



*12th International Conference  
on Cognitive Neuroscience*



# SPONSORSHIP & EXHIBITION PROSPECTUS

**Sunday 27 - Thursday 31 July 2014**

**Brisbane Convention & Exhibition Centre**

**Brisbane, Australia**



[www.icon2014.org](http://www.icon2014.org)

# GENERAL INFORMATION

## BACKGROUND INFORMATION

The **International Conference on Cognitive Neuroscience (ICON)** focuses on the study of the neural basis of human cognition and emotion, especially through brain imaging methodologies.

ICON encompasses both basic science research and translational research that examines the implications of our understanding of brain-behaviour relationships on medical, educational, public health and organisational practice.

This scientific meeting has been held every 3 years since 1980, with an attendance of **over 750 delegates** at the most recent meeting in 2011.

The **12th International Conference on Cognitive Neuroscience (ICON 2014)** will feature an intense scientific programme of keynote lectures, symposia, open papers and poster sessions, as well as a number of pre-conference workshops in Brisbane and satellite events in Australia and New Zealand.

This Conference brings together national and international researchers from diverse backgrounds, all with a focus on the relationships between the brain, mind, and behaviour.

## HOST ORGANISATION

The Australasian Cognitive Neuroscience Society (ACNS) is delighted to host ICON 2014 in Australia.

ACNS is an academic society focused on the scientific study of the biological or brain foundations of mental processes and behaviour. It includes scientists from disciplines such as psychology, neuroscience, cognitive science, psychiatry, neurology, linguistics, and computer science, with over 300 members across Australia, New Zealand, and Asia.

The ACNS hosts the annual Australasian Cognitive Neuroscience Conference. We will not hold a separate ACNS conference in 2014, but will host the international ICON 2014 conference as our major annual event.

For more information visit [www.acns.org.au](http://www.acns.org.au)

## WHO SHOULD PARTICIPATE

Organisations in the following areas will benefit highly from being involved and receiving exposure to leading researchers, academics and scientific professionals in the following fields:

- Brain Stimulation (TMS, tDCS)
- Computational Modelling
- EEG / MEG / Intracranial EEG
- Functional Brain Imaging (fMRI, NIRS)
- Psychophysics / Behavioural Studies
- Psychophysiology
- Structural Brain Imaging (MRI, DTI)

Major topic areas for the conference are divided into:

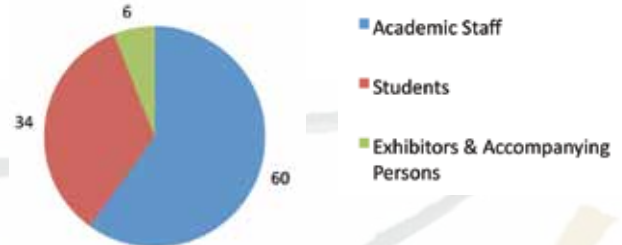
- Attention, Sensation, and Perception
- Cognition and Decision-Making
- Emotional and Social Processes
- Language, Learning, and Memory
- Motor Processes

## AUDIENCE DEMOGRAPHICS

The previous ICON conference in Mallorca (2011) had over 750 delegates with the following demographics:

- 60% Academic Staff (453 people)
- 34% Students (254 people)
- 6% Exhibitors and Accompanying Persons

### Demographic Breakdown (%)

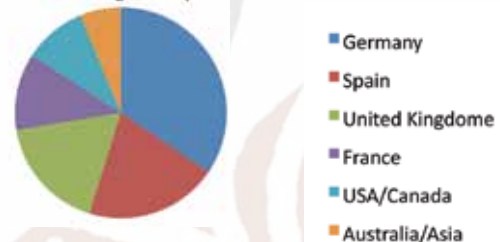


With highest representation from the following countries:

- 165 Germany
- 97 Spain
- 84 United Kingdom
- 165 Germany
- 46 USA / Canada
- Australia / Asia

Our annual Australasian Cognitive Neuroscience Conference, which will be combined with ICON 2014, has a regular attendance of **over 250 delegates** from Australia, New Zealand, and Asia.

