

THE INTERNATIONAL
BNA2021 
FESTIVAL OF NEUROSCIENCE

SUPPORTERS' PROSPECTUS

More than the Festival

www.bna.org.uk | www.bnacredibility.org.uk | www.bna2021.org



More engagement.
More time. More value.

Whilst the pandemic has impacted our usual face-to-face gatherings, including the well-known and loved BNA Festival of Neuroscience, it has provided us with an opportunity to re-think how we, the British Neuroscience Association, can provide the greatest value for organisations wishing to get involved with our activities **not only at meetings but throughout the whole year.**

We have listened to you, our neuroscience community. We are very conscious you need more than just a virtual stand at an online meeting. We know that you have been impacted too, that your team may be reduced in number and stretched for time, and that you, too, need to re-think how you are engaging with customers and the neuroscience community.

As a result we are excited to share this range of new opportunities, offering 'more than the Festival'.

Read on to find out how you can be involved in a **year-round** programme that will ensure your message, learning opportunities and engagement with the community is stronger than ever before. In addition to the online Festival we have a series of webinars as well as thought leadership content, delivered through our publications, website and communications to a network of tens of thousands of individuals. This represents a fantastic opportunity for our sponsors.

Now is more important than ever to work together. We do hope you will join us and all our Partnering Organisations for BNA2021 and beyond.

How can I get involved?

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We have created an exciting new series of packages for our supporters that provide maximum value extending beyond the usual Festival participation to include other touchpoints throughout the year. By taking one of our supporter packages you will gain from:

Thoughts - Thought leadership

- Delivering thought leadership content and positioning your organisation as an advisory and consultative expert within your field – providing exposure to the most senior positions within your target prospects

Talks - Opportunities for targeted talks and networking

- We know how important it is to engage and talk to potential clients and the next generation of neuroscientists. This could include webinars, round tables or content discussions that will help you to build those important relationships.

Time - Branding and visibility throughout the whole year

- All of our packages will ensure your brand gains high visibility across the many BNA platforms and channels throughout the whole year.

“I value my membership with the British Neuroscience Association (BNA) for the opportunity it gives me to keep in touch with neuroscientists across the UK and Ireland. The annual meeting is a great place to learn and meet scientists at the cutting edge of science. I really appreciate the efforts the BNA is making around reproducibility and industry engagement.”

Damian Crowther, Head of Early Discovery, Neuroscience, BioPharmaceuticals R&D, AstraZeneca



Thought leadership with the BNA

- The British Neuroscience Association (BNA) is a progressive forward-thinking society and is the largest UK organisation representing and promoting neuroscience and neuroscientists.
- The BNA now has a growing and engaged membership of 2,400 individuals.
- Our members' interests cover the whole range of neuroscience, from ion channels to whole animal behaviour to real-life applications in the clinic and beyond.

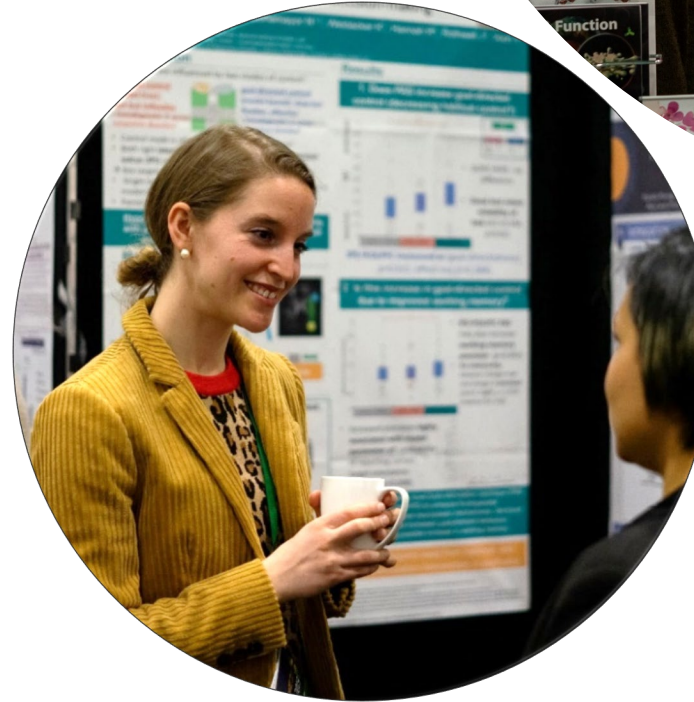
“Being part of the BNA means I’m connected with all things neuroscience. As a member I get a say in the future of neuroscience in the UK. It’s important to me that I’m integral to a movement for positive change.”

“Why did I join BNA? I want to be part of a neuroscience hub, for sharing best practice, for calling for changes, for ensuring neuroscience has the networks, connections and credible pathways that will ultimately benefit society.”

Thought leadership with the BNA: themes

The BNA is firmly embedded within the neuroscience community and hence well-placed to identify key themes where BNA activities programme of work can make a real difference.

