

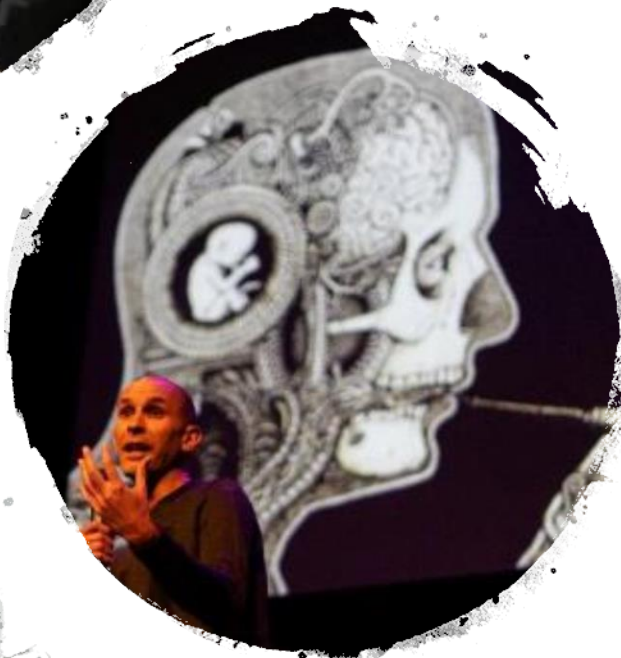
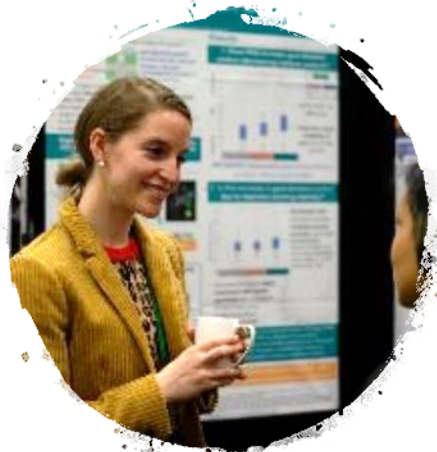


# THE INTERNATIONAL BNA2023 @ FESTIVAL OF NEUROSCIENCE

## Sponsorship Prospectus

23 – 26 April 2023 | Brighton, UK | [www.bna2023.org](http://www.bna2023.org)





# The BNA2023 International Festival of Neuroscience

- In April 2023, in partnership with **Parkinson's UK**, the **British Neuroscience Association (BNA)** will host its sixth Festival of Neuroscience, taking neuroscience to the seaside in Brighton, UK.
- 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 novel, 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.
- BNA Festivals provide a **warm and welcoming atmosphere**, where attendees can exchange ideas connect and develop meaningful relationships among like-minded peers, and interact with industry and community experts from the BNA and its partners.
- In addition to being an international science conference, the Festivals also include activities open to the public such as rap performances on consciousness, lunchtime talks, school sessions, and more.
- **NEW sponsorship packages for 2023 provide an exceptional opportunity to engage with attendees, maximize exposure to your audience, provide thought-leadership and take advantage of digital sales-tools as well.**
- **Sponsorships will be granted on a first-come, first-served basis.**
- **Take advantage of special early bird rates by signing up by 31<sup>st</sup> July 2022.**

# Why attend? – Facts and figures from previous Festivals

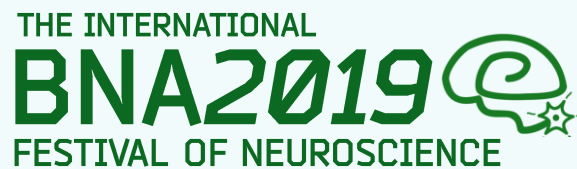


- **1600+ Attendees | 300+ Speakers | 300+ Posters**
- First online festival, offering accessibility and sustainability as well as many of the great features from previous events
- sector's leading societies
- Peer to peer networking opportunities
- Coverage in leading science publications