### Highest Represented Countries



## MARKETING STRATEGY

The Conference is being marketed internationally and domestically through advertisements, social media, exhibition booths (in China, USA, and Europe), electronic direct mail to a database of 7,500+, as well as targeted notifications in relevant academic mailing lists and to universities world-wide via our extensive Scientific and Programme Committees.

## CONFERENCE VENUE

The venue for the event is the world-recognised Brisbane Convention & Exhibition Centre in Brisbane, Australia.

## CONFERENCE ORGANISER

If you would like to discuss your involvement options, the team at Absolute Events & Marketing would be more than happy to speak with you about any aspect of this information.

**Phone** +61 7 3848 0089 or + 61 0404 488 910

**Fax** +61 7 3112 3900

**Email** [icon2014@absoluteevents.com.au](mailto:icon2014@absoluteevents.com.au)

**Web** [www.icon2014.org](http://www.icon2014.org)



# PARTNER OPPORTUNITIES

## PLATINUM PARTNER

\$25,000 (One available)

The Platinum Level Sponsorship package is designed to ensure your brand receives a maximum level of exposure throughout the conference. Early confirmation will ensure maximum brand exposure and benefit for your organisation.

### INCLUSIONS

- High brand exposure in lead up to the Conference
- Option to host lunchtime information session at the Conference (does not include catering)

#### Exhibition Display

- Prime exhibition display x 2 (includes full registrations x 2).  
*Display position subject to availability at time of booking*

#### Event Registrations/Social Functions

- Full Conference registrations x 2 including tickets to the Welcome Reception (therefore, including people on display, the total full registrations is 4)
- Tickets to the Conference Dinner x 4

#### Exposure Prior to Event

- Corporate logo on pre-event material and other marketing collateral
- Corporate logo, profile and hyperlink on Conference website
- Profile in two Enewsletters sent to potential delegates (*wording supplied by sponsor and subject to ICON Conference Organisers approval*)
- Corporate logo and hyperlink on Enewsletters

#### Exposure During Event

- Logo (one colour) on event name badges and lanyards
- Acknowledgement by Conference Chair during welcome address plenary session
- Logo full colour on plenary conference signage
- Corporate Banner to be shown in plenary area (*subject to venue restrictions – pull up banner supplied by sponsor*)
- Corporate logo (full colour) on signage and venue and in Programme Handbook
- Corporate logo (full colour) in a PowerPoint display shown at various times to delegates during the plenary or concurrent sessions

#### Conference Programme Handbook

- Full page (full colour) advertisement (*artwork to be supplied by sponsor and to specifications*)
- Contact details listed with corporate logo (full colour)

#### Delegate List

- List of delegates attending Conference - will be supplied on the day of the Conference and subject to compliance with privacy legislation.

## GOLD PARTNER

\$15,000 (Two available)

The Gold Level Sponsorship package is designed to ensure you receive a high level of exposure throughout the Conference. Your support will provide many benefits to your organisation.

### INCLUSIONS

#### Exhibition Display

- Prime exhibition display x 1 (includes full registrations x 2).  
*Display position subject to availability at time of booking*

#### Event Registrations

- Full Conference registrations x 1 including ticket to the Welcome Reception (therefore, including people on display, the total full registrations is 3)
- Tickets to the Conference Dinner x 3

#### Exposure Prior to Event

- Corporate logo on pre-event material and other marketing collateral
- Corporate logo, profile and hyperlink on Conference website
- Profile in one Enewsletter sent to potential delegates (*wording supplied by sponsor and subject to ICON Conference Organisers approval*)
- Corporate logo and hyperlink on Enewsletters

#### Exposure During Event

- Naming rights to one morning OR one afternoon tea break
- Acknowledgement by Conference Chair during welcome address plenary session
- Corporate Banner to be shown in plenary area (*subject to venue restrictions – pull up banner supplied by sponsor*)
- Corporate logo (one colour) on signage and venue and in Programme Handbook
- Corporate logo (full colour) in a PowerPoint display shown at various times to delegates during the plenary or information sessions

#### Conference Programme Handbook

- Half page (full colour) advertisement (*artwork to be supplied by sponsor and to specifications*)
- Contact details listed with corporate logo (full colour)

#### Delegate List

- List of delegates attending Conference - will be supplied on the day of the Conference and subject to compliance with privacy legislation.

