium Space 4m x 3m	Premium Space 4m x 3m	Exhibition Space 3m x 3m	Exhibition Space 3m x 2m
Complimentary Registration	6	4	2	0
Complimentary Exhibitor Passes	6	4	2	2
Colour Advert in Summit programme (provided by sponsor as PDF)	Full Page	Half Page	Quarter Page	-
Company Profile	200 Words	200 Words	100 Words	100 Words
Oral Acknowledgement as a sponsor during the Plenary Session	✓	✓	✓	-
Insert in the Delegate Pack	✓	✓	✓	✓
Coverage in Promotional Campaign	✓	✓	-	-

*All prices are subject to VAT

PLATINUM SPONSOR

£20,000

A range of benefits will be agreed to optimise the potential as Platinum Sponsor to meet your organisations business and marketing objectives. We have identified a list of components in this package which are outlined below. There is a degree of flexibility, to ensure that your organisation's specific sponsor requirements are achieved, and we are more than happy to discuss your requirements with you.

OFFICIAL DESIGNATION AS PLATINUM SPONSOR OF HBP SUMMIT 2017

- Branding on the HBP Summit 2017 website with a link to your organisations website.
- 200-word company profile included in the printed Summit brochure which all attendees will receive.
- Use of the HBP Summit 2017 image in your organisation's promotional activities tied to HBP Summit 2017, once agreed with the HBP 2017 organisers.

AT HBP SUMMIT 2017

- Premium exhibition space only to a maximum of 4m x 3m.
- 6 full complimentary registrations to include attendance at sessions, day time catering & social tickets which are included in the main delegate registration fee.

- 6 exhibitor passes - exhibitor passes include welcome reception at the at Glasgow City Chambers, lunch and refreshment breaks on all days of the Summit. Extra exhibitor passes need to be booked at a rate of £75.00 per pass.
- A full-page colour advert in the printed Summit programme (this must be provided by the sponsor as a PDF no later than 29th September 2017).
- Recognised on all Summit material.
- Oral acknowledgement as a sponsor during the plenary session.
- Insert into the delegate pack..

POST EVENT

- Access to the HBP Summit 2017 attendee database whereby permission has been granted by the delegates

GOLD SPONSOR

£10,000

A range of benefits will be agreed to optimise the potential as Gold Sponsor to meet your organisations business and marketing objectives. We have identified a list of components in this package which are outlined below. There is a degree of flexibility, to ensure that your organisation's specific sponsor requirements are achieved, and we are more than happy to discuss your requirements with you.

OFFICIAL DESIGNATION AS GOLD SPONSOR OF HBP SUMMIT 2017

- Branding on the HBP Summit 2017 website with a link to your organisations website.
- 100-word company profile included in the printed Summit brochure which all attendees will receive.
- Use of the HBP Summit 2017 image in your organisation's promotional activities tied to HBP Summit 2017, once agreed with the HBP 2017 organisers.

AT HBP SUMMIT 2017

- Premium exhibition space only to a maximum of 4m x 3m.
- 4 full complimentary registrations to include attendance at sessions, day time catering & social tickets which are included in the main delegate registration fee.

- 4 exhibitor passes – exhibitor passes include welcome reception at Glasgow City Chambers, lunch and refreshment breaks on all days of the Summit. Extra exhibitor passes need to be booked at a rate of £75.00 per pass.
- A half-page colour advert in the printed Summit programme (this must be provided by the sponsor as a PDF no later than 29th September 2017).
- Recognised on all Summit material.
- Oral acknowledgement as a sponsor during the plenary session.
- Insert into the delegate pack.

POST EVENT

- Access to the HBP Summit 2017 attendee database whereby permission has been granted by the delegates.

SILVER SPONSOR

£5,000

A range of benefits will be agreed to optimise the potential as Silver Sponsor to meet your organisations business and marketing objectives. We have identified a list of components in this package which are outlined below. We are more than happy to discuss your requirements with you.

OFFICIAL DESIGNATION AS SILVER SPONSOR OF HBP SUMMIT 2017

- Branding on the HBP Summit 2017 website with a link to your organisations website.
- 100-word company profile included in the printed Summit brochure which all attendees will receive.
- Use of the HBP Summit 2017 image in your organisation's promotional activities tied to HBP Summit 2017, once agreed with the HBP 2017 organisers.

