

April 18-22, 2018
The Waterfront Beach Resort
Huntington Beach, CA

THE INTERNATIONAL CONFERENCE ON LEARNING AND MEMORY

2018

PARTNERSHIP
GUIDE



#LEARNMEM2018



PARTNERSHIP OPPORTUNITIES

Sponsorship

As a Sponsor, you will have high visibility among scientists, educators, professionals, and community members. Your name and logo will be displayed prominently on all meeting signs, online, and in our program.

Advertising

Advertising opportunities let you reach the best and brightest in the field. Advertise during the meeting and reach over 800 attendees. Advertise before and after the meeting using our electronic media outlets and reach over 10,000 individuals, including via email, Twitter and other modes!

Exhibit with Us!

Exhibit with us and see steady traffic through the Exhibit Hall with poster sessions throughout the day and coffee breaks located near the exhibits.

Bundle

Bundle sponsorship, advertising, and exhibiting for the most exposure to attendees and our extended network in local, regional, national, and global markets.

We are delighted to invite you to join us at the 2018 International Conference on Learning and Memory **#LEARNMEM2018** on April 18-22, 2018 at The Waterfront Beach Resort in Huntington Beach.

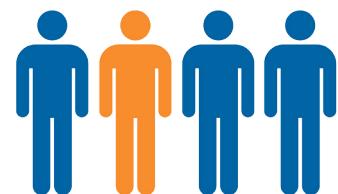
#LEARNMEM2018 offers a number of opportunities to advertise your brand or business, exhibit during the conference to attendees, or to sponsor/underwrite a portion of the meeting.

This year's conference is held in celebration of the 35th Anniversary of the **UC Irvine Center for the Neurobiology of Learning and Memory (CNLM)**, a 501c(3) nonprofit organization committed to supporting research, education and advocacy in brain and mental health.

Visit <http://learnmem2018.org> for information about the conference and a list of speakers.

Why Learning and Memory?

One in every four individuals struggles with mental illness. More than 58 million Americans currently struggle with a mental disorder. These disorders take an enormous toll on public health and the global economy. Understanding how the brain learns and remembers experiences paves the way to **treating depression, post-traumatic stress disorder, anxiety, drug addiction, Alzheimer's disease**, among other illnesses.

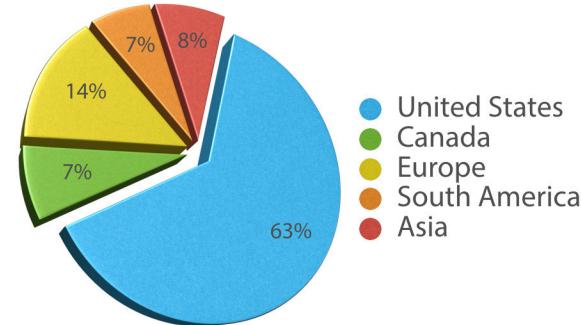
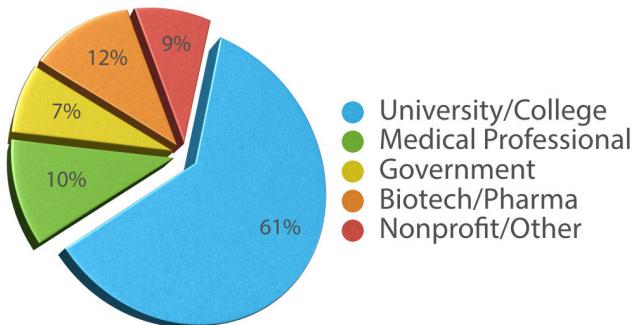




Who attends the Conference?

- Faculty at Top Colleges and Universities
- Physicians and Clinical Practitioners
- Basic Researchers and Educators
- Clinical Researchers
- Academic Administrators
- Business and Management Consultants
- Students and Postdoctoral Fellows
- Academic and Scientific Publishers
- Technology Companies
- Pharmaceutical Companies
- Government Agencies
- Data and Research Service Providers
- Scientific Societies and Organizations
- Local and National Public Officials

Conference Statistics At-A-Glance



Why Sponsor?



Connect with distinguished and emerging scientists

Scientists from numerous branches of neuroscience and from all around the world will attend the conference.



Expanded reach with premium branding and positioning

As a conference sponsor, your brand will have worldwide reach to over 10,000 members of the global brain research, education, advocacy, and policy community.



Face time with local and regional audiences in mental health

Increase your company's brand recognition, introduce your new products to the local and regional communities, as well as differentiate your company from competitors.