(All prices are in Australian Dollars and include GST)



# PARTNER OPPORTUNITIES

## SILVER PARTNER

\$8,000

The Silver Level Sponsorship package is designed to ensure you receive a high level of exposure throughout the Conference. Your support will provide many benefits to your organisation.

### INCLUSIONS:

#### Exhibition Display

- Exhibition display x 1 (includes full registrations x 2).  
*Display position subject to availability at time of booking*

#### Event Registrations

- Full Conference registrations x 1 including tickets to the Welcome Reception (therefore, including people on display, the total full registrations is 3)
- Tickets to the Conference Dinner x 3

#### Exposure Prior to Event

- Corporate logo on pre-event material and other marketing collateral
- Corporate logo, profile and hyperlink on Conference website
- Profile in one Enewsletter sent to potential delegates  
*(wording supplied by sponsor and subject to ICON Conference Organisers approval)*
- Corporate logo and hyperlink on Enewsletters

#### Exposure During Event

- Corporate Banner to be displayed during the Welcome Reception  
*(subject to venue restrictions – pull up banner supplied by sponsor)*
- Naming rights to one morning OR one afternoon tea
- Corporate logo (one colour) on signage at venue
- Corporate logo (full colour) in a PowerPoint display shown at various times to delegates during the plenary or concurrent sessions

#### Conference Programme Handbook

- Quarter page (full colour) advertisement  
*(artwork to be supplied by sponsor and to specifications)*
- Contact details listed with corporate logo (full colour)

#### Delegate List

- List of delegates attending Conference - will be supplied on the day of the Conference and subject to compliance with privacy legislation

## BRONZE PARTNER

\$4,000

The Bronze level sponsorship package is designed to ensure your brand receives valuable exposure throughout the Conference.

### INCLUSIONS:

#### Exhibition Display

- Exhibition display x 1 (includes full registrations x 2).  
*Display position subject to availability at time of booking*

#### Event Registrations

- Ticket to the Conference Dinner x 2

#### Exposure Prior to Event

- Corporate logo on pre-event material and other marketing collateral
- Corporate logo, profile and hyperlink on Conference website
- Profile in one Enewsletter sent to potential delegates  
*(wording supplied by sponsor and subject to ICON Conference Organisers approval)*
- Corporate logo and hyperlink on Enewsletters

#### Exposure During Event

- Corporate Banner to be displayed during the Welcome Reception  
*(subject to venue restrictions – pull up banner supplied by sponsor)*
- Corporate logo (one colour) on signage at venue
- Corporate logo (full colour) in a PowerPoint display shown at various times to delegates during the plenary or concurrent sessions

#### Conference Programme Handbook

- Contact details listed with corporate logo (one colour)

#### Delegate List

- List of delegates attending Conference - will be supplied on the day of the Conference and subject to compliance with privacy legislation

**(All prices are in Australian Dollars and include GST)**

## ADDITIONAL SPONSORSHIP IDEAS/OPPORTUNITIES

We would be delighted to discuss any other sponsorship opportunities with you.

Contact us to discuss your ideas!!

Phone +61 7 3848 0089 | Email [icon2014@absolutedevents.com.au](mailto:icon2014@absolutedevents.com.au) | Web [www.icon2014.org](http://www.icon2014.org)

# SPONSORSHIP OPPORTUNITIES

## SOCIAL FUNCTIONS / NETWORKING:

### WELCOME RECEPTION

**Sunday 27 July 2014**

**\$5,000 (One available)**

Naming rights to the Welcome Reception event held within Exhibition area on Sunday 27 July 2014. This Welcome Reception is the first official function of the Conference. Securing sponsorship of this event is a great way to gain exclusive exposure to the Conference delegates in a relaxed and informal atmosphere. Early confirmation will ensure maximum brand exposure and benefit for your organisation. The Welcome Reception will be a sensational start to the Conference.

