

Unwrapping the Neuroscience of Emotion | BNA Festive Symposium | 11th December 2023, London

SPONSORSHIP OPPORTUNITIES

The HIGHLIGHT of the year

The BNA Festive Symposium is one of the most popular events in the neuroscience calendar, with a reputation for lively and inclusive programmes which attract people interested in neuroscience across all stages of their career.

This year we are taking the Festive Symposium to the heart of London on 11th December.

The Francis Crick Institute is a state-of-the-art biomedical research centre which opened in 2016. This impressive building is located in the centre of London and will be the perfect backdrop to this years' festivities.

Unwrapping the Neuroscience of Emotion

Each year the BNA focuses on a central theme, which is launched at the Festive Symposium. The theme for 2024 will be 'the Neuroscience of Emotions'.

The 'Neuroscience of Emotions' explores the intricate workings of the human brain to understand the complex processes behind our emotional experiences. From feelings of joy and love to fear and sadness, emotions play a fundamental role in shaping our perceptions and behaviors. By investigating neural circuits, neurotransmitters, and brain regions involved in emotional processing, researchers aim to unlock the mysteries of the human emotional experience.

We will be joined by a range of inspirational world-leading figures.



A Chance to Connect

The programme has been designed with supporters in mind, allowing ample time for networking across five breaks (see outline below). The exhibition, registration and catering will all take place in one central space which is adjacent to the lecture theatre.

Sample Programme

10:00 – 10:30 – REGISTRATION [networking]

10:30 - Welcome and start of meeting

SESSION ONE

11:45 - 12:15 - BREAK AND REFRESHMENTS [networking]

SESSION TWO

13:00 - 14:00 – LUNCH [networking]

SESSION THREE

15:00 - 15:45 - BREAK AND REFRESHMENTS [networking]

17:00 - DRINKS RECEPTION FOR ALL SPEAKERS AND DELEGATES [networking]

As well as reaching delegates on the day, by sponsoring this event **you will also access 2500+ BNA members** via our newsletters and printed publications and **73,000 followers** of the BNA's social media channels.

We would love your organisation to be part of this exciting event.

If you would like to discuss this in more detail, please contact Louise Tratt, Head of Meetings and Events (louise.tratt@bna.org.uk).



EXCLUSIVE

The Neuroscience of Emotions: Platinum sponsor

£6,000 – exclusive opportunity

As the main sponsor of this event, you will gain unrivalled access to a unique and focused audience of neuroscientists - you will also have the chance to connect with the BNA's 2500 email subscribers and social media followers (over 73k in total). You will be the sole sponsor to feature across **all** the event's branding including signage, name badges, and holding slides during the presentations. Moreover, up to six individuals at your organisation will have the opportunity to network with speakers and BNA guests at the evening VIP dinner.

Headline sponsor benefits:

- Exhibition stand at the event with table, chairs and power supply, and two stand personnel registrations included
 - Additional four registrations to attend the event
 - Six invitations to the VIP dinner
 - Full company / organisation profile in the printed event programme
 - Company profile on the event website listing, including direct hyperlink to your organisation's website
 - Exclusive mailshot to opted-in delegates prior to the event – **exclusive opportunity**
 - Inclusion in the BNA+ email newsletter (~3000 subscribers) – **exclusive opportunity**
 - Six-month web banner on the BNA website with a hyperlink to your company
 - Full page advertisement in the BNA Bulletin (Spring or Summer 2024 issue)
- Plus full acknowledgement as The Neuroscience of Emotions platinum sponsor via the following:*
- Name badges – **exclusive**
 - Onsite signage – **exclusive**
 - Front page of printed onsite programme
 - Event webpage, in a prominent position
 - E-posters advertising the event
 - All social media posts related the BNA Festive symposium
 - Holding slides during the event itself
 - *BNA Bulletin* articles and meeting reports

Gold sponsor: £2,500

Silver sponsor: £1,850

The exhibition area is adjacent to the lecture theatre and will be interlaced with catering, meaning that exhibitors can expect to receive delegate foot traffic with ample opportunities and encouragement to visit stands throughout the event.