- **Credibility in neuroscience**
- **Building Bridges Between: Industry & academia**
- **Education and outreach**
- **Equality and inclusion in neuroscience**
- **Students and career development for neuroscientists**



Themes

Theme	Description
Credibility in neuroscience	Our vision is to ensure that neuroscience research is as robust, reliable, replicable, and reproducible as possible; in short, to ensure the credibility of neuroscience.
Building bridges between industry and academia	The BNA's 'Building bridges between industry and academia' initiative aims to foster collaboration between neuroscientists in industry and academia through events and networking opportunities. It links to the BNA's core theme of credibility in neuroscience.
Education & outreach	At the heart of what the BNA does is the desire to share the wonders of the brain and enable others to do the same, whether that is neuroscientists running public outreach days or teachers delivering a lesson on the brain. We aim to develop and deliver an educational outreach programme, and conduct a research project to assess effectiveness.
Black Lives Matter / EDI in neuroscience	With an increase in international attention on the Black Lives Matter movement and the global positive reception to #BlackinNeuro, the BNA recognises that more can be done to support Black and ethnic minority neuroscientists to join the field, navigate the learning process and thrive in this dynamic discipline.
Students and career development for neuroscientists	The BNA is committed to supporting the next generation of neuroscientists, offering resources, information and events for students of all ages and those in the early stages of their career.
Annual theme for 2021: Ageing	2021 is BNA's Year of Ageing. A calendar of events, articles and activities covering topics including dementia, healthy ageing, multi-morbidity, memory and much more, the year will bring together everyone and anyone interested in neuroscience to discuss the process of ageing throughout our lifetime, from young to old.

Opportunities for targeted talks and networking

One way the BNA changes thoughts and enables discussion is via our events and webinars. For example:

- 2nd November 2020, 10am: ‘The role of pharmaceutical science in the public eye - Credibility and the Coronaverse’ – this event, hosted jointly by the BNA and ABPI, will be a 1-hour panel discussion, plus 30-minute delegate discussion. FREE to attend.
- 14th December 2020, 10am – 4pm: the BNA Festive symposium 2020 ‘The seven ages of wo/man’. The BNA’s seasonal symposium featured a stellar line-up of speakers to guide us through stages of ageing.
- 12 – 15 April 2021, online, the ‘BNA2021 Festival of Neuroscience’ the BNA’s flagship biennial meeting features 40 symposium and workshops, 9 plenary speakers, 400+ posters, speed-dating plus more!
- 12th May 2021, Sheffield – Where next in drug discovery for pain? Join speakers for an informative discussion plus workshops on the next steps for the treatment of pain

WHEN INDUSTRY MEETS ACADEMIA

BNA Event - 15th Sep 2020



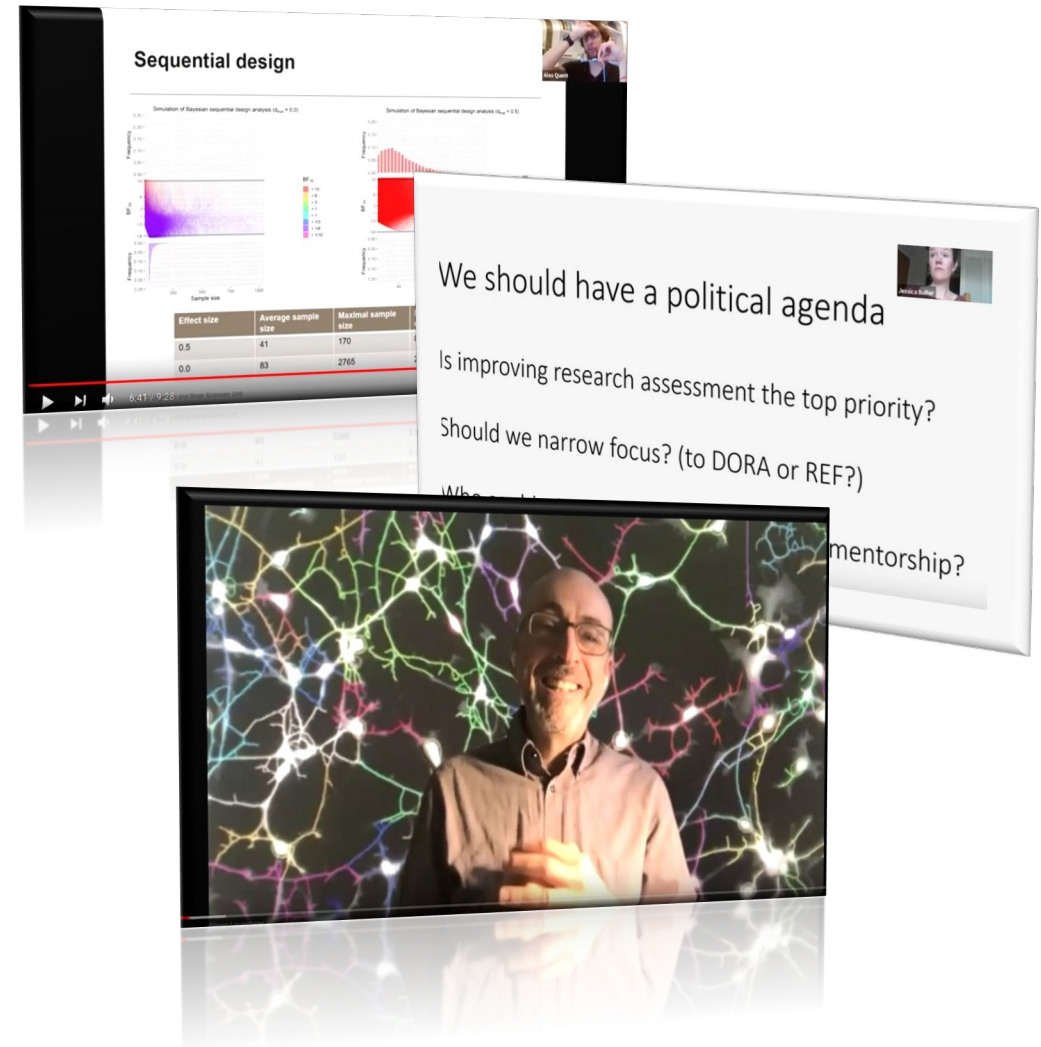
When industry meets academia: Sir Mene Pangalos on improving translation

Tuesday 15th September, 10:00 - 11:00 BST, online webinar

BNA Webinars

Your organisation can be part of this fantastic opportunity!