#### INCLUSIONS

##### Event Registrations

- Full Conference registration x 1
- Tickets to the ICON Conference Dinner x 5

##### Exposure Prior to Event

- Corporate logo on pre-event material and other marketing collateral
- Corporate logo and hyperlink on Conference website
- Corporate logo and hyperlink on Enewsletters

##### Exposure During Event

- Corporate Banner to be displayed during the Welcome Reception  
*(subject to venue restrictions – pull up banner supplied by sponsor)*
- Corporate logo (one colour) on signage at venue
- Corporate logo (full colour) in a PowerPoint display shown at various times to delegates during the plenary or information sessions

##### Conference Programme Handbook

- Contact details listed with corporate logo (one colour)

##### Delegate List

- List of delegates attending Conference - will be supplied on the day of the Conference and subject to compliance with privacy legislation

### CONFERENCE DINNER

**“Aussie BBQ”**

**Tuesday 29 July 2014**

**\$7,000 (One available)**

Naming rights to the Conference Dinner held on Tuesday 29 July 2014. As the Conference Dinner Sponsor, you can align your brand with this significant event that will be attended by various VIP's, speakers and delegates. Early confirmation will ensure maximum brand exposure and benefit for your organisation. The dinner will be held at a stunning location overlooking the Brisbane River and will definitely be an event delegates will remember for many years.

#### INCLUSIONS

##### Event Registrations

- Full Conference registration x 1
- Tickets to the ICON Conference Dinner x 5

##### Exposure Prior to Event

- Corporate logo on pre-event material and other marketing collateral
- Corporate logo, profile and hyperlink on Conference website
- Corporate logo and hyperlink on Enewsletters

##### Exposure During Event

- Corporate Banner to be displayed during the Conference Dinner  
*(subject to venue restrictions – pull up banner supplied by sponsor)*
- Corporate logo (one colour) on signage at conference venue
- Corporate logo (full colour) in a PowerPoint display shown at various times to delegates during the plenary or information sessions

##### Conference Programme Handbook

- Quarter page (full colour) advertisement  
*(artwork to be supplied by sponsor and to specifications)*
- Contact details listed with corporate logo (one colour)

##### Delegate List

- List of delegates attending Conference - will be supplied on the day of the Conference and subject to compliance with privacy legislation

(All prices are in Australian Dollars and include GST)



# SPONSORSHIP OPPORTUNITIES

## TECHNOLOGY

### MOBILE APP

\$4,000 (One available)

The Mobile App gives attendees mobile access to conference information including the session programme, abstracts, speaker information, links to social media, last minute updates and more.

#### INCLUSIONS

##### Mobile App Advertising

- Overall App Sponsorship
- Logo on secondary splash page
- Included banner ad and landing page

##### Event Registrations

- Full Conference registration x 1

##### Exposure Prior to Event

- Corporate logo and hyperlink on Conference website
- Corporate logo and hyperlink on Enewsletters

##### Exposure During Event

- Corporate logo (one colour) on signage at conference venue
- Corporate logo (full colour) in a PowerPoint display shown at various times to delegates during the plenary or information sessions

##### Conference Programme Handbook

- Contact details listed with corporate logo (one colour)

##### Delegate List

- List of delegates attending Conference- will be supplied on the day of the Conference and subject to compliance with privacy legislation

### INTERNET HUB

\$5,000 (One available)

Naming rights to the Conference Internet Hub. This is a fantastic opportunity for your company to provide assistance to all delegates during the Conference.