*Sponsor and delegate feedback:*

*“This has honestly been the best online festival I’ve attended and exhibited at, I’ve had lots of engagement with other delegates (much more than I’ve had at other events) and everything has run so smoothly. Huge congratulations to you and the team.”*

*“We have had great feedback about the platform from our team and found that it was **much more engaging and comprehensive compared to other virtual events** we have been a part of. We were so happy with how our session went – thank you for all your help and congratulations for putting together such a fantastic event!”*



- **1300+ Attendees | 170+ Speakers | 300+ Posters**
- 21 of the sector's leading organisations, including the national societies of Canada, France and Ireland
- Introduction of pioneering 'preregistration posters' the first ever time at a large conference anywhere!
- Coverage on national television
- 21% of attendees from countries outside UK and Ireland

*“This is one of the most enjoyable conferences that I have attended, for several reasons: **the exhibition was wonderful and very important because of the techy side and approachability of the staff** (as opposed to the usual rather unpleasant pharma exhibitions that I’ve seen at other science conferences); the credibility initiative was exceptional ... making the atmosphere more **scientifically sincere** rather than boastful; the pre-registration initiative was also a very welcome invitation to openness; and finally for its **inclusiveness** as it encompassed people from a huge variety of backgrounds with very different takes on neuroscience.”*

# Why be a sponsor for BNA2023?

Hosted by



In partnership with



And Special Partner



Plus Partner Organisations



- **NEW sponsor packages**, which offer excellent value for money and exposure for your brand across all price points
- **NEW digital options** with AI-matching to collect customer contacts, enhance networking and lead generation opportunities
- Strategic association with **23 organisations** in the sector (see logos, left)
- A **precise and unified focus of interest**, giving maximum results from minimum time, resource and cost commitment
- **Brand awareness and product recognition** with your key demographic
- **Talent acquisition**: attract and support your prospective employees
- **Enhance your reputation**: recognition that your company is committed to and plays an important role in neuroscience
- Opportunities for **new customer leads and client retention**, by discussing their needs in person
- **Accessible, central exhibition areas**, carefully designed to maximise footfall at your stand
- **Increase your knowledge** and keep up to date with trends in neuroscience

# Sponsorship options

Make waves at BNA2023 with a package to suit every budget!

