



28<sup>TH</sup> ANNUAL MEETING OF THE  
ORGANIZATION FOR HUMAN BRAIN MAPPING  
EXHIBITOR & SPONSORSHIP  
**PROSPECTUS**

**June 19-23, 2022**

SCOTTISH EVENT CAMPUS | GLASGOW, SCOTLAND

IMPORTANT EXHIBITOR DATES

***FIRST ON THE SCENE*** Pricing Ends February 1, 2022



# WELCOME LETTER



## DEAR COLLEAGUES,

The Organization for Human Brain Mapping (OHBM) is pleased to invite you to partner with us at our 28th Annual Meeting in Glasgow, June 19-23, 2022, by becoming a Sponsor and/or an Exhibitor.

The OHBM is the primary international organization dedicated to neuroimaging. Each year, approximately 3,000 attendees gather together to attend top-notch scientific education, share their latest research, and discover new collaborations. Sponsoring and/or exhibiting at the Annual Meeting is the most effective way to show support for the field of human brain mapping.

The OHBM Annual Meeting is a cutting edge, must-see and be-seen event for professionals who want to keep abreast of industry changes, new technologies, and fresh ideas. You'll have ample opportunity to share your expertise as you visit one-on-one with these professionals. The 2022 location in Glasgow gives you a unique opportunity to interact and grow your markets with the fast-growing European scientific community.

OHBM is continuing to make it easier than ever for you to become involved! Our multi-level approach is sure to fit your marketing needs. Enclosed you will find information highlighting sponsorship levels and the benefits as well as instructions on how to become an OHBM 2022 Exhibitor or Sponsor.

We look forward to having you join us at the 2022 OHBM Annual Meeting! Early commitment maximizes your recognition so please submit your application as soon as possible.

For further information regarding sponsoring or exhibiting, please contact the OHBM Executive Office at [mmulally@humanbrainmapping.org](mailto:mmulally@humanbrainmapping.org)

Sincerely,

Randy Gollub MD PhD  
OHBM Council Chair

Simon B. Eickhoff  
Program Committee Chair

Lars Muckli  
Local Organizing Committee Chair

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# GENERAL INFORMATION

## WHY OHBM 2022?

We invite companies that share our educational goals; wish to have a presence in this fast-growing, dynamic community of science; and who want to have direct contact with those who are pioneers in neuro-imaging to partner with us at this exciting event.

## COVID-19 VACCINATION REQUIREMENT

The main portion of the OHBM 2022 Annual Meeting will be in person and will require proof of vaccination to attend. This includes all attendees including speakers, presenters, employees, sponsors and exhibitors.

## NETWORKING

The Organization for Human Brain Mapping (OHBM) is the primary international organization dedicated to neuroimaging research. Exhibiting at OHBM 2022 gives you unlimited networking opportunities with key decision makers from the fields of neurology, psychiatry, psychics and engineering to name a few. And of course, our student attendees are the FUTURE decision makers and new idea developers for your company!

## BENEFITS

Based on your support level, some benefits can include:

- Detailed company listing in the Annual Meeting program book and on our mobile app
- Company listing on the Annual Meeting website
- Post Annual Meeting attendee lists, ENews attendee blasts and mobile alerts
- Ability to upload handouts to the mobile app
- Space for your ad in the Annual Meeting program book
- Invitation to Leadership Reception to network with OHBM Leadership
- Up to 6 Annual Meeting registrations

## ANNUAL MEETING PROGRAM

The Annual Meeting will have an extensive program of local and international speakers, covering a wide range of topics and issues, and specifically addressing the field of human functional neuroimaging and its movement into the scientific mainstream. The focus will be to gather scientists and medical professionals using modern, functional, brain mapping techniques such as PET, SPECT, fMRI, EEG, MEG, optical imaging and neuroanatomical tools for assessment of the functioning of the human brain. It will include the applications of these techniques to study brain implementation of sensory and motor systems, vision, attention, memory and language in normal and pathological states.