AT HBP SUMMIT 2017

- Exhibition space only to a maximum of 3m x 3m.
- 2 full complimentary registrations to include attendance at sessions, day time catering & social tickets which are included in the main delegate registration fee.

- 2 exhibitor passes – exhibitor passes include welcome reception at Glasgow City Chambers, lunch and refreshment breaks on all days of the Summit. Extra exhibitor passes need to be booked at a rate of £75.00 per pass.
- A quarter-page colour advert in the printed Summit programme (this must be provided by the sponsor as a PDF no later than 29th September 2017).
- Recognised on all Summit material.
- Insert into the delegate pack..

POST EVENT

- Access to the HBP Summit 2017 attendee database whereby permission has been granted by the delegates.

BRONZE SPONSOR

£3,500

A range of benefits will be agreed to optimise the potential as Bronze Sponsor to meet your organisations business and marketing objectives. We have identified a list of components in this package which are outlined below.

OFFICIAL DESIGNATION AS BRONZE SPONSOR OF HBP SUMMIT 2017

- Branding on the HBP Summit 2017 website with a link to your organisations website.
- Use of the HBP Summit 2017 image in your organisation's promotional activities tied to HBP Summit 2017, once agreed with the HBP 2017 organisers.

AT HBP SUMMIT 2017

- Exhibition space only to a maximum of 3m x 2m.

- 2 exhibitor passes – exhibitor passes include welcome reception at Glasgow City Chambers, lunch and refreshment breaks on all days of the Summit. Extra exhibitor passes need to be booked at a rate of £75.00 per pass.
- Insert into the delegate pack.

POST EVENT

- Access to the HBP Summit 2017 attendee database whereby permission has been granted by the delegates.

INDUSTRY WORKSHOP/ SYMPOSIUM

£5,000

Only 1 available per day

Organised by the sponsor, the industry workshop/symposium will take place on site at the SEC and will be included in the official Summit programme (date and times to be confirmed). Each session will last 1-2 hours (subject to approval). The price includes the following:

- Complimentary use of an official meeting room at the venue (subject to availability).
- A 1 - 2 hour dedicated session time included in the Summit programme.
- 4 complimentary registrations to include attendance at sessions, day time catering & social tickets which are included in the main delegate registration fee.
- Banner branding in meeting room (supply own banners).
- Product display and distribution in meeting room (subject to venue and LOC approval).
- Recognition as an industry workshop/symposium in official publications.
- Invitations for Seminar sent by email to registered delegates by the organisers (material to be supplied)
- Complimentary use of standard audio-visual and technical equipment as existing in that room (technicians included).
- A half-page colour advert in the printed Summit programme (this must be provided by the sponsor as a PDF no later than 29th September 2017).
- Catering and human resources are NOT included. Room capacity - 100.
- A 1-2 hour symposium will be offered - timings subject to discussion and approval.

GALA DINNER

£25,000

The Gala Dinner will be held at the prestigious Kelvingrove Art Gallery and Museum. Your company will receive the following branding inventory:

- Branding on the HBP Summit 2017 website with a link to your organisations website.
- Recognition of your organisation as the Summit Gala Dinner Partner at the event by the Summit chair.
- Acknowledgement as Summit Dinner partner in the Summit programme.
- Complimentary Table at the Summit Dinner (Max 8 people).
- Acknowledgement as Summit Dinner partner on the dinner menu.

INDIVIDUAL OPPORTUNITIES AVAILABLE

Welcome Reception (Glasgow City Chambers)	£4,500
Summit Lunch (per day)	£5,000
Summit Tea/Coffee Break (per day)	£3,000
Speaker Sponsorship	£ at cost
Summit Bag/Folder	£4,500
Summit Lanyard	£1,500
Insert into the Delegate Pack	£500
HBP Open Day	£5,000

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Glasgow Office
Telephone: +44 (0)1786 611 972

Dublin Office
Telephone: +353 (0)1 531 4118

Belfast Office
Telephone: +44 (0)28 9066 4020

celia@happeningconferences.com
jayne@happeningconferences.com
www.happeningconferences.com