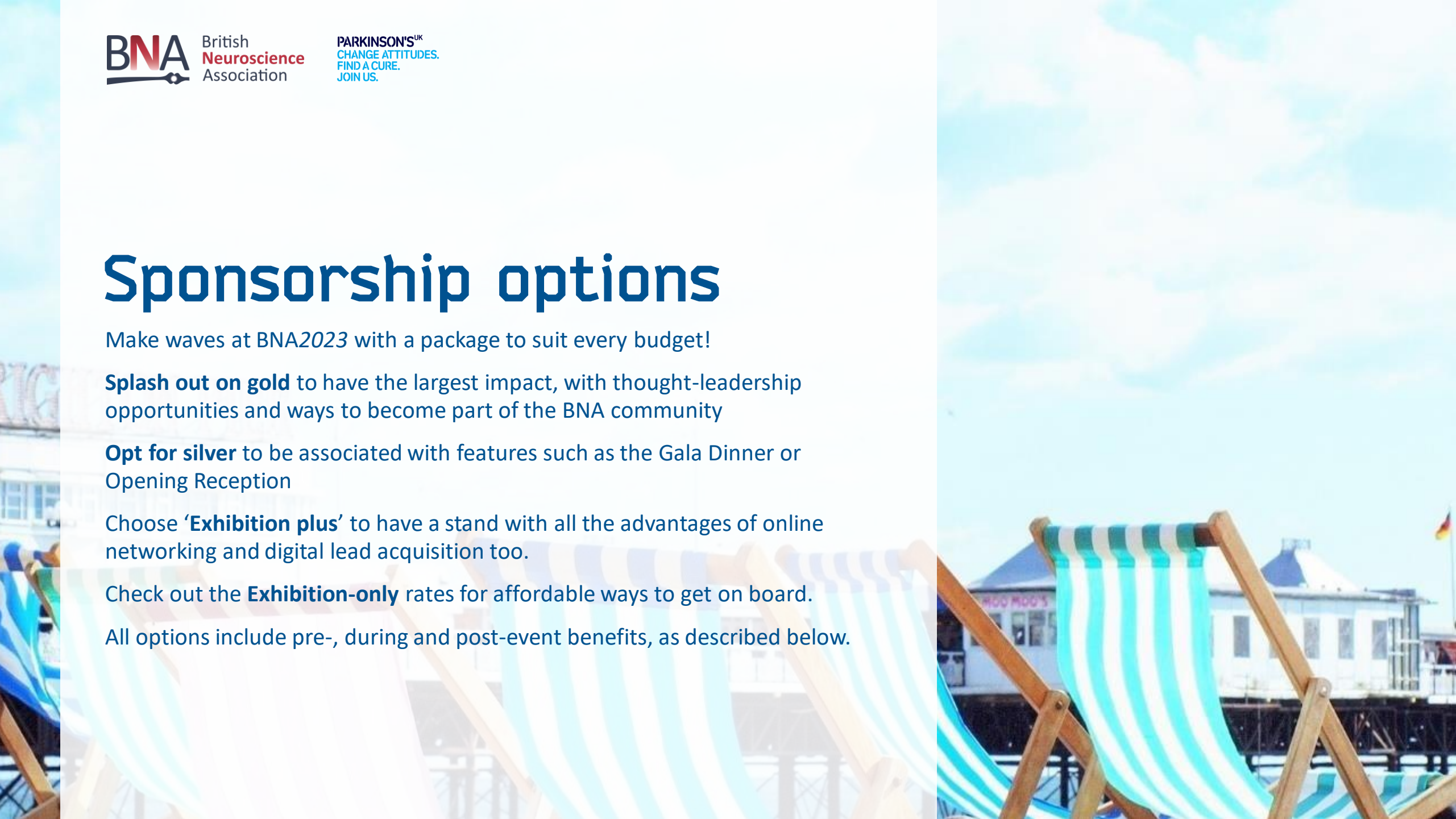
**Splash out on gold** to have the largest impact, with thought-leadership opportunities and ways to become part of the BNA community

**Opt for silver** to be associated with features such as the Gala Dinner or Opening Reception

Choose **'Exhibition plus'** to have a stand with all the advantages of online networking and digital lead acquisition too.

Check out the **Exhibition-only** rates for affordable ways to get on board.

All options include pre-, during and post-event benefits, as described below.



# Packages overview – pre-event

<b>BNA2023</b> <i>(10% discount off the rate card of stands on the first floor to provide options for all budgets)</i>	<u>Gold</u> £12000 <b>SOLD OUT</b>	<u>Silver</u> £7500 <b>SOLD OUT</b> Not available	<u>Exhibition Plus</u> £3550	<u>Exhibition Only</u> £2600
Logo, bio and URL on event website	500	400	200	Name only no logo, URL or bio
Logo on email comms to registrants	✓	✓		
One social media post from BNA to promote presence at event	✓	✓		
Page on event app to upload company details, documents etc. inc. ability to book meetings pre-event online (video call) or on your stand during the event	✓	✓	✓	
Invitation email template to use to promote the event to your database	✓	✓	✓	✓
Social message & graphics to use in your comms	✓	✓	✓	✓
Invitation to tips and tricks seminar to make the most of your presence	✓	✓	✓	✓
<b>Wrap Around Marketing</b>				
BNA website – banner ad   12 months: up to 4 different artworks (each 3 months)	✓			
Guest blog on BNA website	✓			
Ads in BNA+ communications	4	2	1	
Feature in BNA Bulletins	350 words maximum			