## PAST MEETING LOCATIONS AND ATTENDEES

2021 Virtual II: 2,636

2020 Virtual: 3,522

2019 Rome: 4,013

2018 Singapore: 2,078

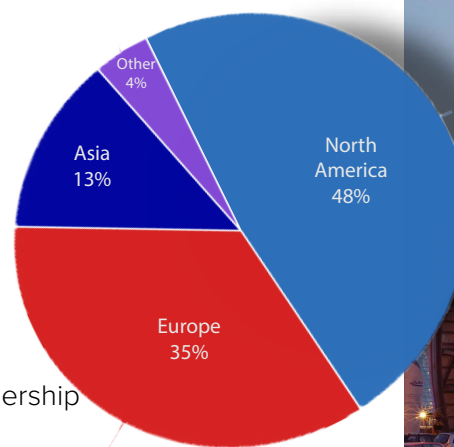
2017 Vancouver, Canada: 2,634

2016 Geneva, Switzerland: 3,168

2015 Honolulu: 2,904

2014 Hamburg: 3,209

## 2021 OHBM ATTENDEE DEMOGRAPHICS





# SPONSORSHIP INFORMATION

The following benefits are provided based on level of sponsorship:	Platinum Sponsor \$25,000 USD	Gold Sponsor \$15,000 USD	Silver Sponsor \$10,000 USD	Bronze Sponsor \$5,000 USD
Company name or logo in the Final Annual Meeting Program, Annual Meeting website, Mobile app (with a link to your website), and on electronic Supporter slides in Annual Meeting Opening and Closing Ceremonies	Logo	Logo	Name	Name
Exposure and acknowledgement as a Supporter of the Annual Meeting in major marketing activities and onsite signage	●	●	●	●
Inclusion in OHBM 2022 Supporter E-News blast (includes all sponsors and exhibitors)	●	●	●	●
Complimentary invitation to the Welcome Reception and Club Night for company representatives	6	4	2	1
Complimentary Annual Meeting Registrations (excludes Educational Courses)	6	4	2	1
Complimentary invitation to the Leadership Reception for company representatives	4	2	1	-
Post-attendee list	●	●	●	-
Attendee E-News blast highlighting your company	2	1	-	-
Mobile app alerts	2	1	-	-
Banner Ad/Landing Page Ad on OHBM's mobile application	2	1	-	-
Full page forward, 4 color ad in Annual Meeting Program	1	-	-	-
Premium exhibitor corner booth space	1	-	-	-
Space on the Materials Pick-Up Table	●	-	-	-
Full page, 4 color ad in Annual Meeting Program	-	1	-	-
Social Media Tweets	3	2	1	-

**NOTE: If your company is located in the UK, an additional 20% VAT (value-added tax) will be added to your total amount due. Please be sure to include this VAT in your payment if it applies to you. This does not apply to exhibiting.**



## PLATINUM LEVEL SUPPORT OPPORTUNITIES



### PLATINUM LEVEL PACKAGE

**\$25,000 - \$30,000 USD**

#### Welcome Reception (\$30,000 USD)

The Annual Meeting excitement starts here! The welcome reception immediately follows the Opening Ceremonies and is included in the Annual Meeting registration. It is the kickoff OHBM social event where attendees get their first taste of local cuisine, enjoy local entertainment, and meet up with colleagues and friends. Your company will be the exclusive sponsor, and over 2,000 meeting attendees will see your logo all throughout the event.

#### Club Night Party (\$30,000 USD)

This is the most anticipated social evening of the Annual Meeting where attendees flock together to dance the night away at a private venue. Spotlight your company during this complimentary party as its sole sponsor. We have the ability to be creative with logo placement during this party to optimize your exposure.

#### Wireless Internet (\$25,000 USD)

Access to reliable wireless internet is more important than ever! Attendees access wireless internet using multiple devices to stay connected to work and home. Your company name will be used as the wireless password and your logo will be displayed as the sole sponsor.





# GOLD LEVEL SUPPORT OPPORTUNITIES



## **GOLD LEVEL PACKAGE** **\$15,000 - \$24,999 USD**

*Want to be Platinum? You're so close – just add a Bronze Level Package!*

### **OnDemand Sponsorship (\$20,000 USD)**

OHBM OnDemand is an online portal designed to provide Annual Meeting attendees access to educational resources dedicated to those using neuroimaging to discover the organization of the human brain. Access videos, audio and PPT presentations from the quality scientific educational offerings during this year's meeting (as well as from the 2013-2021 OHBM Annual Meetings). OHBM OnDemand is provided at no charge to those that attended the meeting. Your company will be the exclusive sponsor with prominent logo placement on the portal from June 2022 to June 2023.

