

**BRISBANE**  
**OHBM 2025** JUNE  
24-28

# EXHIBITOR & SPONSORSHIP PROSPECTUS



Tuesday, June 24 – Saturday, June 28  
BRISBANE CONVENTION AND EXHIBITION CENTRE

*FIRST ON THE SCENE*  
PRICING ENDS FEBRUARY 1, 2025

31<sup>ST</sup> ANNUAL MEETING OF THE  
ORGANIZATION FOR HUMAN BRAIN MAPPING





# WELCOME



## DEAR COLLEAGUE,

The Organization for Human Brain Mapping (OHBM) cordially invites you to partner with us at the 31st Annual Meeting in Brisbane, June 24-28, 2025, by becoming a Sponsor and/or Exhibitor.

OHBM is the leading international organization dedicated to neuroimaging. Each year, over 3,000 attendees come together to participate in top-tier scientific education, share their latest research, and forge new collaborations. Sponsoring or exhibiting at the Annual Meeting is the most effective way to show your support for the field of human brain mapping and connect with key professionals in the industry.

The OHBM Annual Meeting is a cutting edge, must-attend event for professionals aiming to stay ahead of industry changes, new technologies, and innovative ideas. As a Sponsor or Exhibitor, you'll have ample opportunity to showcase your expertise as you engage one-on-one with attendees from every corner of the globe. Hosting the 2025 meeting in Brisbane offers a unique chance to expand your market in Queensland's premier university research hub.

OHBM is committed to making your involvement as seamless as possible! Our multi-level sponsorship options are designed to suit a variety of marketing objectives. Enclosed, you will find detailed information about sponsorship levels, benefits, and instructions on how to become an OHBM 2025 Sponsor or Exhibitor.

We extend our heartfelt gratitude to Tourism and Events Queensland (TEQ) for their support in making this event possible. Their commitment to fostering scientific exchange and collaboration has been instrumental in shaping the success of our annual meeting.

We look forward to welcoming you to the 2025 OHBM Annual Meeting. Early commitment maximizes your recognition and benefits, so please submit your application at your earliest convenience.

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

Sincerely,

Sylvain Baillet  
OHBM Council Chair

Marta Garrido  
Program Committee Chair

Michael Breakspear & Lena Oestreich  
Local Organizing Committee Co-Chairs



## TABLE OF CONTENTS

General Information . . . . .	3
Sponsorship Information . . . . .	4
Gold Level Support Opportunities . . . . .	5
Silver Level Support Opportunities . . . . .	6
Bronze Level Support Opportunities . . . . .	7
Other Support Opportunities . . . . .	8
Exhibiting at OHBM . . . . .	9-11
Exhibitor/Sponsor Application . . . . .	12
Mobile App (Exhibitors Only) . . . . .	13



# GENERAL INFORMATION



## WHY OHBM 2025?

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 neuroimaging to partner with us at this exciting event.

## NETWORKING

OHBM is the primary international organization dedicated to neuroimaging research. Exhibiting at OHBM 2025 gives you unlimited networking opportunities with key decision makers from the fields of neurology, psychiatry, physics, and engineering, amongst others. Additionally, you will meet our student attendees who are the FUTURE decision makers and new idea developers for your company!

## BENEFITS OF YOUR SPONSORSHIP

Based on your support level, some benefits can include:

- Company name or logo on the OHBM Annual Meeting website and onsite signage
- Invite to Leadership Reception to network with OHBM Council and Committee Members
- Choice of booth location at the upcoming meeting in Brisbane
- Inclusion in Attendee E-news Blasts
- Enhanced listing in the Mobile App with push notifications
- Special recognition at the Opening and Closing Ceremonies
- Access to Post-Annual Meeting attendee list
- Up to 6 complimentary Annual Meeting Registrations
- Recognition on OHBM social media channels

## ANNUAL MEETING SCIENTIFIC PROGRAMMING

The Annual Meeting will have an extensive program of local and international speakers, covering a wide range of topics and issues, and specifically address 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

2024 Seoul, Korea: 3,183	2020 Virtual I: 3,522
2023 Montréal, Québec: 2,880	2019 Rome, Italy: 4,013
2022 Glasgow, Scotland: 2,923	2018 Singapore: 2,078
2021 Virtual II: 2,636	2017 Vancouver, Canada: 2,634

## BY THE NUMBERS

X followers

**OVER 19,600**

Mobile App downloads  
in June 2024

**4,000**

YouTube subscribers  
**OVER 1,600**



**NEARLY 6,000**

E-News subscribers  
**18,600**



Exhibitor Profile  
views in 2024  
(total across all exhibitors)

