



# WINTER CONFERENCE ON BRAIN RESEARCH

BIG SKY, MONTANA | BIG SKY RESORT | JANUARY 25-30, 2020

## SPONSOR AND EXHIBITOR PROSPECTUS



**JANUARY 25—30, 2020**



## About WCBR

The mission of the Winter Conference on Brain Research (WCBR) is to provide a forum for the dissemination of all aspects of neuroscience at an annual meeting that offers cutting-edge science in formal sessions within a relaxed networking environment amenable to all. To achieve this mission, the WCBR focuses on the following three sub goals:

- \* To exchange neuroscience research between a broad and diverse audience of neuroscientists through panels, short courses, and posters on basic, clinical, and translational findings at all levels from molecular to behavioral.
- \* To increase diversity in neuroscience including, but not limited to, the provision of financial support for junior investigators.
- \* To provide education in neuroscience to physicians and other healthcare professionals through continuing medical education, and to lay audiences through outreach activities.

**WCBR** is truly an exhilarating meeting featuring broad overviews of basic and clinical findings in seminars and detailed discussions on specific issues in workshops and poster sessions. The first WCBR was organized by neuroscientists from UCLA near Lake Tahoe in 1968. There were 60 attendees. Now our meeting includes more than 500 neuroscientists from all over the world who work in a wide variety of fields.

In the off-time during the conference, skiers and snowboarders can hit the slopes, and cross-country skiers can enjoy great trails. Snowshoe tours, snowmobiling, sleigh rides, yoga, and quiet time for planning and writing are just a few of the many additional activities that can bring together attendees.




# CONFERENCE QUICK FACTS

## CONFERENCE DATES:

January 25—30, 2020

## CONFERENCE and EXHIBITION LOCATION:

 Big Sky Resort  
50 Big Sky Resort Road  
Big Sky, Montana 59716





## Food Functions Included with Registration:

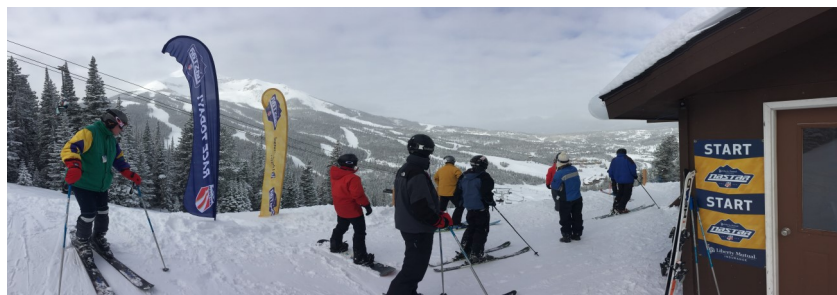
- Welcome Reception (Saturday)
- Breakfast (Su.—Th.)
- Mountain Lunch (Wednesday)
- Evening Refreshment Breaks (Sunday & Tuesday)
- Special Poster Session Reception (Wednesday)
- Closing Reception and Dinner (Thursday)

## EXHIBITION DATES:

January 26—29, 2020

## EXHIBITION SCHEDULE:

-  **Sunday, January 26, 2020**  
3:30 PM—4:30 PM Exhibition and Poster Session
-  **Monday, January 27, 2020**  
3:30 PM—4:30 PM Exhibition and Poster Session
-  **Tuesday, January 28, 2020**  
3:30 PM—4:30 PM Exhibition and Poster Session
-  **Wednesday, January 29, 2020**  
3:30 PM—4:30 PM Exhibition and Poster Session  
7:30 PM—9:30 PM Special Poster Session & Reception



## SMITTY STEVENS SKI RACE & MOUNTAIN LUNCH:

Wednesday, January 29

[www.winterbrain.org](http://www.winterbrain.org)