#### INCLUSIONS

##### Exhibition Display

- Exhibition display of choice x 1 (includes full registrations x 2)

##### Exposure Prior to Event

- Corporate logo on pre-event material and other marketing collateral
- Corporate logo, profile and hyperlink on Conference website
- Corporate logo and hyperlink on Enewsletters

##### Exposure During Event

- Naming rights to the ICON 2014 Internet Hub
- Corporate logo (one colour) on signage at conference venue
- Corporate logo (full colour) in a PowerPoint display shown at various times to delegates during the plenary or information sessions

##### Conference Programme Handbook

- Contact details listed with corporate logo (one colour)

##### Delegate List

- List of delegates attending Conference- will be supplied on the day of the Conference and subject to compliance with privacy legislation

(All prices are in Australian Dollars and include GST)



#### PLEASE NOTE:

The Organising Committee reserves the right to amend the sponsorship categories if circumstances dictate, and in such cases the sponsor will be fully consulted on these amendments.

*ALL sponsorship/exhibition inclusions are based on booking of sponsorship prior to relevant publication and print deadlines.*

## DELEGATE ITEMS

### SATCHELS

\$5,000 (One available)

**Naming rights to the Conference Satchels. Your company logo will be on the delegate satchels.**

#### INCLUSIONS

##### Event Registrations

- Full Conference registration x 1

##### Exposure Prior to Event

- Corporate logo on pre-event material and other marketing collateral
- Corporate logo and hyperlink on Conference website
- Corporate logo and hyperlink on Enewsletters

##### Exposure During Event

- Company logo printed in one colour, one position on the Conference satchels
- Corporate logo (full colour) in a PowerPoint display shown at various times to delegates during the plenary and concurrent sessions

##### Conference Programme Handbook

- Contact details listed with corporate logo (one colour)

##### Delegate List

- List of delegates attending Conference- will be supplied on the day of the Conference and subject to compliance with privacy legislation

### BOTTLED WATER

\$4,000 (One available)

**Naming rights to the Conference Water Bottles. Your company logo will be on bottled water provided to delegate.**

#### INCLUSIONS

##### Exposure Prior to Event

- Corporate logo on pre-event material and other marketing collateral
- Corporate logo and hyperlink on Conference website
- Corporate logo and hyperlink on Enewsletters

##### Exposure During Event

- Company logo (one colour) printed on bottled water provided to all delegates (2 bottles per delegate) (NOTE: Conference Organisers will organise production)
- Corporate logo (full colour) in a PowerPoint display shown at various times to delegates during the plenary and concurrent sessions

##### Conference Programme Handbook

- Contact details listed with corporate logo (one colour)

##### Delegate List

- List of delegates attending Conference- will be supplied on the day of the Conference and subject to compliance with privacy legislation

(All prices are in Australian Dollars and include GST)

## BENEFITS OF SPONSORING AND EXHIBITING

- Opportunity to build your company profile and to strengthen relationships with researchers, professionals, students and other interested parties
- Reach a targeted audience for promotion, media attention and other avenues of exposure locally and regionally
- Ample opportunity to network with delegates during designated breaks and open poster sessions
- Demonstration of your commitment to the sector
- Exposure to an interested, relevant and influential international and domestic audience



# SUPPORTER OPPORTUNITIES

## CONFERENCE SUPPORTER - \$2,500

Show your support to the conference by sponsoring one of the following items:

ITEMS	SPECIFIC INCLUSIONS (in addition to Supporter Inclusions listed below)
<b>Notepads</b> (1 only)	<ul style="list-style-type: none"> <li>Fully branded notepad incorporating sponsor and conference branding</li> <li>NOTE: Notepads will be produced by the Conference Organiser</li> </ul>
<b>Pens</b> (1 only)	<ul style="list-style-type: none"> <li>Fully branded pen incorporating sponsor and conference branding</li> <li>NOTE: Pens will be produced by the Conference Organiser</li> </ul>
<b>Morning or Afternoon Tea</b> (5 available)	<ul style="list-style-type: none"> <li>Naming rights to one morning OR one afternoon tea session</li> <li>Acknowledgement by Conference Chairperson prior to chosen break</li> <li>Placement of corporate banner (supplied by sponsor) at food and beverage stations</li> </ul>
<b>Poster Session Drinks</b> (2 available)	<ul style="list-style-type: none"> <li>Naming rights to chosen Poster Session Drinks Event</li> <li>Acknowledgement of Conference Chairperson prior to sponsored session</li> <li>Placement of corporate banner (supplied by sponsor) in Poster Session room</li> </ul>