- Working with the BNA, take part in a webinar based on one of the themes
- Branding on delegate communications
- Facilitate a round table discussion
- Be seen as a thought leader
- Chance to respond to questions
- Engage with the audience via the online chat
- Be seen as the expert and go to company in your field



Please note: for the BNA to endorse, fund or participate in a meeting, the expectation is that the meeting will follow the principles of the BNA's Equality and Diversity policy and meet the following conditions:

1. At least a third of the total number of speakers at the meeting should be women.
2. Individual sessions in multi-session meetings, and any meeting committees where they are involved, should not be populated exclusively by men.



BNA Networks

The BNA has wide-reaching networks across all those interested in neuroscience, reaching tens of thousands of individuals via communications in print, online and social media.

- BNA membership = 2,400
- BNA Bulletin = printed membership magazine = 1,800 posted, 3x a year
- BNA Journal ‘Brain and Neuroscience Advances’ = Fully Gold Open Access journal indexed with PubMed Central
- BNA email newsletter, BNA+, sent monthly to 2,000 subscribers
- BNA website: 155,000 annual visitors
- BNA social media: Twitter (27k followers), Facebook (13.5k), LinkedIn (6.5k), Instagram (2k), LinkedIn (6.5k), YouTube (1k)
- Partnering Organisations for BNA2021 – all our Festival communications are disseminated via the networks of the 19 partnering organisations taking part in the Festival.

BNA Membership: 2,400

The BNA is a membership organisation open to anyone with an interest in neuroscience, both in the UK and abroad, and with a range of membership types so that there's something for everyone (current numbers in brackets):

Undergraduate /16+ student (600): Students undertaking, or preparing to undertake, any bioscience degree in a recognised university or Higher Education Institution, including medical students studying for a 5 or 6 year medical degree.

Postgraduate / F1/2 (750): Postgraduate students undertaking a Masters or PhD with neuroscience-related content; or F1 and F2 junior doctors; or Assistant/Trainee Clinical Psychologists.

Early Career Researcher (300): Individuals in the first five years following completion of their highest degree (e.g. BSc, MSc or PhD) or, for clinicians, the first five years following completion of F2, or for clinical psychologists, the first five years after starting a Professional Doctorate or work as a Clinical Psychologist.

Full or Full (industry) member (580 and 30): Those whose interest in neuroscience is in a professional capacity, e.g. as a research scientist or clinical practitioner in a university, research institution, hospital, or other clinical practice (Full members) or in a commercial/trading company (Full industry).

Associate member (70): all those who have a genuine interest in neuroscience, but does not work in neuroscience in a professional capacity, can become an Associate Member. You may be a teacher, mechanic, nurse, or business leader; the brain is endlessly fascinating for everyone!

Retired member (45): Those who worked in neuroscience professionally, now retired.

Honorary member (7): Awarded to a small number of individuals who have made a significant contribution to the BNA.

BNA Patrons: (L-R) Professor Jackie Hunter CBE, Professor Lord Robert Winston, Professor Sir Colin Blakemore, Ruby Wax OBE.

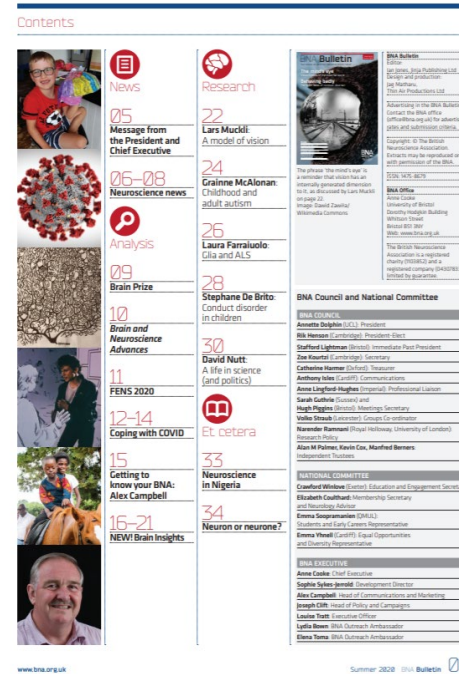


BNA Bulletin

The BNA Bulletin is also available to download and reaches 2400 readers.