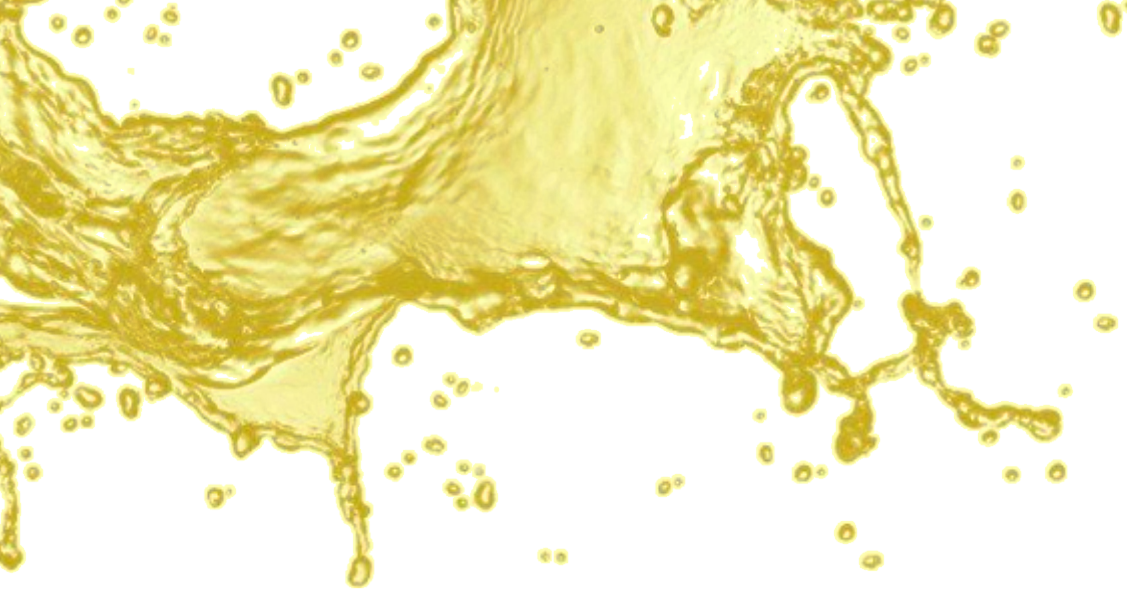
# Packages overview – During the event

<b>BNA2023</b> <i>(10% discount off the rate card of stands on the first floor to provide options for all budgets)</i>	<b>Gold</b> £1200 <b>SOLD OUT</b>	<b>Silver</b> <b>SOLD OUT</b> £1 available	<b>Exhibition Plus</b> £3550	<b>Exhibition Only</b> £2600
Exhibition Shell scheme stand with one covered table and two chairs, one power socket and two spotlights	4x4m	4x3m	3x2m	3x2m
Advert on home page of event app	✓			
Advert on own sponsor page on event app	✓	✓		
Listing in printed onsite guide	✓	✓	✓	✓
One push notification via app to promote sponsored session	✓			
Full festival passes	5	3	2	
Exhibitor passes (no sessions)	5	4	3	1
Gala Dinner Invitations	3	2		
Lead retrieval	✓	✓	✓	
Thought Leadership Opportunities				
In person 40-minute session in silent theatre on Day 2 or Day 3 (morning or lunchtime)	✓			
Webinar (within 12 months of the festival) Speaking opportunity outside the Festival marketing to BNA members!	✓			
Opportunity to pose a question on the webinar registration form	✓			
Community building: Membership subscriptions	4	2	1	

# Packages overview – post-event

<b>BNA2023</b> <i>(10% discount off the rate card of stands on the first floor to provide options for all budgets)</i>	<u>Gold</u> £1200 + available <b>SOLD OUT</b>	<u>Silver</u> £1000 + available <b>SOLD OUT</b>	<u>Exhibition Plus</u> £3550	<u>Exhibition Only</u> £2600
Contacts scanned at stand	✓	✓	✓	
Contacts scanned at sponsored sessions	✓			
Push notification on app	✓	✓		
Logo on thank you email to attendees	✓	✓	✓	
Social media post from BNA post event	✓			
First right of refusal of packages at FoN 2025!	✓	✓	✓	✓





# GOLD

Two available!