Premium sponsor package benefits:

- Exhibition stand at the event including 1 x table 2 x chairs and power supply
- Two stand personnel event registrations included
- Company profile and logo on event webpage
- Hyperlink to website on the event web page
- Logo and acknowledgment in holding slides at the event

Plus

- Company profile and logo in the printed event programme
- 3-month web banner on the BNA website with a hyperlink to your company
- Logo and link to organisation in email to delegates prior to event
- Inclusion in BNA social media event posts
- Two additional registrations to the event
- Guest blog on the BNA website

Exhibition package benefits:

- Exhibition stand at the event including 1 x table 2 x chairs and power supply
- Two stand personnel event registrations included
- Company profile and logo on event webpage
- Hyperlink to website on the event web page
- Logo in event printed programme
- Logo and acknowledgment in holding slides at the event

EXCLUSIVE

Drinks Reception sponsor: £2,200

Additional opportunities: £250 - £575

Drinks reception sponsor benefits:

The drinks reception takes place at the end of the symposium and is always well-attended by delegates keen to carry on conversation over a glass or two. The drinks reception sponsor will be acknowledged via:

- Printed onsite event programme
- On event webpage
- Signage related to the reception

Plus

- Opportunity to have flyers distributed and/or banners displayed during the wine reception - **exclusive opportunity**
- Two registrations to the event
- Two invitations to the VIP buffet supper
- Company profile in the printed event programme
- Hyperlink to website on the event web page
- Logo and link to organisation in email to delegates prior to event
- 3-month web banner on the BNA website with a hyperlink to your company

'Train over plane' green travel grant supporter:

Support members to use more environmentally sustainable modes of transport than flying when attending the Festive symposium:

- £500 to support x 5 bursaries

Name and logo will be associated with travel grants online and in printed programme.

Advertising in the onsite printed programme:

Full page (A4, portrait):

- £575 outside back cover
- £525 inside front cover
- £475 inside back cover
- £425 internal, full page

Half page (A5, landscape) : £350

Quarter page (A6, portrait) : £250

Flyers inserted into event programme (flyers to be provided by your organization):

- £450

Inclusion in shared mailshot to opted-in delegates prior to event

- £350

Overview of sponsorship options

Core benefits	Platinum sponsor (£6,000) EXCLUSIVE	Gold sponsor (£2,500)	Silver sponsor (£1,850)	Drinks reception sponsor (£2,200) EXCLUSIVE
Exhibition stand with table, chairs and power supply, and two stand personnel registrations	✓	✓	✓	
Additional registrations to attend the event	4	2		2
Invitations to VIP dinner	6			2
Company profile on website with direct hyperlink to organisation website	✓	✓	✓	✓
Acknowledgment of support in holding slide during event	✓	✓	✓	✓
Additional benefits	<ul style="list-style-type: none"> • Exclusive mailshot prior to the event • Inclusion in the BNA+ newsletter • Six-month web banner • Full page advert in BNA printed Bulletin • Exclusive name badge branding • Exclusive onsite signage branding • Front page of printed onsite programme branding • Event webpage, branding in a prominent position • E-poster branding • Exclusive All social media event posts • Holding slides during the event • BNA Bulletin articles and meeting reports 	<ul style="list-style-type: none"> • Company profile and logo in the printed event programme • 3-month web banner on the BNA website • Logo and link to organisation website in email to delegates prior to event • Inclusion in BNA social media event posts • Guest blog on the BNA website 		<ul style="list-style-type: none"> • Exclusive Opportunity to have flyers distributed and/or banners displayed during the reception • Exclusive branding on onsite reception signage and online where reception is detailed • Company profile in printed event programme • Logo and link to organisation in email to delegates prior to event • 3-month web banner

Important information

Date: 11th December 2023

Venue: The Francis Crick Institute, London

If you would like to discuss sponsorship opportunities not listed here, please contact Louise Tratt (louise.tratt@bna.org.uk).

Please note all prices stated in this document are excl. VAT.

All flyers and advertising are subject to approval by the BNA.

Please complete the accompanying booking form and return to louise.tratt@bna.org.uk to secure your space.

Multi-sponsor deal

Secure your Festive sponsorship package and claim a special 5% discount off BNA2025 sponsorship and exhibition packages*.

*Not applicable for silver sponsors or additional opportunities packages



Central London location



State-of-the-art facilities