Bulletin cover page



Bulletin contents page



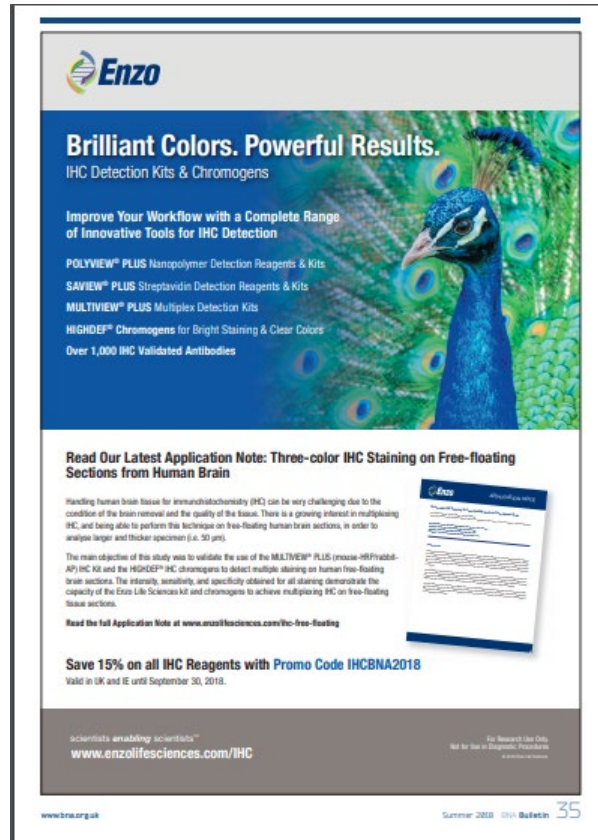
Bulletin example article

READERSHIP PROFILE

- Printed hard copy posted directly to people's homes
- Circulation - 1800
- Frequency – three times a year
- Received in the UK and overseas
- Read by researchers, students, neuroscientists in industry and more

To view an example of the BNA Bulletin, please [click here](#)

Bulletin advert examples



Enzo

Brilliant Colors. Powerful Results.
IHC Detection Kits & Chromogens

Improve Your Workflow with a Complete Range of Innovative Tools for IHC Detection

- POLYVIEW® PLUS Nanopolymer Detection Reagents & Kits
- SAVIEW® PLUS Streptavidin Detection Reagents & Kits
- MULTIVIEW® PLUS Multiplex Detection Kits
- HIGHDEF® Chromogens for Bright Staining & Clear Colors
- Over 1,000 IHC Validated Antibodies

Read Our Latest Application Note: Three-color IHC Staining on Free-floating Sections from Human Brain

Handling human brain tissue for immunohistochemistry (IHC) can be very challenging due to the condition of the brain removal and the quality of the tissue. There is a growing interest in multiplexing IHC, and being able to perform this technique on free-floating human brain sections, in order to analyse larger and thicker specimens (i.e. 50 µm).

The main objective of this study was to validate the use of the MULTIVIEW® PLUS (mouse-HRP/Fluorob-AP) IHC kit and the HIGHDEF® IHC chromogens to detect multiple staining on human free-floating brain sections. The intensity, sensitivity, and specificity obtained for all staining demonstrate the capacity of the Enzo IHC Sciences kit and chromogens to achieve multiplexing IHC on free-floating tissue sections.

Read the full Application Note at www.enzolifesciences.com/ihc-free-floating

Save 15% on all IHC Reagents with Promo Code IHCBNA2018
Valid in UK and IE until September 30, 2018.

scientists enabling scientists™
www.enzolifesciences.com/IHC

Do Research Like Data. Not for You in Diagnostic Procedures.
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www.bna.org.uk Summer 2018 BNA Bulletin 35

One full page advert



BAP British Association for Psychopharmacology

summer meeting 2018

King's College London, Exhibition Road, London
Sunday 22nd to Wednesday 25th July

A Guest Lecture by Daniel R. Weinberger, MD (Johns Hopkins University)
Genetic insights into the neurodevelopmental origins of Schizophrenia

Preclinical Workshop hosted by *Understanding Animal Research: How to ... engage with public audiences on animal research*

Trainees' Workshop
Public engagement for early career scientists: What? Why? And How?

A Public Lecture presented by Professor David Nutt

Welcome Reception and Disco
Conference Dinner at the Royal Garden Hotel including presentation of the 2018 Prizes and Awards

For full details of the meeting go to www.bap.org.uk/BAP2018

Neurosciences MSc
The University of Southampton brings together theoretical teaching and active research in new Neurosciences MSc

The new MSc Neurosciences at the University of Southampton gives students a unique opportunity to immerse themselves in the study of brain and nervous system function in health and disease.

Students will join the Southampton Neuroscience Group, a dynamic grouping of biologists, psychologists, neurosurgeons, psychiatrists and mental health care professionals who share a passion for studying brain function in health and disease.

Applications for the course, which starts in October 2018, are now open and more information can be found at www.southampton.ac.uk/tales/postgr-nd-scans/taught_courses/m-sc-neurosciences.page

Brain and Neuroscience Advances

YOU CAN SHAPE THE FUTURE OF THE BNA JOURNAL

BNA members have the chance to shape the future of *Brain and Neuroscience Advances*, by leading on the development of special issues in emerging areas of neuroscience. See full details on page 11.