# CONFERENCE AGENDA

<u>Saturday, January 25</u>	
6:00 pm - 6:30 pm	Welcome Reception for Newcomers, Travel Fellows, and Mentors
6:30 pm - 7:30 pm	Welcome Reception (All are welcome!)
<u>Sunday, January 26</u>	
7:00 am - 8:30 am	Breakfast
8:00 am - 9:30 am	Plenary Address
9:45 am - 10:45 am	Pioneer Session #1
12:00 pm - 12:30 pm	Poster Viewing and Pre-lunch Meet Up
2:00 pm - 3:30 pm	Career Development Session
3:30 pm - 4:30 pm	View Exhibits and Poster Session I
4:30 pm - 6:30 pm	Panel Sessions
6:30 pm - 7:00 pm	Refreshment Break
7:00 pm - 8:30 pm	Panel Sessions
<u>Monday, January 27</u>	
6:30 am - 9:00 am	Breakfast at Leisure
7:30 am - 9:30 am	Panel Sessions
TBD	School Outreach
12:00 pm - 12:30 pm	Poster Viewing and Pre-lunch Meet Up
3:30 pm - 4:30 pm	View Exhibits and Poster Session II
4:30 pm - 6:30 pm	Panel Sessions
7:00 pm - 8:30 pm	Brain Talk Town Meeting
<u>Tuesday, January 28</u>	
6:30 am - 9:00 am	Breakfast at Leisure
7:30 am - 9:30 am	Panel Sessions
9:45 am - 10:45 am	Pioneer Session #2
12:00 pm - 12:30 pm	Poster Viewing and Pre-lunch Meet Up
2:00 pm - 3:30 pm	Career Development Session
3:30 pm - 4:30 pm	View Exhibits and Poster Session III
4:30 pm - 6:30 pm	Panel Sessions
6:30 pm - 7:00 pm	Refreshment Break
7:00 pm - 8:30 pm	Panel Sessions
<u>Wednesday, January 29</u>	
6:30 am - 9:00 am	Breakfast at Leisure
7:30 am - 9:30 am	Panel Sessions
10:30 am - 12:00 pm	Smitty Stevens Ski Race
12:00 pm - 2:30 pm	Mountain Lunch
3:30 pm - 4:30 pm	View Exhibits and Poster Session IV
4:30 pm - 6:30 pm	Panel Sessions
6:30 pm - 7:30 pm	WCBR Business Meeting (All are invited and encouraged to attend.)
7:30 pm - 9:30 pm	Special Poster Session and Reception
<u>Thursday, January 30</u>	
6:30 am - 9:00 am	Breakfast at Leisure
7:30 am - 9:30 am	Panel Sessions
4:30 pm - 6:30 pm	Panel Sessions
7:30 pm	Awards Banquet and Dance

# 2020 EXHIBITOR PACKAGES

The program will include an evening designated for posters and exhibits allowing increased exposure to the conference delegates. The exhibits are located in the same room as poster presentations, and all exhibitors are prominently listed on the WCBR website. Each afternoon, refreshments are served in the exhibit area. An evening poster reception will be held on Wednesday in the exhibit area.



## **Exhibitor (staffed table) | Fee: \$800**



(1) Full conference registration (1) 6' skirted table\* and chair

\*Up to 3 additional 6' tables may be requested for \$75/each. Electricity is not included with this exhibitor option.

## **Exhibitor (staffed table with electricity) | Fee: \$950**



(1) Full conference registration (1) 6' skirted table\* and chair (1) standard electrical outlet for the duration of the conference

\*Up to 3 additional 6' tables may be requested for \$75/each.

## **Exhibitor (unstaffed table) | Fee: \$400**



This option is for an exhibit table to hold company materials, booklets, contact information, etc. This option does not include the conference registration, as there is no one staffed at the table. We will set up your materials per your instructions and then clean up afterwards; remaining materials will be returned, as requested. Arrangements for return posting must be included with your materials.

**IMPORTANT:** Each exhibitor is responsible for shipping their own materials to the conference center. Shipping and receiving fees may apply.

# 2020 SPONSOR PACKAGES

The 2020 Winter Conference on Brain Research (WCBR) is a cutting-edge scientific meeting featuring broad overviews of basic and clinical findings in seminars and detailed discussions on specific issues in workshops and poster sessions. The program will include an evening designated for posters and exhibits allowing increased exposure to the conference delegates.