**2,400**

2024 Mobile App Alert

**13,000  
CLICKS**

# SPONSORSHIP INFORMATION



The following benefits are provided based on level of sponsorship:	Gold Sponsor \$15,000 USD	Silver Sponsor \$10,000 USD	Bronze Sponsor \$6,000 USD	Premium Exhibitor \$7,000 USD
Company name or logo on the 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 2025 Supporter E-News blast (includes all sponsors and exhibitors)	●	●	●	●
First to choose booth location for OHBM 2025 in Brisbane	●			●
Complimentary Annual Meeting Registrations (excludes Educational Courses)	6	4	2	6
Complimentary invitation to the exclusive OHBM Leadership Reception	3	2	1	1
Attendee E-News blast highlighting your company*	2	1		1
Alert/push notification on OHBM's mobile app	2	1		1
Ad displayed on landing page of OHBM's mobile app	●	●	●	●
Social Media Posts	3	2	1	1
Post-attendee lists	●			

\* Black-out dates apply.



# GOLD LEVEL SUPPORT OPPORTUNITIES

Support packages are flexible and can be tailored to your needs! Choose from any of the predetermined packages below or mix and match packages to create an ideal Sponsor Package that meets your budget. **You can also co-sponsor any of the Gold Level Support Opportunities with another company.** Contact the OHBM Executive Office to discuss custom packages or co-sponsor opportunities at [kjohnson@humanbrainmapping.org](mailto:kjohnson@humanbrainmapping.org).



## GOLD LEVEL PACKAGES \$15,000 – \$20,00 USD

### Industry Sponsored Lunch Symposium (\$20,000 USD)

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

### Leadership Reception\* (\$17,500 USD)

The Leadership Reception is an exclusive dinner and networking event bringing 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 and award Winners, attend to celebrate successes and the Annual Meeting. The reception will take place Wednesday, June 25, at a popular venue in Brisbane. Your company name and logo will appear on the Annual Meeting website, onsite signage, and placed on cocktail napkins at the event. This sponsor will also receive a company product table, giving you an opportunity to display your innovations!

*Packages marked with \* are exclusive to one supporter per year.*

### Poster Hall Reception (\$15,000 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 after the designated poster stand-by times to see the latest research. Your reception will be advertised on the Annual Meeting website, our mobile app, and onsite signage. Your company name and logo will also be placed on cocktail napkins. Exact dates and times will be discussed and confirmed at a later time.



# SILVER LEVEL SUPPORT OPPORTUNITIES



## SILVER LEVEL PACKAGES \$10,000 – \$14,999 USD

### **Session Sponsorship (\$13,500 USD per session)**

Elevate your brand by sponsoring specific scientific sessions or keynote presentations, with your branding prominently displayed. Gain prime exposure to a targeted audience of leading scientists and professionals, enhancing your credibility and aligning your brand with innovation and excellence. Sponsorship includes banners, slides, and promotional materials. Sponsors must provide branded items and artwork, with prior approval from OHBM required.

### **NEW! Attendee Care Package & Welcome Kit\* (\$11,500 USD)**

Make a lasting impression by providing each attendee with a branded tote bag filled with your items such as notebooks, pens and other useful materials. This will ensure high visibility and positive engagement with your brand throughout the Annual Meeting. Sponsors must provide branded items and artwork, with prior approval from OHBM required.

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

Place your branding around the necks of our attendees ensuring maximum visibility across the whole event with our exclusive lanyard sponsorship opportunity. All registered attendees, including OHBM leadership, exhibitors, students, and guests receive a name badge and lanyard which must be worn at all times during the meeting. Sponsorship includes 3,000+ eco-friendly lanyards with your branding; One-color print (artwork must be approved by OHBM).

*Packages marked with \* are exclusive to one supporter per year.*

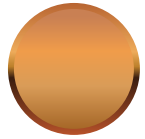
### **Coffee / Snack Breaks (\$10,000 USD per day)**

The most requested item at the Annual Meeting is access to coffee, water, soda and snacks. Host a coffee or snack break and your company will be recognized as the exclusive Coffee / Snack Break sponsor on the Annual Meeting website, our mobile app and onsite signage. Choice of June 25, 26, 27, or 28.





# BRONZE LEVEL SUPPORT OPPORTUNITIES



## BRONZE LEVEL PACKAGES \$6,000 – \$9,999 USD

### Virtual Symposia Series\* (\$9,000 USD)

Sponsor one installment to our Virtual Symposia Series in the months leading up to the Annual Meeting. Company name, logo and link to your company's homepage will be featured on the OHBM website and will also be featured on all E-Blasts sent by OHBM to promote the Symposia. Get exposure for your company and encourage booth traffic months before anyone else!

### Mobile App\* (\$8,000 USD)

The Annual Meeting Mobile App allows attendees to navigate the conference through their mobile device. The Mobile App was downloaded over 6,000 times across all platforms during the 2024 Annual Meeting. Important information can be accessed, including the session schedule, abstract listing, speaker information, mobile alerts and more. The Mobile App sponsor will receive recognition on onsite signage, as well as advertisement in the mobile app including 1 banner ad and 1 mobile alert.