If you would like to get involved, please contact Editor-in-Chief Jeff Dalry (jwd20@cam.ac.uk).

www.bna.org.uk Summer 2018 BNA Bulletin 33

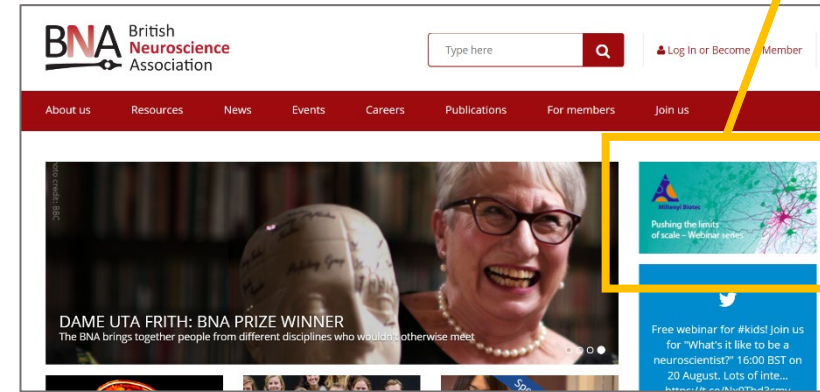
Half page advert with two quarter page adverts

BNA Website

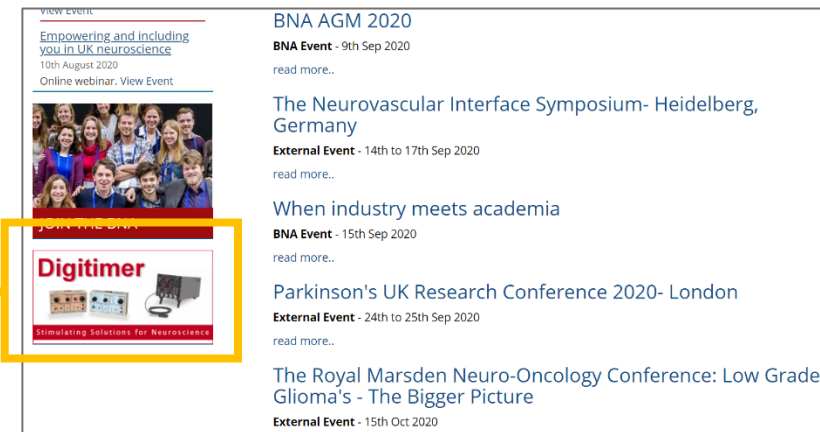
- 155,000 visitors each year.
- Opportunities for advertising via rotating banner advert on the homepage of the BNA website
- Visible on the top of the homepage
- Appears across the website including the BNA's calendar of events



Advertising banner on homepage



Advertising banner on internal site pages



Have you checked out #BlackinNeuroWeek, taking place right now? Running on social media until 2nd August to celebrate and support Black in Neuro scientists. Click here to find out more.



Vital update on the impact of COVID-19 on the research sector:

Following our survey findings, our Head of Policy & Campaigns, Joe Clift, looks at the response to our letter to the Science Minister. Plus, other support responses.
[Read Joe's blog here](#)



Irene Tracey voted FENS President-Elect:

The BNA is delighted to congratulate Professor Irene Tracey, Oxford University, as the new President-Elect for FENS. Irene was a trustee at the BNA for many years.
[More here](#)



New benefit for BNA Full Members:

Good news! We've launched a new scheme to give research teams extended BNA subscriptions: bursaries, reduced meeting fees, FENS membership, and more!
[Read more here](#)

Neuroscience news



A place for time?:

'Distributed interactive brain circuits for object-in-place memory' in 'Brain and Neuroscience Advances'.
[Read more](#)



The emerging spectrum of COVID-19 neurology:

Clinical data indicates associations with neurological and neuropsychiatric illness.
[Read more](#)



Adaptive time scales in recurrent neural networks:

More insight into how information is processed.
[Read more here](#)

Virtual events



Open Science Conference, 4 Aug:

The BNA has teamed up with the Brainbox initiative to deliver this online event on open science.
[More info here](#)



UK Open Research Working Groups (UK-ORWG), 8 Sept:

The 2nd meeting of UK-ORWG will be virtual. Registration is free.
[Register here](#)



'When Industry meets Academia', 15 Sept:

Join Sir Mane Pangalos on improving translation in neuroscience. Free online webinar.
[Register here](#)

Jobs



Research Assistant/Associate, Cambridge:

Fixed term opportunity in behavioural neuroscience.
Deadline: 17 August
[Find out more](#)



PhD in Cognitive Computational Neuroscience, Ulster:

Fully funded three years PhD studentship.
Deadline: 31 August
[Find out more](#)



Optical neurophysiology, London:

Funded doctoral training at Imperial College, London.
Deadline: 1 October
[Find out more](#)

Funding



Brain Awareness Week (BAW) Grants 2021: IBRO/Dana grants supporting global engagement, outreach & brain awareness activities.
Deadline 1 August 2020
[Find out more](#)



University Research Fellowship:

For outstanding scientists who have the potential to become leaders in their field.
Deadline 3 Sept 2020
[More info here](#)



Transformative Healthcare Tech:

The second call for projects that are guided by longer-term vision.
Deadline 16 Sept 2020
[More info here](#)

BNA+ (email newsletter)

The BNA+ newsletter is another fantastic opportunity for you to raise visibility of your brand. (Annual and six month sponsors only)

- Distributed via monthly email to our neuroscience community – 2,000 subscribers, including both BNA members and non-members
- Banner advert within newsletter (1356 x 154)