Option 1 **SOLD OUT** and  
Multi-photon Imaging Sponsor

Option 2 *Wellbeing Partner*

## Value Added Benefits

In addition to the inclusions in the table above, which include speaking opportunities both during and after the event, these high-level packages also benefit from the following value additions!

Option 1: Elect **SOLD OUT** Multi-photon Imaging

Exclusive sponsor of the social media “selfie” wall – a co-branded step and repeat wall with props for all those “selfies”! See your brand all over Twitter using the event hashtag!

Option 2 **SOLD OUT** Wellbeing Partner

Exclusive sponsor of the “Rest & Restore” area including prominent branding and the opportunity to help design the space content. Also sponsor of the event app which includes one push notification to all attendees via the app each day and a banner logo on the home page with a URL link of your choice.



# SILVER

~~Three~~ – just one available!

Option 1 *Evening Drinks Sponsor*

Option 2 *Credibility Sponsor*

Option 3 *Careers Sponsor*

**£8000**

## Value Added Benefits

In addition to the inclusions in the table above, the Silver packages also benefit from the following value additions!

### Option 1: Evening Drinks Sponsor

Exclusive sponsor of the evening reception on day one of the Festival on the evening of the 1st. Includes branding during the evening reception promoting your sponsorship as well as the reception promote in the event app driving people to your page. Great networking and branding opportunity.

**SOLD OUT**

### Option 2: Credibility Sponsor

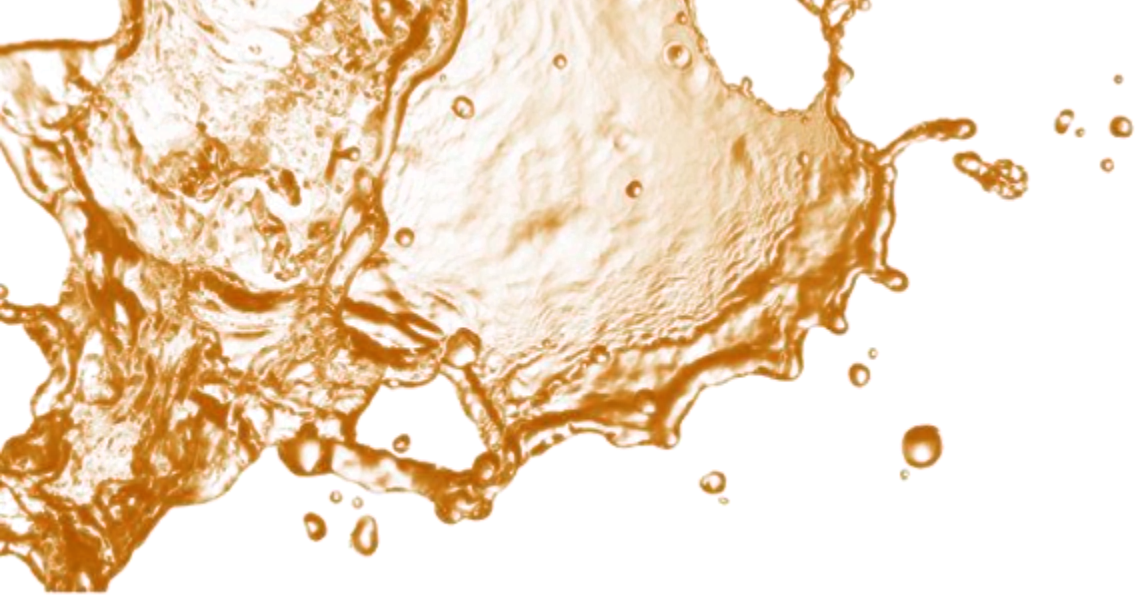
Sole credibility sponsor in the “Pier Review” zone and logo within the poster promoting credibility as well as a thank you within the credibility plenary