## SUPPORTER INCLUSIONS

### Exposure Prior to Event

- Corporate logo on pre-event material and other marketing collateral
- Corporate logo, profile and hyperlink on Conference website
- Corporate logo and hyperlink on Enewsletters

### Exposure During Event

- Corporate logo (one colour) on signage at venue and in Programme Handbook
- Corporate logo (full colour) in a PowerPoint display shown at various times to delegates during the plenary or concurrent sessions

### Conference Programme Handbook

- Contact details listed with corporate logo (one colour)

### Delegate List

- List of delegates attending Conference- will be supplied on the day of the Conference and subject to compliance with privacy legislation

## CONFERENCE HANDBOOK ADVERTISING

You can also book advertising in the Conference Handbook which will be given to delegates at the Conference. Specifications will be provided closer to the printing time but you will need to supply full and correct final artwork.

	Full Colour	Mono
<b>Full page</b>	\$1,500	\$1,000
<b>Half page</b>	\$750	\$600

(All prices are in Australian Dollars and include GST)



# SPONSORSHIP BENEFITS GRID

Partner/ Sponsorship level	Exhibition Booth	Specific to sponsorship level chosen	Registrations (including Welcome Reception Tickets)	Dinner Tickets	Logo on Pre-event material	Logo, Hyperlink on Website	Enewsletter Profile	Enewsletter Logo and hyperlink	Plenary Signage	Corporate Banner Displayed	Logo on Signage and in Handbook	Handbook Advertising	Handbook Listing (Contact details and logo)	Delegate List
<b>Platinum</b>	Double (Prime)	<ul style="list-style-type: none"> <li>Option to host a lunchtime info session</li> <li>Logo on Name badges</li> <li>Logo on Lanyards</li> <li>Acknowledgement by Chair in Opening Session</li> </ul>	4	4	✓	✓ and Profile	2	✓	✓	Yes – in plenary	Full colour	Full Page Full colour	✓ Full colour	✓
<b>Gold</b>	Single (Prime)	<ul style="list-style-type: none"> <li>Naming right to one morning or afternoon tea break</li> <li>Acknowledgement by Chair in Welcome Address</li> </ul>	3	3	✓	✓ and Profile	1	✓	✓	Yes – in plenary	Mono	Half Page Full colour	✓ Full colour	✓
<b>Silver</b>	Single	<ul style="list-style-type: none"> <li>Naming right to one morning or afternoon tea break</li> </ul>	3	3	✓	✓ and Profile	1	✓	✗	Yes – in plenary	Mono	Quarter Page Full colour	✓ Full colour	✓
<b>Bronze</b>	Single	<ul style="list-style-type: none"> <li>Naming right to one morning or afternoon tea break</li> </ul>	2	2	✓	✓ and Profile	1	✓	✗	Yes – in plenary	Mono	Quarter Page Mono	✗	✓
<b>Welcome Reception</b>	✗	<ul style="list-style-type: none"> <li>Naming right to Welcome Reception</li> </ul>	1	5	✓	✓	✗	✓	✗	✓	Mono	✗	✓	✓
<b>Conference Dinner "Aussie BBQ"</b>	✗	<ul style="list-style-type: none"> <li>Naming right to Dinner</li> </ul>	1	5	✓	✓	✗	✓	✗	✗	Mono	Quarter Page Full colour	✓	✓
<b>Mobile App</b>	✗	<ul style="list-style-type: none"> <li>Naming right to Mobile App</li> </ul>	1	✗	✓	✓	✗	✓	✗	✗	Mono	✗	✓	✓
<b>Internet Hub</b>	Single	<ul style="list-style-type: none"> <li>Naming rights to ICON 2014 Internet Hub</li> </ul>	2	✗	✓	✓	✗	✓	✗	✗	Mono	✗	✓	✓
<b>Satchels</b>	✗	<ul style="list-style-type: none"> <li>Logo one colour on satchels</li> </ul>	1	✗	✓	✓	✗	✓	✗	✗	Mono	✗	✓	✓
<b>Bottled Water</b>	✗	<ul style="list-style-type: none"> <li>Logo one colour on bottled water</li> </ul>	✗	✗	✓	✓	✗	✓	✗	✗	Mono	✗	✓	✓
<b>Supporter</b>	✗	<ul style="list-style-type: none"> <li>Plus sponsor specific inclusions for product sponsored</li> </ul>	✗	✗	✓	✓	✗	✓	✗	✗	Mono	✗	✓	✓