Considering the singular nature of this conference, we hope that you and your organization will support WCBR by sponsoring, exhibiting, and advertising at the 2020 WCBR Meeting!



## ***Platinum – \$25K***

- \* Ten complimentary conference registrations
- \* Opportunity to offer remarks at the Opening Reception, Saturday (1/25)
- \* Acknowledgement through company logo on signage
- \* Exhibitor table
- \* Acknowledgement in the online program as Platinum Sponsor

## ***Gold – \$15K***

- \* Eight complimentary conference registrations
- \* Acknowledgement through company logo on signage
- \* Exhibitor table
- \* Acknowledgement in the online program as Gold Sponsor

## ***Silver – \$10K***

- \* Four complimentary conference registrations
- \* Acknowledgement in the online program as Silver Sponsor
- \* Exhibitor table

## ***Bronze – \$5K***

- \* Two complimentary conference registrations
- \* Acknowledgement in the online program as Bronze Sponsor

[www.winterbrain.org](http://www.winterbrain.org)

# 2020 SPONSOR PACKAGES



	PRICE	EXHIBIT BOOTH	# OF COMP REGISTRATIONS
<b>KEYNOTE BREAKFAST:</b> Your organization will be recognized as the sponsor on signage at the Keynote Breakfast and can provide the following: Banner Stand Leave a gift for each attendee Recognition in the following: Sponsors Slide, Mobile App Sign outside of banquet door	\$10,000	●	3
<b>TRAVEL AWARD SPONSOR:</b> Provide an attendee the opportunity to attend the conference. Recognition in the following: Sponsor Slide and Mobile App <i>*Can be purchased for individually at \$1,000 each (no conference attendee benefit with this option)</i>	\$5000 or \$1000	●	1
<b>POSTER SESSION AFTERNOON BREAK BREAK: (4 Opportunities)</b> Sponsor one of these breaks and your organization will receive recognition on signs posted in the break areas. Attendees will thank you for the fun!	\$3500		
<b>MOBILE APP SPLASH PAGE:</b> Enhance your presence at the Conference by taking your brand mobile. Your banner ad will be linked to your website from the online program.	\$2,500		
<b>LANYARDS:</b> All attendees will wear the conference lanyard with your company's name or logo.	\$3,500		
<b>CONFERENCE EMAIL BLASTS:</b> Include your banner ad in (2) email blasts promoting the Conference sent to over 1,000 potential attendees.	\$1,000		
<b>PEN OR PAD SPONSOR:</b> Send us your company pen or pad and we will hand it out with the conference bag!	\$500		

## ALL SPONSORS WILL BE RECOGNIZED:

- On signs in the Conference registration area
- On slide presentations between Conference sessions
- On the Conference website with link to your company's webpage

## **EXHIBITORS RECEIVE:**

Exhibit Space, inclusive of a sign, table, and chairs  
Conference registration for (1) booth representative with access to all sessions  
Listing on the Official Conference Website  
Logo on Exhibit Signage and all printed materials listing exhibitors

## **CERTIFICATE OF INSURANCE**

Exhibitors and their authorized decorators must have liability insurance. Each exhibitor must provide a one-page "Certificate of Insurance" listing the Winter Conference on Brain Research as additionally insured from their insurance company showing coverage for the duration of the event, including move-in and move-out. The minimum requirement is liability and property damage insurance of no less than \$1,000,000 per occurrence.

## **ASSIGNMENT OF SPACE**

Exhibit booth assignments will be made on a first-come, first-served basis upon receipt of payment and a completed Exhibitor Registration form. No assignment will be made without payment. WCBR reserves the right to assign the next best available space when the requested space is unavailable.

## **ANCILLARY EVENTS**

An ancillary event is any function held during the WCBR conference by a party other than WCBR. All ancillary events must receive WCBR authorization whether the organizer is requesting WCBR meeting space or holding the event off-site. No events may be scheduled during WCBR educational sessions. To obtain WCBR meeting space, the organizer must be an exhibitor and/or conference supporter. All requests must be sent to [lreynolds@parthenonmgmt.com](mailto:lreynolds@parthenonmgmt.com).