THE INTERNATIONAL

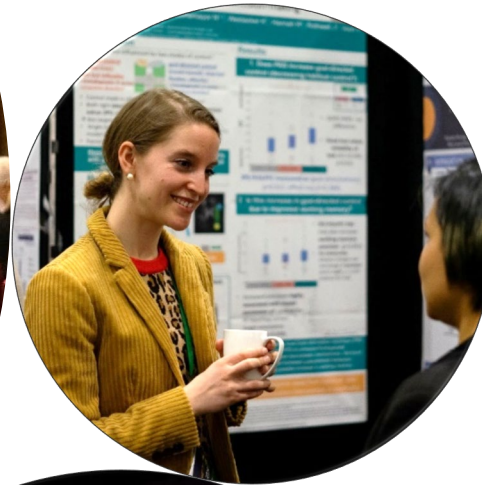
BNA2021 @

FESTIVAL OF NEUROSCIENCE

12-15 April 2021 | Online and worldwide | www.bna2021.org



THE INTERNATIONAL BNA2021@ FESTIVAL OF NEUROSCIENCE



- In April 2021, in partnership with the UK Dementia Research Institute, the British Neuroscience Association will host its fifth Festival of Neuroscience, this time taking neuroscience online due to the global pandemic.
- The ambition and scope of the BNA Festivals make them unparalleled across neuroscience.
- The Festivals uniquely bring together multiple organisations with an interest in brain research at a single, shared event, creating a unique, multi-organisation forum featuring all areas of fundamental research in neuroscience and psychology, from both academia and the commercial sector, plus clinical expertise in neurology and psychiatry.
- In addition to being an international science conference, a full programme of public events takes place. Past Festivals have

seen a rap performance about consciousness, lunchtime talks, sessions in schools, and much more.

- The goal of the event is to provide a setting where attendees can exchange ideas in a warm and welcoming atmosphere, connect and develop meaningful relationships among like-minded peers, and interact with industry and community experts from the BNA and its partners. We plan to retain this as much as possible in a virtual environment.

BNA Festival Event Preview Guide

Hard-copy guide, to be posted to all BNA members and registered delegates.

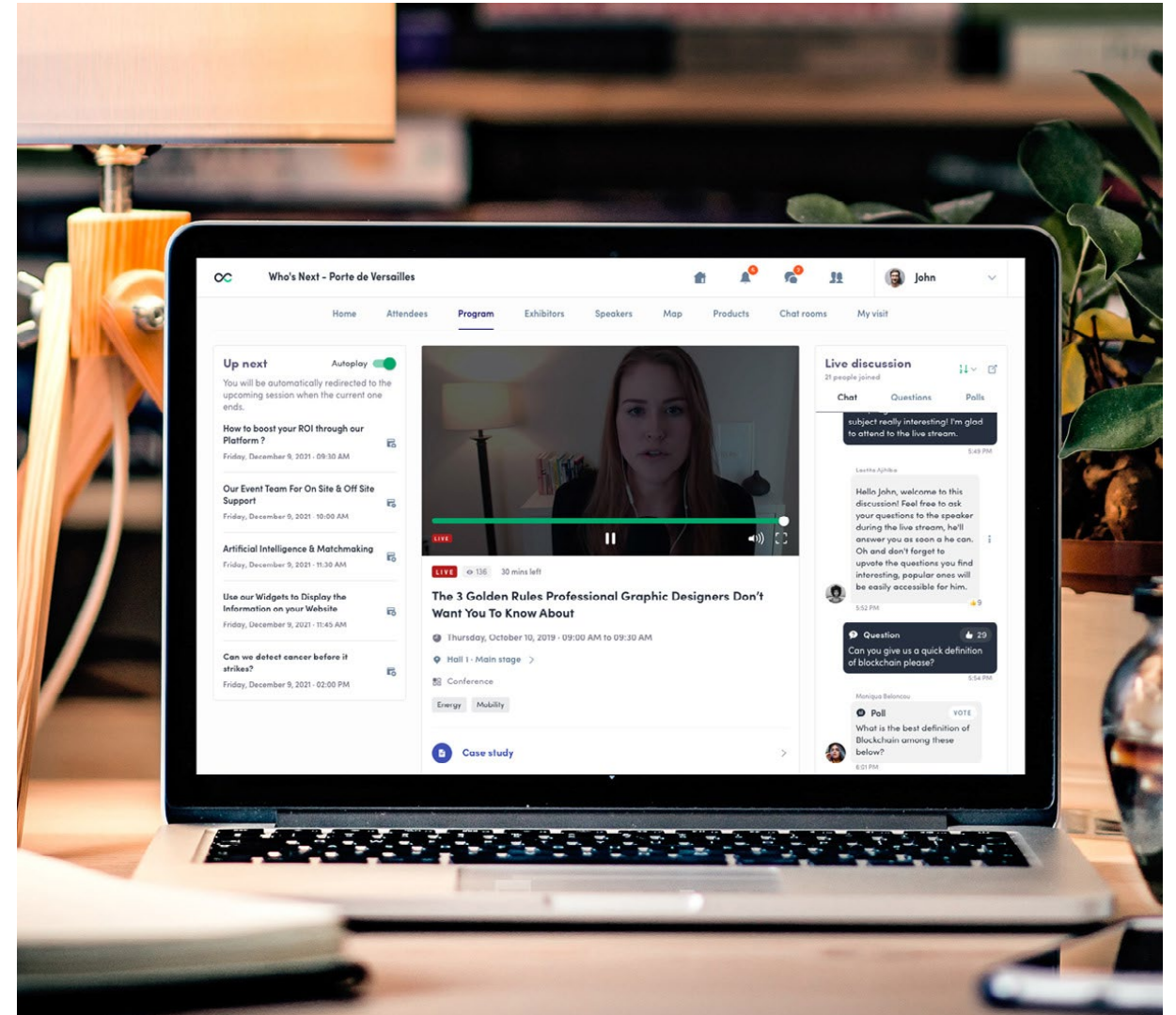
Event preview guide to include:

- Welcome and opening
- What to expect in a virtual environment
- Event highlights
- Sponsor listings
- Poster submissions
- Speaker highlights





The virtual event platform



Showcase profile page

- A showcase page where the exhibitor can showcase all their content: logo, description, products/services, demo video, etc.
- Instant chat
- Highlight products
- Networking and lead generation:
 - Easily collect and export the contact details of all leads generated during the event
 - Direct chat and video call to talk to leads
 - Analytics to measure ROI in real time

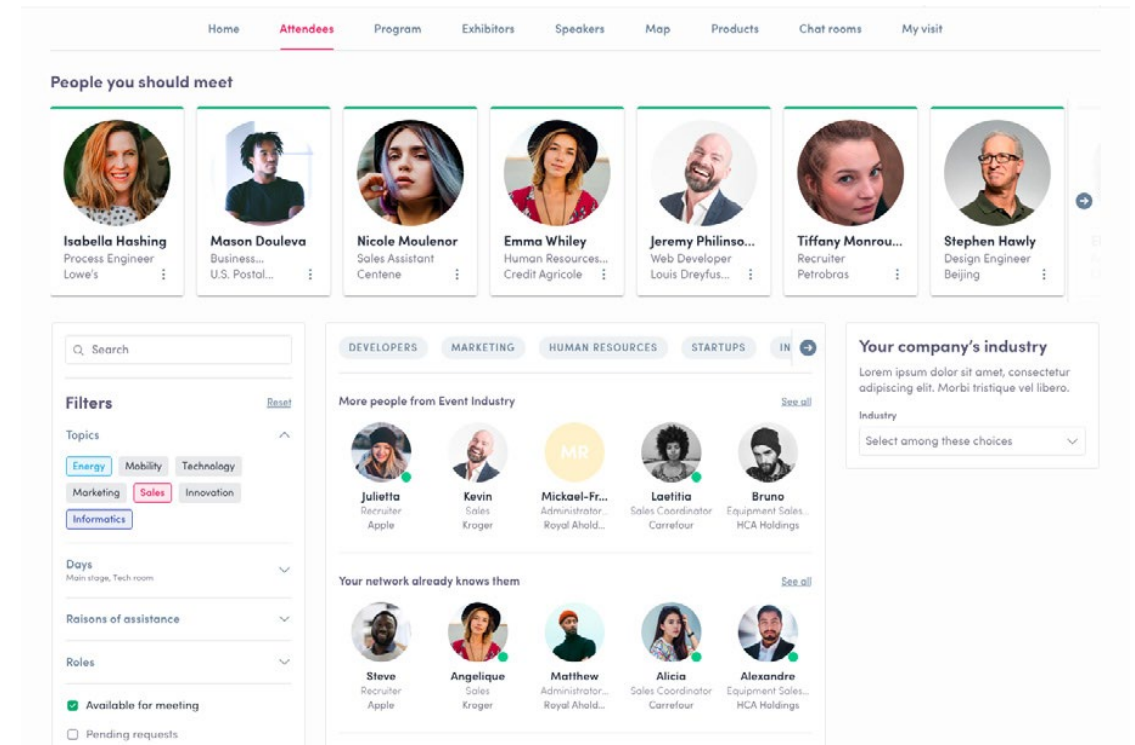
The screenshot shows the 'Exhibitors' page for Amazon. The navigation bar includes Home, Attendees, Program, Exhibitors (active), Speakers, Map, Products, Chat rooms, and My visit. On the left, a 'Discover more companies' section lists other exhibitors: Facebook (Platinum, Booth 01), YouTube (Platinum, Booth 02), Samsung (Gold, Booth 03), Orange (Gold, Booth 04), and Toshiba (Silver, Booth 05). The main content area features a video player showing a presentation with the Amazon logo overlaid. Below the video, the Amazon profile is displayed as a Platinum exhibitor at Hall 2 - Booth 01, with buttons for 'BOOK MEETING', 'TALK NOW', and 'BOOKMARK'. A 'Products' tab is selected, showing a 'Nomenclature' section with the following items:

- Machine-outil pour l'enlèvement de métal et périphériques
 - Machine-outil pour l'enlèvement de métal et périphériques
 - Machine-outil pour l'enlèvement de métal et périphériques
- Assemblage et montage
 - Assemblage et montage
 - Assemblage et montage

On the right, a Mulberry advertisement is visible, featuring a woman in a red coat and a large bird, with a 'LEARN MORE' button.