# EXHIBITION OPPORTUNITIES

## EXHIBITION BOOTH

Single Booth \$2,750 | Double Booth \$5,000

### LOCATION

The exhibition area will be located in the foyer space of the Conference and venue rooms. To maximise delegate interaction, the Welcome Reception, morning and afternoon tea breaks will be served within the Exhibition area.

*\*\*Please note: to ensure safety of attendees, exhibitors must keep walkways clear of brochure stands or other equipment and keep within their assigned space\*\**

You are welcome to book single or double booth.

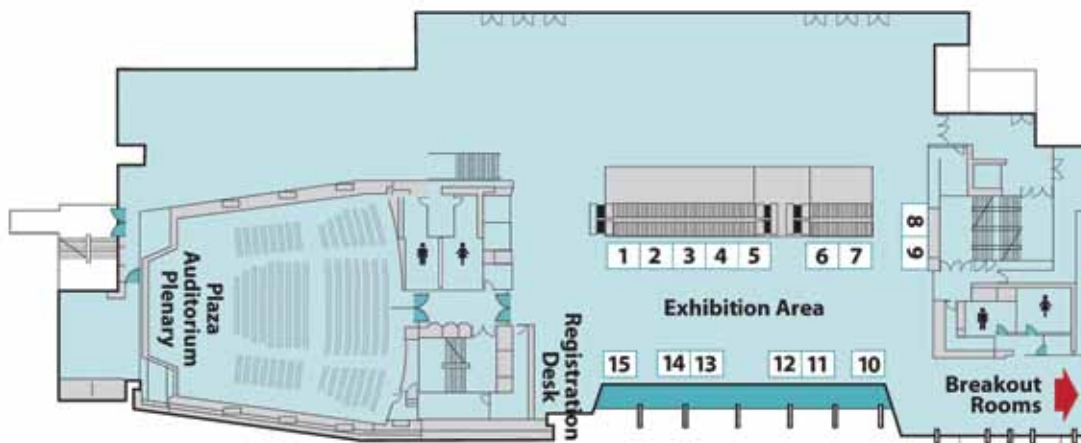
### INCLUSIONS

#### Shell Scheme Exhibition Booth including:

- 3m x 2m Shell scheme booth in velcro compatible walling
- Full registration x 2 (including morning and afternoon tea, as well as a lunchbox and a ticket to the Welcome Reception)
- Power (on request)
- Listing (organisation name and contact details) in Conference Program Handbook
- Corporate logo and hyperlink on event website

(All prices are in Australian Dollars and include GST)

## FLOOR PLAN



## HOW TO BOOK

Sponsorship packages and exhibitor space will be allocated in order of receipt of application forms and payment. The Conference partner package includes an exhibitor site.

To reserve your preferred option, follow these easy steps:

1. Complete the booking form on Page 11 and indicate any competitive companies that you would prefer not to be near (whilst we will endeavour not to place competitors next to each other as less booths become available we cannot guarantee this)
2. Fax or email your booking form to:  
**Absolute Events & Marketing**, E: [icon2014@absoluteevents.com.au](mailto:icon2014@absoluteevents.com.au) F: +61 7 3112 3900  
PO Box 584, Coorparoo Queensland 4151 Australia
3. Once received you will be sent a tax invoice and options for payment. Payment must be made within invoice terms. Payments can be made via EFT, Credit Card (MasterCard, Visa or American Express) or cheque

Please note that bookings cannot be accepted over the phone but we are happy to place your preferred option on hold for you for a period of 21 business days. After this time, a booking form will be required or we will have to release the hold.