## **LIABILITY/HOLD HARMLESS**

Exhibitor hereby agrees to and does indemnify, hold harmless, and defend WCBR from and against all liability, responsibility, loss, damage, cost or expense of any kind whatsoever (including attorney's fees), which may incur, pay or be required to pay, incidents, or indirect employee negligence, acts or omissions by Exhibitor/Attendees; and WCBR and its respective agents or employees shall not be responsible for loss, damage or destruction of property.





## **PROTECTION OF EXHIBIT SPACE**

Nothing shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the venue without the written permission of WCBR or a representative of the property, which must be provided to WCBR.

## **ENFORCEMENT OF RULES AND REGULATIONS**

The rules and regulations of WCBR's exhibits are intended to bring order and fairness to the Conference. The exhibitor agrees that WCBR shall have the right to make such rules and regulations or changes in floor plan arrangements of booths for said exhibition as it shall deem necessary. WCBR shall have the final determination for enforcement of all rules, regulations and conditions. WCBR reserves the right without recourse to control or prohibit any exhibit or part of any exhibit that is contrary to the WCBR mission and values. This includes the conduct of persons and the content and placement of printed matter. WCBR may dismiss an exhibitor from the conference for unethical conduct. It is agreed that no refund of fees shall be made upon dismissal.

## **EXHIBITOR RESPONSIBILITY AND BADGES**

Each exhibitor must name at least one person to be representative in connection with installation, operation, tear-down and removal of the exhibit. WCBR reserves the right to have the exhibit installed or cleared at the expense of the exhibitor. Each booth includes a maximum of one (1) complimentary registration. Exhibitors are invited to attend the sessions but must wear their badges at all conference functions. Additional representatives may register for an additional fee.

## **CANCELLATIONS AND REFUNDS**

Refund requests must be made in writing to WCBR Headquarters on or prior to December 23, 2019. A partial refund of the registration fees, less a \$150 service fee will be given for cancellations received on or prior to December 23, 2019. No refunds will be made after December 23, 2019. No refunds will be made to individuals who attend a portion of the meeting. No refunds will be made for cancellations due to inclement weather. WCBR reserves the right to substitute faculty or cancel or reschedule sessions (because of low enrollment or other circumstances). If WCBR must cancel the conference in its entirety, WCBR may refund the appropriate registration fees to all conference registrants; no refunds will be made for travel expenses related to the conference. No refunds in case of emergency.

EXECUTIVE COMMITTEE



Thomas Hyde  
Conference Chair  
*Lieber Institute for Brain  
Development*



Peter Morgan  
Program Chair  
*Yale University*



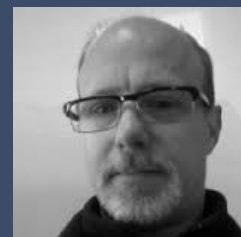
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*Sunnybrook, University of  
Toronto*



Kyle Frantz  
Conference Chair-Elect  
*Georgia State University*



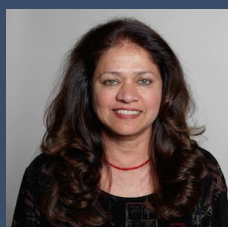
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*Albert Einstein College of Medicine*



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*Intra-Cellular Therapies Inc.*



Lakshmi Devi  
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Jacqueline McGinty  
Treasurer  
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*University of Arizona College of  
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**Milos Pekny**  
*Sahlgrenska Academy at the  
University of Gothenburg*

**Sybil Stacpoole**  
*University of Cambridge*

**Elmer Yu**  
*University of Pennsylvania*

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**Brady Maher**  
*Lieber Institute for Brain  
Development*