### **Beverages / Snack Breaks (\$20,000 USD)**

Highlight your company's logo in front of a group of the most grateful attendees! The most requested item at the Annual Meeting is access to coffee, water, soda and snacks. Host a coffee/beverage/snack break, water station or have your logo on refillable water bottles. The attendees will thank you!

### **Leadership Reception (\$20,000 USD)**

Host this exclusive reception and experience which brings together over 70 of OHBM's top leaders in the field of human brain mapping. Members of OHBM's Council, Program Committee and Local Organizing Committee as well as prestigious speakers attend to celebrate the success of the field and the Annual Meeting.

### **Poster Socials (\$20,000 USD)**

Poster presentations are rated among the top 3 favorite events of the Annual Meeting. Sponsor one of two wine and beer receptions where attendees gather to see the latest research. As a sponsor, your company name and logo will be placed on signage throughout the event.

### **Industry Sponsored Lunch Symposia (\$15,000 USD)**

Host a symposium over the lunch hour for attendees to come and learn about your company and your products. Your symposium will be advertised in the program, on the Annual Meeting website and on our mobile app. Lunch symposia are very popular! Only a limited number of slots are available so act fast!





## SILVER LEVEL SUPPORT OPPORTUNITIES



### SILVER LEVEL PACKAGE **\$10,000 - \$14,999 USD**

Purchase **three** Silver Level packages and you'll become Platinum!

#### **Mobile App (\$10,000 USD)**

The Annual Conference Mobile App allows attendees to navigate the conference through their mobile device. Important information can be accessed including the program, abstracts, speaker information, links to social media, mobile alerts and more. The mobile App sponsor receives their logo on a secondary splash page, app store screen shot, a banner ad & landing page, video package, row on exhibitor list, and weighted banners.

#### **Meeting Lanyards (\$10,000 USD)**

All registered attendees will receive a name badge and lanyard which must be worn at all times during the meeting. Your company logo can be placed on the lanyard. Note that the lanyards will be supplied by the sponsoring company (artwork and product to be approved by OHBM).

#### **Software Demonstrations (\$10,000 USD)**

In 2018, OHBM offered abstracts to be displayed as software demonstrations in addition to the traditional poster. The software demonstrations were a huge hit and will be available again in 2022. Sponsor the software demonstrations and have your logo on each display screen as well as on a sign placed by the software demonstrations.

#### **Water Bottles (\$10,000 USD)**

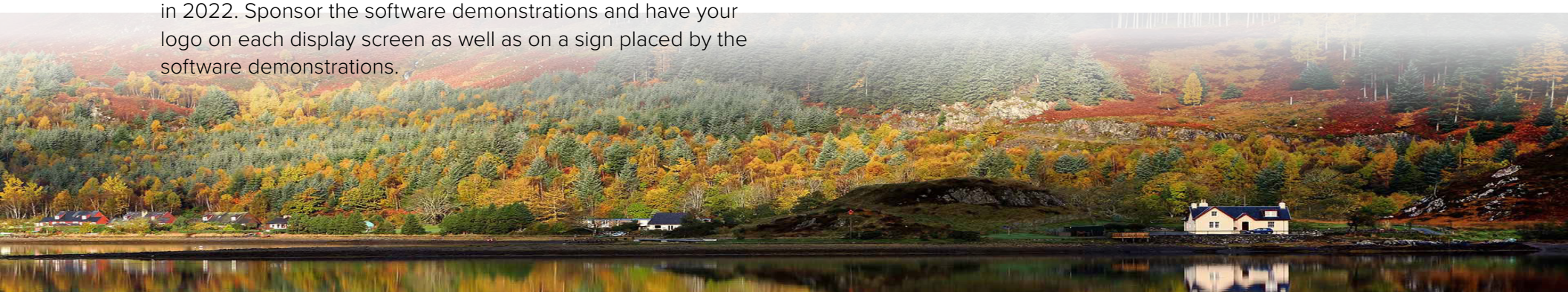
Get your brand in their hand! Annual Meeting attendees love using water bottles for quick hydration during (and after!) the meeting. (Bottles and artwork provided by Sponsor. Prior product approval from OHBM required).