# BOOKING FORM – SPONSORSHIP/EXHIBITION

### SPONSOR/EXHIBITOR DETAILS

Company \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Contact Position \_\_\_\_\_  
 Address \_\_\_\_\_  
 Telephone \_\_\_\_\_ Mobile \_\_\_\_\_  
 Email (Please Print) \_\_\_\_\_  
 Product/Service Offered \_\_\_\_\_

### PARTNERSHIP

- Platinum Partner..... \$25,000       Silver Sponsor ..... \$ 8,000  
 Gold Partner ..... \$15,000       Bronze Sponsor..... \$ 4,000
- (All prices include GST and are in Australian dollars)

### SPONSORSHIP

#### SOCIAL FUNCTIONS/NETWORKING

- Welcome Reception ..... \$5,000  
 Conference Dinner – Aussie BBQ ..... \$7,000

#### TECHNOLOGY

- Mobile App ..... \$4,000  
 Internet Hub ..... \$5,000

#### DELEGATE ITEMS

- Satchels..... \$5,000  
 Bottled Water..... \$4,000

#### SUPPORTER

- Notepads.....\$ 2,500  
 Pens .....\$ 2,500  
 Poster Session Drinks .....\$ 2,500  
     *Which day (\_\_\_\_\_)*  
 Morning Tea .....\$ 2,500  
     *Which day (\_\_\_\_\_)*  
 Afternoon Tea .....\$ 2,500  
     *Which day (\_\_\_\_\_)*

#### HANDBOOK ADVERTISING

- Full Page.....  \$1,500 Colour     \$1,000 Mono  
 Half Page.....  \$ 750 Colour     \$600 Mono

### EXHIBITION

Please indicate your preferred booth in order of preference. Booths are allocated on a first booked system so it's important to provide three options.

#### EXHIBITION BOOTH

Single \$2,750		Double \$5,000	
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#### BOOTH PREFERENCE

1st preference:		2nd preference:		3rd preference:	
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### BOOKING/PAYMENT DETAILS

Sponsorship Total Amount \$ \_\_\_\_\_  
 Exhibition Total Amount \$ \_\_\_\_\_  
**TOTAL AMOUNT PAYABLE** \$ \_\_\_\_\_

**PLEASE NOTE: A tax invoice will be issued upon confirmation and is payable within invoice terms.**

### TERMS & CONDITIONS OF SPONSORSHIP BOOKING

Once booked a tax invoice will be forwarded and the total amount is payable within invoice terms (payment term options may be available for partner levels). **Full payment must be finalised before 30 March 2014 and included benefits DO NOT commence until payment is received. Should payment not be received by the due date, the Organiser may reallocate the sponsorship or release the exhibition space.** Once an application form is received the requested item is deemed to be booked and the booking organisation is liable for full payment. **Cancellation Policy for Sponsorship:** Once the Organisers have commenced providing sponsor benefits, cancellations will not be accepted and no refunds can be provided. **Cancellation Policy for Exhibition:** Cancellation request must be advised in writing. An administration fee of 25% of the contracted price is retained should the cancellation be up to 60 days prior to the event. Cancellations within 60 days of the Event shall not receive any refund and you will be liable for full payment.

The Conference committee reserves the right to cancel the Conference in the case of exceptional circumstances beyond its control. In such a case all monies paid by Sponsors/Exhibitors will be refunded in full. The liability of the organisers will be limited to the amount paid.

**Your signature on the booking form is taken as confirmation of your booking, acceptance of the details of the relevant sponsorship as listed in this material, and acceptance of these conditions.**

Signed \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_

 **icon**  
*12th International Conference  
on Cognitive Neuroscience*



[www.icon2014.org](http://www.icon2014.org)