AI-driven matchmaking and networking

- AI (artificial intelligence) to match people based on their profiles. Suggestions will pop up within the app and attendees will be able to schedule meetings with potential business connections
- Chat, video calls or virtual business cards exchanges
- Displays who is online at any given time
- Request meetings with attendees
- Connect with attendees
- Rate leads



Virtual marketplace

- Add excellent videos and images of products with exhaustive descriptions
- Add offers and event discounts
- AI also works to suggest products to attendees

The screenshot shows a product page for the iPhone X. The page layout includes a navigation bar at the top with links for Home, Attendees, Program, Exhibitors, Speakers, Map, Products (highlighted), Chat rooms, and My visit. On the left, there is a 'Discover more products' section with a list of smartphones: iPhone XS, Huawei P30 Pro, iPhone X, OnePlus 6, and iPhone XR. The main content area features a large image of the iPhone X, followed by the product name 'iPhone X', its category 'Smartphone', and the exhibitor 'Apple - Booth 58'. Below this is an 'Information' section with a list of key features: E-commerce, Cloud computing, and Artificial intelligence. Further down, there are fields for 'Launched' (1995), 'Description' (with a 'See more' link), 'Available' (Monday, April 15, 2021), and 'Resources' (a URL). At the bottom, there is a section for 'Documents' with two links: 'How to boost your ROI through our platform?' and 'How nature inspires us to build new materials?'. On the right side, a 'Highlight this product' section offers options: 'REQUEST FOR A QUOTE', 'BOOKMARK', and 'BOOK A MEETING'.

Sponsor Packages

BNA2021	Annual subscription £10,000	Six-month subscription £6,500	Three-month subscription £3750	Festival Supporter From £1150 to £2250
Sponsorships Available	6	8	15	30
Presence at the BNA2021 Festival of neuroscience	✓	✓	✓	✓
Co-host round table session under chosen sponsorship theme	✓			
Opportunity to pose a question in a survey to BNA members	✓			
BNA website – banner ad (12 months: up to 4 different artworks (each 3 months))	✓			
Guest blog on BNA website	✓	✓		
Advert in printed BNA Bulletin	Full page	Half page		
Webinar – Co host/facilitate/branding/panel discussion – on a case-by-case basis	Three	one		
Banner ad in BNA+ newsletter (assuming one a month)	Four	Two	One	
Feature in BNA Bulletins – maximum 350 words	Three	One		
Advert and thank you from BNA in preshow guide within BNA Bulletin	Full page	Half page	Quarter Page	
LinkedIn Live/other platform co host session with a guest speaker	✓			
Dedicated social post as a key supporter from BNA	Four	Two	One	

Festival Details

BNA2021	Annual subscription £10,000	Six-month subscription £6,500	Three-month subscription £3750	Festival Supporter £2250	Festival Supporter £1150
Sponsorships Available	6	8	15		
Pre-event					
Logo and URL on event website	✓	✓	✓	✓	✓
Company description on event website	500	400	300	200	50
Email to opted in delegates pre-event	✓	✓			
Logo on final attendee email comm	✓	✓			
One social media post to promote presence	✓	✓			
Invitation email template	✓	✓	✓	✓	✓
Social media message and graphics to use in your comms	✓	✓	✓	✓	✓
Invitation to tips and tricks seminar to make the most of your presence	✓	✓	✓	✓	✓
During event					
Festival Passes	15	10	6	4	2
Logo on home page of event platform	✓	✓	✓	✓	✓
Dedicated showcase page on event platform with unlimited document uploads, logo, header image (or video), description, social media, address and contact details and instant chat as well as 121 video calling	✓	✓	✓	✓	✓
Header video on showcase page	✓	✓	✓	✓	Static Image
Ability to change background image on showcase page	✓	✓	✓	Event background	Event background

Festival Details (cont.)

BNA2021	Annual subscription £10,000	Six-month subscription £6,500	Three-month subscription £3750	Festival Supporter £2250	Festival Supporter £1150
Sponsorships Available	6	8	15		
During event (cont)					
Advert on showcase page	✓	✓	✓	✓	
Documents on showcase page (unlimited)	✓	✓	✓	✓	✓
Ability to book unlimited meetings at allotted times. Number of slots available at each allotted time. E.g. (6 meetings at 9am)	6	4	3	2	1
Column advert on home page of platform	✓				
Products and Services on showcase page and promoted via AI (pdfs, images, links)	Unlimited	20	15	10	5
Data and some analytics available to download in real time (team connections, meetings and advert clicks from Exhibitor Centre)	✓	✓	✓	✓	✓
Advert in event preview edition of BNA Bulletin	Full Page	Half Page	Quarter Page		
Listing in event preview in BNA Bulletin			✓	✓	✓
Logo on slide in opening plenary	✓				
Push notification on platform	✓				
Post event					
Opt-in data -clicks on booth (items, document downloads, column ad on home page, links) and your downloaded data from Exhibitor Centre	✓	✓	✓	✓	✓
Logo on thank you email to attendees	✓	✓			
Social media post from BNA post event	✓				

Additional Supporter Opportunities

BNA2021 (POA)

Host one VIP visit to view/demo equipment (max 5 people)

Virtual demo lab – pre recorded demo and product specs on BNA website

Free job listings, event listings and course listings

BNA2021 FESTIVAL	Cost
Sponsorship of a plenary session	£3500
Sponsorship of a poster session	£3500
Sponsorship of a symposium	£2000
Host an evening fireside chat/panel session	£6500
Rapid fire poster talk session sponsor	£2000
Advert on platform	£250
Advert in preshow guide (Quarter, half or full page)	£250-£850
Poster prizes	£600

THE INTERNATIONAL
BNA2021 
FESTIVAL OF NEUROSCIENCE

Email bnafestival@outsourcedevents.com

Call +44 (0) 208 995 9495

More than the Festival

www.bna.org.uk | www.bnacredibility.org.uk | www.bna2021.org