#### **E-Posters (\$10,000 USD)**

Poster presenters upload their traditional poster onto an E-Poster portal for electronic access. This is then available online before, during and after the Annual Meeting to all attendees. Your company name/logo (artwork provided by supporting company) will be displayed on the E-Posters homepage.

#### **Industry Sponsored Sunrise Breakfast Symposia (\$10,000 USD)**

Host a breakfast symposium before the Annual Meeting sessions begin for attendees to come and learn about your company and your products. Your symposium will be advertised in the program book, on the Annual Meeting website and on our mobile app.





## BRONZE LEVEL AND OTHER SUPPORT OPPORTUNITIES



### BRONZE LEVEL PACKAGE

**\$5,000 - \$9,999 USD**

#### **Company Product Showcase (\$8,000 USD)**

Take advantage of this great opportunity to showcase your company or product to OHBM members and provide them with a lunch! OHBM will create a space where you can captivate members for a 30 minute presentation of your choice. After the presentation, those who attended will receive a complimentary lunch (max 25). OHBM will provide meeting space, lunch for 25, and will help you market your Showcase to our Annual Meeting attendees by including details in our attendee final program, meeting website, mobile app, and onsite signage. *Act fast because this sponsorship opportunity is limited to 2 showcases per day!*

#### **Charging Station (\$8,000 USD)**

Offer attendees a charging station where they can charge their smart phones, laptops, and other wireless devices without leaving the exhibit area. These stations will be placed in high-traffic areas with your logo featured prominently on the station (Artwork provided by the sponsor).

#### **Meetings Pads and Pens (\$8,000 USD)**

Your pads and pens will be distributed to all meeting attendees as a lasting reminder of the Annual Meeting. These items can have your company name/logo overprinted in accordance with OHBM's standards. Note that the Meeting Pads and Pens will be supplied by the sponsoring company.

#### **Guest Room Key Cards (\$5,000 USD)**

Personalize hotel guest room keys with your company's logo or product promotion for immediate exposure to attendees at the host hotel. (Artwork and key cards to be provided by sponsoring company).

### OTHER SPONSORSHIP OPPORTUNITIES

**\$200 USD AND UP**

#### **Banner Ad/Landing Page Ad Package (\$1,000 USD each)**

Promote your company's message with a rotating banner ad seen on the Mobile App's Dashboard. When tapped, the user is taken to a full-screen app landing page showing product or service graphics and information. This page then leads a user to the company's exhibitor listing page.

#### **Sponsored Photo Booth (\$1,600 USD per day [8 hrs] )**

Promote your company's message with a sponsored photo booth. Attendees will enjoy capturing moments from the Meeting as your company's logo and banner are displayed all around the booth. Photos may also be watermarked with your company's logo.

#### **Attendee E-News Blast (\$400 USD non-profit / \$800 for profit)**

*\*Content is subject to OHBM approval\**

OHBM will send a personalized E-News blast to our attendees highlighting your company either before or after the Annual Meeting. Limited spaces are available and dates must be mutually agreeable.

#### **Social Media Wall (\$1,000 USD/day)**

Sponsor our all new Social Media Wall. As the social media world posts about the OHBM 2022 Annual Meeting, they'll see your company's logo and information surrounding their posts and photos.

#### **Speaker Travel Support**

Support travel fees for OHBM's Talairach and Keynote Speakers. Please note that this sponsorship option is available only for non-industry supporters (e.g. academic universities). Contact the OHBM Executive Office at [info@humanbrainmapping.org](mailto:info@humanbrainmapping.org) if you are interested.

#### **Other Ideas?**

OHBM is open to discussing ways to tailor our sponsorship program to meet your needs. If you have other financial support ideas that you would like the OHBM Executive Office to consider, please contact [info@humanbrainmapping.org](mailto:info@humanbrainmapping.org)



# EXHIBITING AT OHBM

**Event Name:** 28th Annual Meeting of the Organization for Human Brain Mapping

**Dates:** June 19-23, 2022

**Location:** Scottish Event Campus in Glasgow, Scotland



## Benefits of Exhibiting

- Exposure to over 2,000 leaders in neuroimaging research
- Through the mobile app, attendees will be encouraged to visit your booth via gamification!
- Exhibit Hall: The poster presentations rank in the top three favorite events of the Annual Meeting. Exhibit booths are placed strategically in the poster/exhibit hall for optimal exposure.
- Exhibitors lounge with complimentary beverages during exhibit hours
- Detailed company listing in the Annual Meeting program book and on our mobile app
- Ability to upload handouts to the mobile app
- Company listing on the Annual Meeting website
- Post Annual Meeting attendee lists
- Up to 6 Exhibitor passes
- Attendees are encouraged to take coffee breaks in the Exhibit Hall
- Poster receptions in Exhibit Hall
- Overnight security personnel