### Ad Retargeting with Feathr (\$7,500 USD)

Ad retargeting is one of the most effective forms of digital advertising—offering you the opportunity to strategically serve highly relevant ads to the right audience at the right time. Feathr is a digital marketing software used by OHBM to promote the Annual Meeting. With the help of Feathr, you will be able to promote your company and reach a new audience, including registered meeting attendees, prospective OHBM members, email list subscribers and more. Within this system you will also have access to the “Co-Pilot,” an advertising professional who will assist you in creating custom ads to maximize your reach and impact. Sponsors will receive detailed reporting on the campaign's impact, including ad views and conversion rates.

**[Click here to learn more about Ad Retargeting.](#)**

### Giant Floor Plan Tiles\* (\$6,500 USD)

With such a large convention center, attendees are always walking around looking for directions. Conveniently placed giant floor plan tiles will help attendees navigate the meeting venue. Your company logo and booth number will be displayed on the floor plan tiles to draw attendees to your booth. Sponsorship includes branding on 2 floor plan tiles.



*Packages marked with \* are exclusive to one supporter per year.*

# OTHER SUPPORT OPPORTUNITIES



## OTHER SPONSORSHIP OPPORTUNITIES \$500 USD AND UP

### **Spotlight Your Publications (\$2,000 USD)**

We are excited to offer publishers a unique sponsorship opportunity to showcase their latest works and engage with our community at the Annual Meeting. This sponsorship includes a dedicated slide in our rotating PowerPoint presentation, which will be displayed throughout the event. The slide can include information about your latest publications, upcoming releases, author highlights, and a QR code linking directly to your website or specific book pages.

### **Poster Help Desk\* (\$1,000 USD)**

Thousands of attendees stop by the Poster Help Desk located in the Poster and Exhibit Hall during the Annual Meeting asking for directions, materials to hang their posters, and many other inquiries. Your company logo will be displayed at the Help Desk along with a QR code linked to your company's website.

*Packages marked with \* are exclusive to one supporter per year.*

### **Attendee E-News Blast (\$500 USD non-profit / \$1,000 for profit)**

OHBM will send out 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.

### **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 [kjohnson@humanbrainmapping.org](mailto:kjohnson@humanbrainmapping.org) if you are interested in supporting speaker travel.

### **Other Ideas? Choose your own support avenue!**

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, or are interested in negotiating the prices listed, please contact [kjohnson@humanbrainmapping.org](mailto:kjohnson@humanbrainmapping.org).





# EXHIBITING AT OHBM



**Event Name:** 31st Annual Meeting of the Organization for Human Brain Mapping

**Dates:** Tuesday, June 24 – Saturday, June 28

**Location:** Brisbane Convention and Exhibition Centre | Merivale St, South Bank, Brisbane QLD 4101, Australia

## Benefits of Exhibiting

- **Connect with Over 3,000 Neuroimaging Leaders:** Gain unparalleled access to top researchers and innovators in the field.
- **Prime Exhibit Hall Placement:** Exhibitor booths are located in the same hall as the poster presentations, a high-traffic area ensuring optimal exposure and engagement with attendees.
- **Prominent Online Listing:** Feature your company on the Annual Meeting website for extended visibility.
- **Enhanced Digital Presence:** Get a detailed company listing on our mobile app, complete with a direct link to your homepage.
- **Exclusive Exhibitors Lounge:** Enjoy a private space in the exhibit hall that offers a relaxed atmosphere.
- **Engaging Poster Receptions:** Participate in multiple poster receptions held in the exhibit hall, fostering networking opportunities.
- **Central Beverage Stations:** Complimentary beverages are placed in the center of the exhibitor area, attracting meeting attendees and increasing foot traffic to your booth.
- **Access to Lead Retrieval:** Option to purchase a retrieval system powered by Trade Show Leads (TSL) to help capture and manage leads seamlessly.
- **Overnight Security:** Rest easy with overnight security personnel ensuring the safety of your booth and materials.

OHBM is currently securing an exhibit decorator for the 2025 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.

## NEW! Premium Exhibitor Package in 2025 (\$7,000 USD)

Stand Out at OHBM 2025 with Our New Premium Exhibitor Package! We are excited to announce this special opportunity for exhibitors wanting to receive additional benefits and make the most out of their time in Brisbane! The Premium Exhibitor Package includes all the benefits of a Standard Booth along with the following:

- Secure a prime booth location in a high-traffic area with your choice of spot, ensuring maximum visibility.
- Enjoy a private WiFi channel for reliable internet access.
- Large, prominent company logo on signage.
- Exclusive invitations to networking events, including the Leadership Reception.
- Enhanced listing in the mobile app with push notifications.
- Complimentary access to a lead retrieval system.
- Six complimentary passes for your booth staff.