**SOLD OUT**

### Option 3: Careers Sponsor

As the Careers Sponsor, you will be supporting the future of neuroscience. It includes a booth at the rapid-fire poster session, two tickets to each of the three ECR events and branding in the career speed dating area.

**SOLD OUT**



# EXHIBITION PLUS

Thirty available!

**£3550**

## Key Benefits

This package offers the opportunity to connect with attendees before, during and after the event, prolonging the life of the Festival and delivering a great ROI for you!

In the table above, you will see that as well as all the usual exhibitor inclusions, for this hybrid festival, we will be using an event app that offers the following:

- Sponsor showcase page: videos, products and services, company information and contacts, job vacancies, live chat
- Lead scanning: rate leads, download all leads in real time
- AI matchmaking and search functionality: search for attendees you would like to meet and connect with them pre-event.
- Meeting booking: attendees will have access to the app two weeks in advance of the event, use this time to connect and book meetings either in person at your stand or online via video meeting within the app
- Interactive floor plan: linked to your showcase page



## **EXHIBITION ONLY**

**£2600**

## **NOT FOR PROFIT**

**£1500**

## **PARTNER ORGANISATIONS**

**£1100**

## **Key Benefits**

Providing packages for all budgets, the Exhibition only offers an in-person experience only with a shell scheme stand including a table, two chairs, spotlights and power as well as access to over 1000 Festival attendees.

# Additional opportunities

- Sponsorship of a poster session and Prizes
- Branded Charging kiosk
- Sponsorship of a symposium
- Lead Retrieval

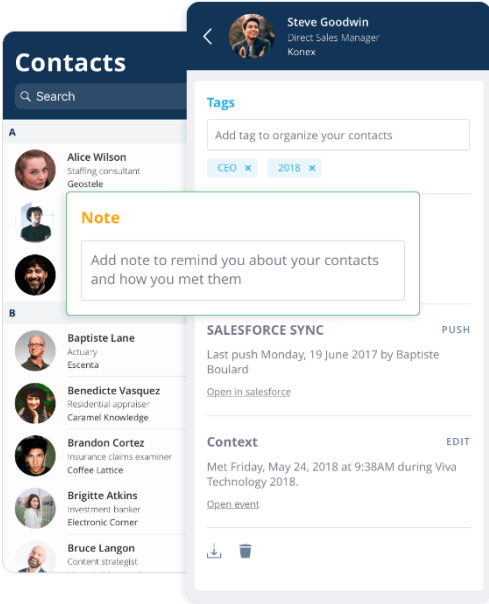


£5,500

£3,500

£2,000

£1,200



# More information



# BNA2023 venue

Combining a seaside location with a vibrant city atmosphere, Brighton is one of the UK's most accessible and compact cities.

- Just under an hour by rail from London
- About 45 minutes by road from the M25 London orbital motorway
- Half-an-hour from London Gatwick Airport
- On a direct rail link from the Eurostar Service at St Pancras
- Accessible by regular coach connections from London Heathrow and London Gatwick airports

## The Brighton Centre

The Brighton Centre is situated on the beachfront in a central location, within easy walking distance of the city's major hotels, restaurants and attractions.

The building offers a glass-clad exterior which reveals dramatic vistas of Brighton's famous seafront, piers, and the English Channel.