**Peter Ruben**  
*Simon Fraser University*

**Anurag Tandon**  
*University of Toronto*

**Matthew Wanat**  
*The University of Texas at San  
Antonio*

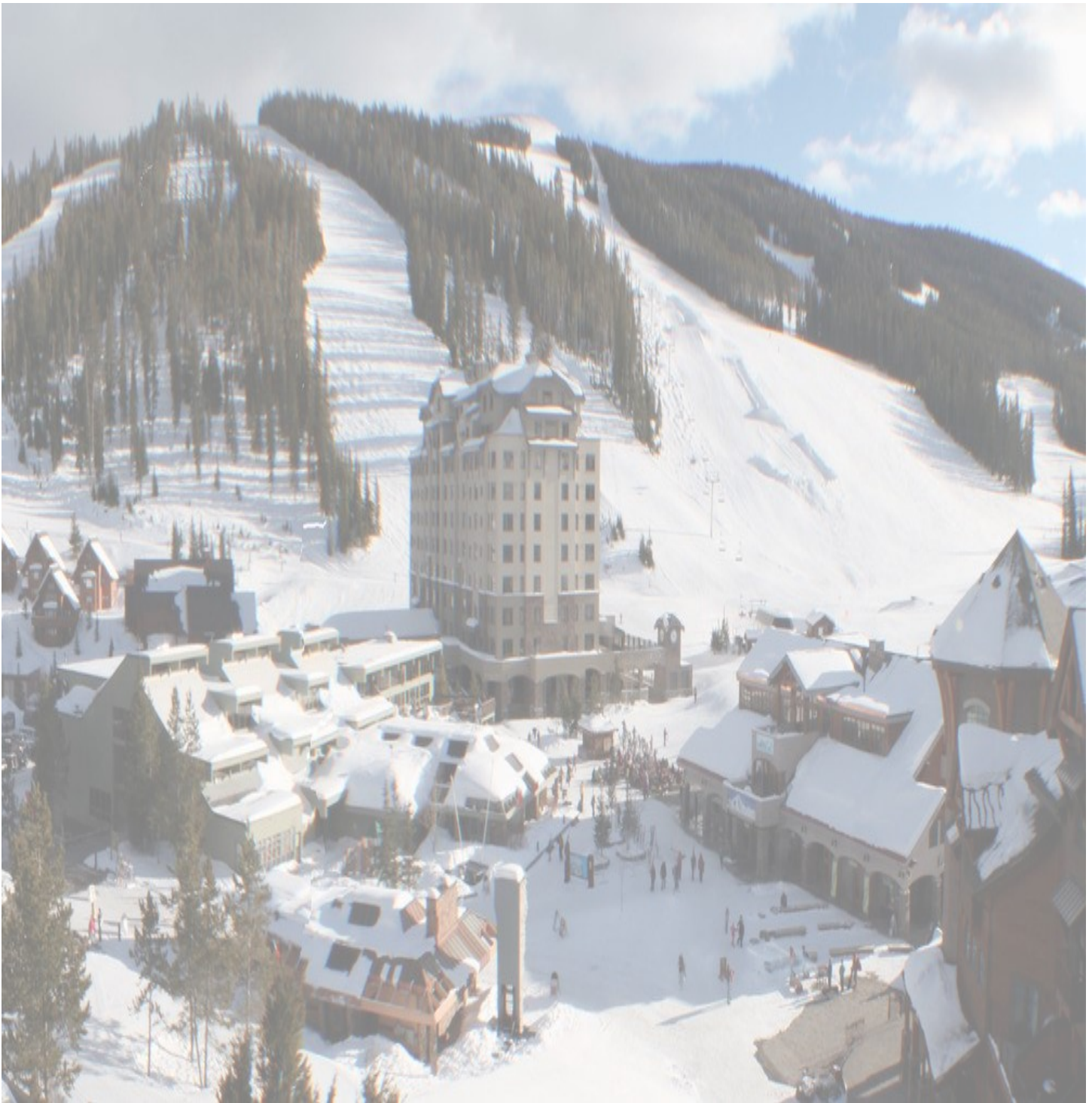
Systems

**Jill Becker**  
*University of Michigan*

**Carrie Ferrario**  
*University of Michigan*

**Elyssa Margolis**  
*University of California, San  
Francisco*

**Catharine Winstanley**  
*University of British Columbia*



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