## Exhibit Payment Information

Be First on the Scene and return your application along with payment by *February 1, 2025*, for a discounted booth rate of \$4,750 USD (Standard Booth only). The cost of a Standard Booth space will increase to \$5,000 USD beginning *February 2, 2025*.

**Application and payment deadline for Standard, Premium, and Nonprofit booths, as well as Nonprofit Tabletops, is May 1, 2025.**

**Exhibitors submitting their applications after May 2, 2025, will incur a late fee of \$500 USD. This applies to all space types (standard booth, premium booth, nonprofit booth and nonprofit tabletop).**

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

# 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 be given a 6ft or 8ft table with two chairs. Table top space is limited and 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.

## Exhibit Space Assignment

Space is assigned on a point system. Points are awarded based on current and past sponsorship, the number 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 immediately. 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 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 5, 2025, it will be responsible for paying half of the booth price.*
- (b) *If a cancellation occurs after May 3, 2025, the company will be responsible for paying the full cost of the booth space.*





# EXHIBITING AT OHBM (CONT.)

## **Certificate of Insurance**

The OHBM does not provide liability or property damage insurance for exhibitor's 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 2025 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.

## **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.

## **Indemnification**

The exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and hold OHBM, the Brisbane Convention and Exhibition Centre, 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 Brisbane Convention and Exhibition Centre 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 Brisbane Convention and Exhibition Centre premises and will indemnify, defend, and hold harmless OHBM, the Brisbane Convention and Exhibition Centre, 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



## 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  State  Postal/Zip Code   
Website

## Company Representative Information

Contact Name  Phone   
Email

## Exhibiting

Total number of booths requested

- Premium Exhibitor Booth (\$7,000)    First on the Scene Standard Booth (\$4,750)  
 Standard Booth (\$5,000)    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, 2025.*

**TOTAL EXHIBIT BOOTH AMOUNT**

## Payment Information

**Sponsorship Payment ONLY:** A 50% non-refundable deposit must be received before this application is processed. Full payment must be received within 60 days of applying.

**TOTAL AMOUNT DUE**

- Enclosed is our check made payable to OHBM.   Check #   
 We prefer to pay via wire transfer. Please send an invoice with transfer instructions.  
 We would like to use the following credit card for payment:    Mastercard    VISA    AMEX

Name on Card   
Credit Card No.  Exp. Date  Security Code   
Billing Address 1  Address 2   
City  State  Postal/Zip Code   
Signature (Required)  Date

Return the completed form by faxing to 888-381-0170, mail to the address at right, or **save the form as a PDF and send it in an encrypted email to [kjohnson@humanbrainmapping.org](mailto:kjohnson@humanbrainmapping.org)**.

## Sponsorship Opportunities

- Industry Sponsored Lunch Symposium (\$20,000)
- Leadership Reception\* (\$17,500)
- Poster Hall Reception (\$15,000)
- Session Sponsorship (\$13,500)
- Attendee Care Package & Welcome Kit\* (\$11,500)
- Eco-Friendly Meeting Lanyards\* (\$10,000)
- Coffee/Snack Break (\$10,000)
- Virtual Symposia Series\* (\$9,000)
- Mobile App\* (\$8,000)
- Ad Retargeting with Feathr (\$7,500)
- Giant Floor Plan Tiles\* (\$6,500)
- Spotlight Your Publications (\$2,000)
- Poster Help Desk\* (\$1,000)
- Speaker Travel Support (TBD)

Attendee Email Blast

- Nonprofit \$500
- For profit \$1,000

*\*Exclusive to one supporter per year*

**TOTAL SPONSORSHIP AMOUNT**

## ORGANIZATION FOR HUMAN BRAIN MAPPING

1935 County Road B2 W,  
Ste 165, Roseville, MN 55113  
Phone: 952-641-3041  
Fax: 888-381-0170  
[kjohnson@humanbrainmapping.org](mailto:kjohnson@humanbrainmapping.org)

**CLEAR FORM**



# MOBILE APP (EXHIBITORS ONLY)

## Exhibitor Information for Mobile App

The information you provide will be available to all OHBM 2025 attendees throughout the Annual Meeting.

Company Name (as you would like it to appear in the Mobile App)

Address (optional)

Website  Public email address

Phone (optional)  Fax (optional)

Company description (250 words max)

Category(s) — Please provide us with keywords describing your industry and/or the focus of your booth.

Exhibitor logo URL

Logos can also be emailed to Katie (Million) Johnson at [kjohnson@humanbrainmapping.org](mailto:kjohnson@humanbrainmapping.org).

