



**SANS**

Social & Affective Neuroscience Society

# **SPONSOR & EXHIBITOR VIRTUAL OPPORTUNITIES PACKAGE**

**SANS Virtual Congress**

**April 28 – May 2, 2021**

<https://socialaffectiveneuro.org/>

## Dear Collaborators and Industry Partners,

It is our pleasure to invite you to support our next conference, which will be held virtually from April 28 – May 2. This will be the 13<sup>th</sup> Annual Conference for SANS and our first virtual event, where we hope to have expanded scientific dialogue and offer greater opportunities for participation and attendance. Our Conference will provide you with great opportunities to showcase your products and interact with many researchers and clients on an international scale.

Our conference will be held virtually via a [digital conference platform](#) where the attendees will be able to network, present oral talks and posters and participate in workshops and symposiums.

**ADVERTISE** in our digital program, be an **EXHIBITOR** and display your products, or **SPONSOR** a portion of the conference and get exposure to 350+ attendees. Full details can be found in this package.

**Abigail Marsh**, President, SAN Society

**Kyle Ratner & Rob Chavez**, Program Chairs, 2021 SANS Conference

# What is the SANS Virtual Conference?

The Social & Affective Neuroscience Society (SANS) is committed to research investigating the neural basis of social and affective processes.

The Society was founded in 2008 and now comprises over 400 members.

One of the main ways that SANS promotes social and affective neuroscience is by holding an annual meeting since 2008.

# Who attends the Conference?

The SANS Conference is attended by a growing number of researchers– we normally expect **approximately 350+ attendees** at a live conference and **expect many more for this virtual conference.**

## Why they will attend:

- High quality, well-timed content
- Ease of attending - No travel is required
- Ability for primary investigators to send more members of lab due to lower cost
- The ability to interact and connect with peers from all over the world

As an entirely virtual conference, our community is **able to connect like never before**. This new format will allow the conference to accommodate a variety of presentations, engage with upcoming research and live panels. We can welcome more attendees from around the world and engage with one another in a modern, efficient and responsible way.

Similarly to past conferences, the **robust peer-reviewed scientific program** will feature keynote presentations, symposiums, workshops, oral and poster presentations along with networking rooms and an exhibit hall.

In parallel to the conference, we will also be active on social media to increase exposure and engagement.

How will the  
**Virtual**  
Conference  
be delivered?



**WHY SUPPORT the  
SANS Virtual  
Conference?**

# WHY SUPPORT?

## Premium branding & positioning opportunity

- Reinforce and strengthen your brand position within our community
- Increase credibility, expand loyalty and build opportunities with new or existing clients and collaborators
- Set your product, service and brand apart from your competitors
- Custom design your booth to reflect your corporate identity

## Connect with leading and emerging researchers

- Connect with research labs leaders and scientists affiliated with large and diverse professional departments
- Reach 350+ internationally based attendees from the various fields of social affective neuroscience.

## Leverage comprehensive analytics data

Live reporting access to reports including:

- Attendance reports from your booth or sponsored sessions
- Access booth chat logs for lead sourcing and higher engagement





# SPONSORSHIP OPPORTUNITIES

# SPONSOR LEVELS

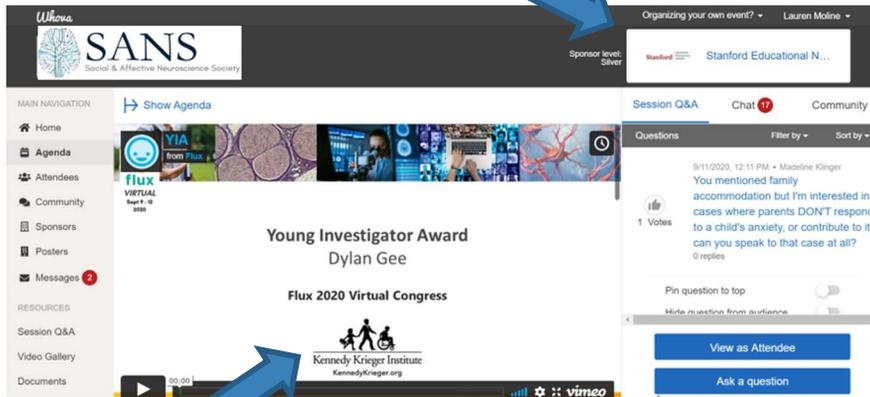
Based on the value of your selections, you will be assigned a sponsor level as noted below.