## Exhibit Information

A leader in convention center industry, the Scottish Event Campus is designed to cater to a diverse range of events, offering top-notch facilities and services for conferences, exhibitions, trade shows and meetings.

The Scottish Event Campus (SEC) is Scotland's largest exhibition centre, located in Glasgow, Scotland.

The Scottish Event Campus hosts more than 300 events every year: conventions, concerts, product launches and meetings.

The Scottish Event Campus - a world-class venue in the heart of Glasgow - will be hosting the 26th UN Climate Change Conference of the Parties (COP26) from October 31, 2021 - November 12, 2021.

Glasgow was chosen to host COP26 due to its experience and commitment to sustainability and world-class facilities.

The COP26 Summit will bring parties together to accelerate action towards the goals of the Paris Agreement and the UN Framework Convention on Climate Change.

OHBM is currently securing an exhibit decorator for the 2022 meeting. Shipping information, the Exhibit Service Kit, Rules and Regulations, as well as the specifics regarding booth size will be posted on the OHBM website and emailed to your company representative when available.

## Exhibit Payment Information

Be First on the scene and return your application along with payment by February 1, 2022 for a discounted booth rate of \$4,500 USD.

Standard pricing begins February 2, 2022 when the cost of booth space goes up to \$4,750 USD.

Please note that the exhibit booth fee is for the space only – exhibitors are responsible for all shipping, electrical and furniture fees.

Application and payment deadline (for Standard pricing) is *April 29, 2022*.

*(continued)*



## EXHIBITING AT OHBM (CONT.)

### Nonprofit Organizations

Nonprofit organizations are eligible for a deeply discounted booth or table top. Interested organizations must submit a letter on company letterhead to OHBM either by mail, FAX or email requesting reduced booth fees. The letter must include a description of the organization as well as why it is considered a non-profit organization.

- **Discounted Booth Space - \$2,000**

If approved for a discounted booth space, you will receive an exhibit space within the rest of the exhibitors. Booth spaces are limited and the reduced rate will be approved on a first come, first serve basis and is for the space only – exhibitors are responsible for all shipping, electrical and furniture fees.

- **Table Tops – \$500**

If approved for a table top, you will receive a 6ft or 8ft table with two chairs. Table top spaces are limited and will be approved on a first come, first serve basis and include space only – exhibitors are responsible for all shipping, electrical and furniture fees.

### Exhibit Space Assignment

Space is assigned on a point system. Points are rewarded based on current and past sponsorship, the numbers of years your company has attended the OHBM conference, and the order in which applications are received. Space is limited, so be sure to complete and return your application promptly. Your booth assignment will be emailed to your company representative following the exhibit application deadline.

### Contract for Space

The order for a booth(s) (upon acceptance by the OHBM) assignment of space, and the payment of rental charges constitute a contract for rental of the space assigned. Any exhibitor failing to occupy space is not relieved of the obligation to pay the full rental price. If not occupied



by the time set for completion of display installation, such space may be repossessed by the OHBM. Said contract will not be binding upon the OHBM in the event of strikes or other circumstances beyond the OHBM's control.

It is agreed that:

- (a) *If a company cancels its space on or before April 10, 2022, it will be responsible for paying half of the booth price.*
- (b) *If a cancellation occurs after April 10, 2022, the company will be responsible for paying the full cost of the booth space.*

### Certificate of Insurance

The OHBM does not provide liability or property damage insurance for exhibitors' property. Exhibitors will be responsible for adequately insuring their exhibit materials, goods, and/or equipment against theft, damage by fire, accident or loss of any kind, but will not be required to submit a certificate of insurance to the OHBM.

### Meeting Cancellation

It is mutually agreed that in the event of cancellation of the 2022 Exhibits due to fire, strikes, government regulations, health epidemics, or other causes which would prevent its scheduled opening or continuance, then and thereupon, this agreement will be terminated, and the Executive Council of the OHBM, in conjunction with the Local Organizing Committee, shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible, after consideration of expenditures and commitments already made.