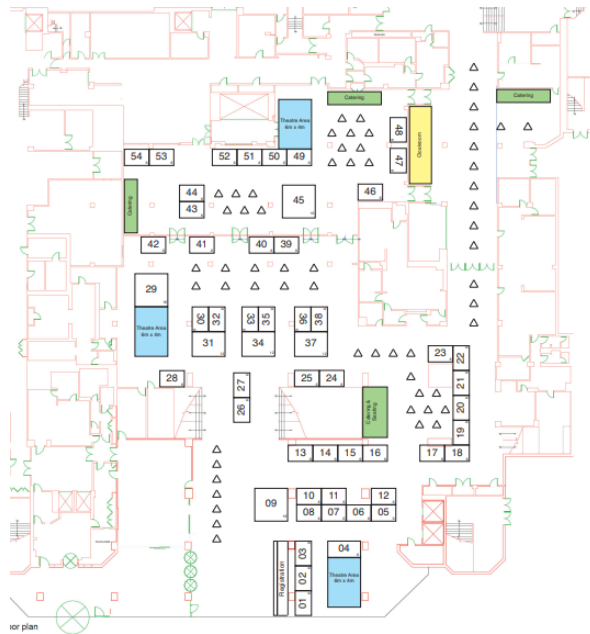


The Brighton Centre is located right on Brighton's iconic seafront

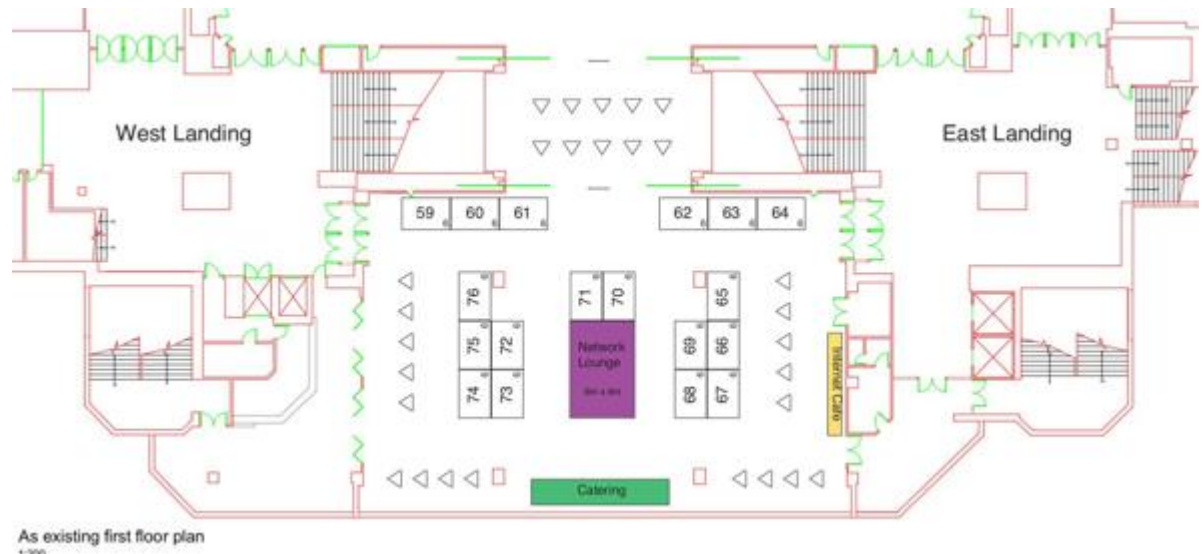
# BNA2023 Venue floorplan

The BNA2023 Festival of Neuroscience will take place over two jam-packed floors of the Brighton Centre! You'll find registration and catering on the ground floor, and the main plenary on the first floor, where people will gather before and after plenary sessions. As always, the BNA has put extensive thought into designing a layout which includes a mix of poster boards, theatres, catering and exhibition stands, to ensure an even and constant footfall to all areas and will also be offering a 10% discount off the rate card of stands on the first floor to provide options for all budgets.