Level	Logo in Digital Abstract Book (hyperlinked)	Support a student or underrepresented attendee	Virtual Booth	Recognition In E-Newsletters	Multimedia Recognition During the Congress	Exclusive Sponsorship
<b>Presidential Lecture</b> \$5,000	<input checked="" type="checkbox"/>	16 registrations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> <li>- Logo on Lobby Page &amp; throughout conference</li> <li>- Logo at the introduction of the Presidential Session</li> </ul>	Introduction spot of organization during Presidential Lecture
<b>Gold</b> \$3,500	<input checked="" type="checkbox"/>	8 registrations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> <li>- Logo on Lobby Page &amp; throughout conference</li> <li>- Logo at the beginning of 2 keynote/plenary sessions</li> </ul>	
<b>Silver</b> \$2,000	<input checked="" type="checkbox"/>	4 registrations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> <li>- Logo on Lobby Page &amp; throughout conference</li> <li>- Logo at the beginning of key live interactive panel session</li> </ul>	
<b>Bronze</b> \$ 500	<input checked="" type="checkbox"/>	2 registrations				

# SPONSORSHIP OPPORTUNITIES

Get maximum visibility in the Congress program. Choose from the following options:

Scrolling list of sponsors on every page



Specific Session Sponsor Recognition

- **Keynote Lecture \$1,500\*** per lecture  
*Includes logo recognition, banner ad*
- **Symposia Session \$1,200** per session  
*Includes logo recognition, banner ad*
- **Workshop Session \$1,200** per session  
*Includes logo recognition, banner ad*
- **Community Chat Lounge \$1,200**  
*Includes logo recognition, ability to host the session*
- **Poster Session \$1,500\*** per session  
*Includes logo recognition*
- **Booth Only \$800**  
*Includes logo recognition*
- **Support a student or attendee in need \$200**

*\*indicates an opportunity for exclusive sponsorship*

All sponsors receive a virtual booth, which is a virtual space where you can offer live and on-demand content, schedule demos, interact with attendees via live chat and download real time reports. Tell your story, educate potential users about your company and share more about your products & services.

Virtual booths are grouped in a virtual exhibitor space clearly identified and accessible from the virtual lobby. You have **full control of the booth branding and design** (images, logo, colors, videos, handouts etc.) to create a unique and compelling experience.

Booth representatives can easily engage with booth visitors with powerful chat tools whether you're live "in" your booth or not. The "Ask a Question" function is available post-conference when content is "on-demand" - extending your reach and interaction.

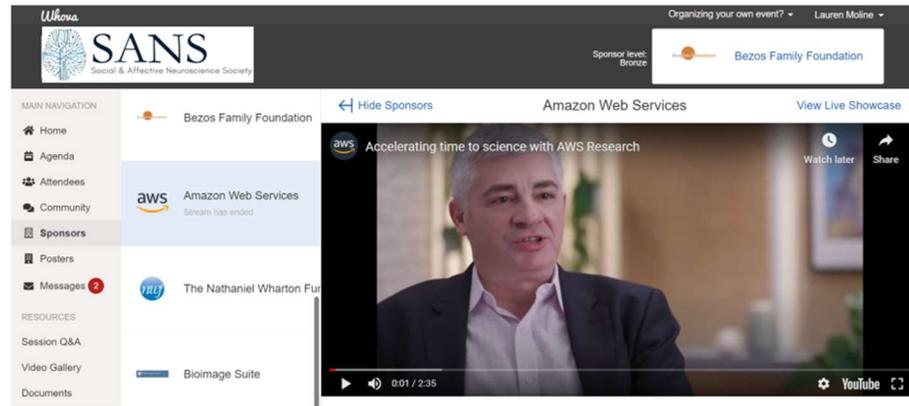
The virtual environment also allows you access to robust analytics capturing the data you need to identify leads and nurture them after the event for an improved ROI.

# What is a virtual booth?

# Why a virtual booth?

## Your unique spot to interact with delegates:

- Present the best experience with videos, handouts or special deals can be highlighted
- Live chats with delegates who come to the booth or direct emails when you're there.



- Simple online form to customize your design space to your colors, with your marketing materials including video and downloadable handouts.
- No added costs - travel, accommodation, shipping, insurance, etc.



# ADVERTISING OPPORTUNITIES

# ADVERTISING OPPORTUNITIES

We will produce a digital abstract book that will be available prior, during and after the Congress. This is guaranteed exposure for many years to come.

All advertisements must be submitted as JPEG files. Each ad will be in colour and will include a hyperlink to your website.

## Sizing & Description

Inside Front (size: 7.5" x 11")

Inside Back (size: 7.5" x 11")

Full Page (size: 7.5" x 11")

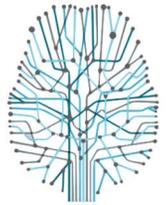
## Price

\$1,500

\$1,500

\$ 900

***All files must be received by **June 19, 2020.*****



# SANS

Social & Affective Neuroscience Society

Should you wish to discuss sponsor opportunities,  
please contact our Secretariat:

**Lauren Moline**

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# HOW TO BECOME A SPONSOR