## EXHIBITING AT OHBM (CONT.)

### Misrepresentation Policy

If the exhibiting company misrepresents themselves during the application process, OHBM has the right to evict the exhibitor from the Exhibit Hall and deny space in the Exhibit Hall. If evicted for misrepresentation on-site, the exhibitor in question will not receive a refund.

### Idemnification

The exhibitor assumes the entire responsibility and hereby agrees to protect, idemnify, defend, and hold OHBM, the Scottish Event Campus (SEC), and their employees and agents harmless against all claims, losses, damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Scottish Event Campus (SEC) and their employees and agents.

### Liability

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities at the Scottish Event Campus (SEC) premises and will idemnify, defend, and hold harmless OHBM, the SEC, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.



# EXHIBITOR/SPONSORSHIP APPLICATION



CLEAR FORM

## Company Information

PLEASE NOTE: All acknowledgments of your company and listing of company name and address will be generated from the following information.

Company Name		Country	
Address 1		Company Phone	
Address 2		Company Email	
City		Website	
Postal/Zip Code			

## Company Representative Information

Contact Name		Phone	
		Email	

## Exhibiting

Total number of booths requested

Amount to be charged on card

☐ **First on the Scene Exhibitor Booth** (\$4,500) ☐ Standard Booth (\$4,750) ☐ Nonprofit Booth (\$2,000) ☐ Nonprofit Table Top (\$500)

*In order to reserve First on the Scene pricing, the application and payment must be received by February 1, 2022.*

**TOTAL EXHIBIT BOOTH AMOUNT**

## Payment Information

**Sponsorship ONLY Payment:** A 50% non-refundable deposit must be received before this application will be processed. Balance to be paid by April 29, 2022.

**TOTAL AMOUNT DUE**  If company is located in UK, there will be an additional 20% value-added tax (VAT) included in your total amount

☐ We would like to use the following credit card for payment: ☐ Mastercard ☐ Visa ☐ AMEX Security Code

Credit Card No.  Exp. Date  Name on Card

Billing Address 1  Address 2

City  Postal/Zip Code

☐ Enclosed is our check made payable to OHBM Check #

Signature  Date

## Sponsorship Opportunities

- ☐ Welcome Reception (\$30,000)
- ☐ Club Night Party (\$30,000)
- ☐ Wireless Internet/ECafe (\$25,000)
- ☐ OnDemand Sponsorship (\$20,000)
- ☐ Beverages/Snack Break (\$20,000)
- ☐ Leadership Reception (\$20,000)
- ☐ Poster Social (\$20,000)
- ☐ Industry Sponsored Lunch Symposium (\$15,000)
- ☐ Mobile App (\$10,000)
- ☐ Meeting Lanyards (\$10,000)
- ☐ Software Demonstrations (\$10,000)
- ☐ Water Bottles (\$10,000)
- ☐ E-Posters (\$10,000)
- ☐ Industry Sponsored Sunrise Breakfast Symposium (\$10,000)
- ☐ Company Product Showcase (\$8,000)
- ☐ Charging Station (\$8,000)
- ☐ Meeting Pads and Pens (\$8,000)
- ☐ Guest Room Key Cards (\$5,000)
- ☐ Mobile App Banner/Landing Page (\$1,000 each)
- ☐ Sponsored Photo Booth (\$1,600/day)
- ☐ Social Media Wall (\$1,000/day)

Attendee Email Blast

- ☐ Nonprofit \$400
- ☐ For profit \$800

## TOTAL SPONSORSHIP AMOUNT

If company is located in UK, there will be an additional 20% value-added tax (VAT) included in your total amount

Return the completed form by faxing to 952-545-6073, mail to the address below, or **click the link to email this form directly to [mmulally@humanbrainmapping.org](mailto:mmulally@humanbrainmapping.org)**

ORGANIZATION FOR HUMAN BRAIN MAPPING

1935 County Road B2 W STE 165, Roseville, MN 55113 | Phone: 952-646-2029 | Fax: 952-545-6073 | Email: [mmulally@humanbrainmapping.org](mailto:mmulally@humanbrainmapping.org)