GROUND FLOOR



FIRST FLOOR





# A suite of digital opportunities at the new hybrid Festival

With the sponsor packages and 'Exhibition plus', you will have access to all the tools that online meetings offer – such as digital lead retrieval – in addition to the benefits brought by in-person attendance. For example:

## AI-driven matchmaking and networking

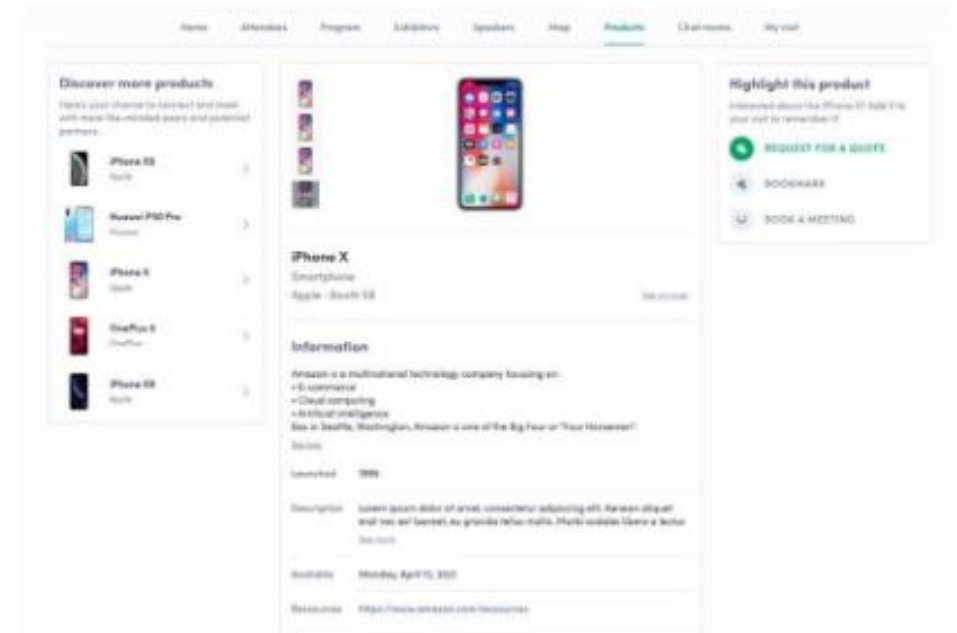
- AI (artificial intelligence) to match people based on their profiles. Suggestions will pop up within the app and attendees will be able to schedule meetings with potential business connections in advance of the event with both online and physical locations
- Chat, video calls or virtual business cards exchanges
- Request meetings with attendees
- Connect with attendees
- Rate leads

## Showcase profile page

- Exhibitor page on meeting app where you can upload and showcase: logo, description, products/services, demo video, etc. (see right)
- Instant chat messaging
- 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

## 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





British  
**Neuroscience**  
Association

**PARKINSON'S<sup>UK</sup>**  
**CHANGE ATTITUDES.**  
**FIND A CURE.**  
**JOIN US.**

**BRAIN** | THE GUARANTORS

The Organiser of the International BNA2023 Festival of Neuroscience is BNA Events Ltd (Dorothy Hodgkin Building, Whitson Street, Bristol, England, BS1 3NY. Company number 07784689. VAT number GB 131433357) a wholly owned subsidiary of British Neuroscience Association Ltd (Company Number: 04307833; Registered Charity No: 1103852).

All prices stated in this document are exclusive of UK VAT and VAT will be charged where appropriate. All invoices and payments should be in Pounds Sterling.

THE INTERNATIONAL

**BNA2023**



FESTIVAL OF NEUROSCIENCE

**Next Steps:**

Contact Debbie at [bnafestival@outsourcedevents.com](mailto:bnafestival@outsourcedevents.com) or call +442045264694 to discuss the packages in more detail.

OR

[Complete the digital booking form](#)

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