Conference Themes

- Fundamental neurobiology of memory systems
- Memory loss in aging and dementia
- Spatial navigation and spatial memory
- Temporal processing and memory for time
- Brain rhythms and oscillations
- Sleep and links to brain health and disease states
- Epilepsy and neurological disorders
- Stress and psychiatric illness
- Drug addiction and relapse

Conference Structure

- 17 plenary lectures by renowned scientists
- 30 symposia (4 speakers with discussion)
- 150 short blitz presentations
- Panel discussions
- Over 300 posters

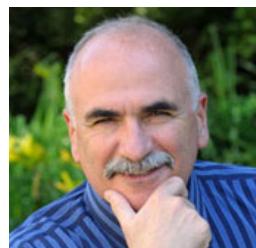
Plenary Speakers



Dr. Carol Barnes
University of Arizona



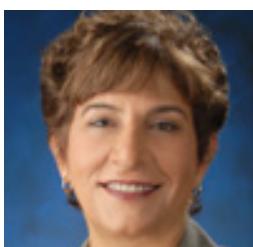
Dr. Gyorgy Buzsaki
New York University



Dr. Neal Cohen
University of Illinois



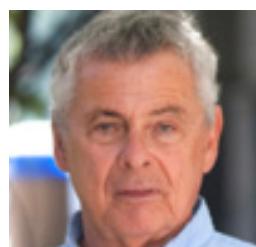
Dr. Ann Graybiel
MIT



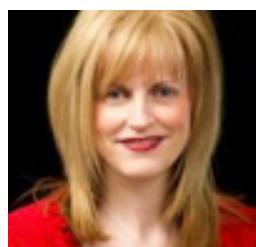
Dr. Claudia Kawas
UC Irvine



Dr. Elizabeth Loftus
UC Irvine



Dr. Gary Lynch
UC Irvine



Dr. Eleanor Maguire
University College London



Continuing
Medical
Education

ACCME Accredited CME

The conference has been
approved for *AMA PRA Category
1 Credit™* of Continuing Medical
Education (CME). Up to 43 credits
of CME credit can be earned.



Plenary Speakers (continued)



Dr. James McGaugh
UC Irvine



Dr. Bruce McNaughton
UC Irvine



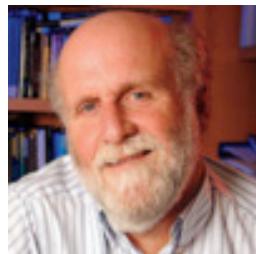
Dr. Richard Morris
University of Edinburgh



Dr. Lynn Nadel
University of Arizona



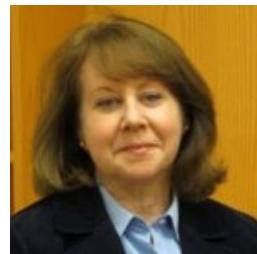
Dr. Elizabeth Phelps
New York University



Dr. Daniel Schacter
Harvard University



Dr. Reisa Sperling
Harvard/MGH



Dr. Molly Wagster
National Institute on Aging

Keynote Speaker



Dr. Edvard Moser
Director, Kavli Institute for Systems Neuroscience
Norwegian University of Science and Technology, Trondheim, Norway

Edvard Moser is a professor of neuroscience and director of the Kavli Institute for Systems Neuroscience. He investigates how spatial location and spatial memory are computed in the brain. His work, conducted with May-Britt Moser, includes the discovery of "grid cells" in the brain, which provides the first clues to a mechanism for spatial positioning. He shared the Nobel

Prize in Physiology or Medicine in 2014 with May-Britt Moser and John O'Keefe for identifying cells that make up the brain's positioning system.



The **Waterfront Beach Resort** is located on the picturesque coastline of Southern California, in the heart of Surf City. It features a 21,000 sq. ft. state-of-the-art conferencing facility, stylish accommodations, captivating ocean views, as well as walking distance proximity to Pacific City restaurants, shopping, and entertainment.





The Waterfront Beach Resort
A Hilton Hotel



SPONSORSHIP OPPORTUNITIES

Headlining Sponsor \$25,000

This is an **exclusive opportunity for a single sponsor**. Your company's name and logo will appear prominently on all signage including the hotel entrance and will be co-branded with the name of the conference. All signage and printed/digital media will read "**Conference presented by [Your name]**".

Also includes:

- Full two-page color spread in printed program
- **Exclusive logo placement** on program cover and all signage
- Logo, company name, and link added to website
- Display ad/link in ten Listserv emails to the meeting database

Attendee Wireless Sponsor \$15,000

We are offering premium attendee wifi services. This is an opportunity to have **direct access to attendees**. Have your logo displayed on the splash screen log on. Also includes:

- Full page color ad in printed program
- **Premium logo placement** in program and onsite signage
- Logo and company name on website with link to website
- Display ad/link in five Listserv emails to the meeting database

Welcome Reception Sponsor \$10,000

We will host a welcome reception on the first evening of the conference to welcome attendees to the conference. This is a rare opportunity to introduce attendees to your brand. **Onsite signage** with your name will be highly visible. Also includes:

- Full page color ad in printed program
- **Premium logo placement** in program and onsite signage
- Logo and company name on website with link to website
- Display ad/link in three Listserv emails to the meeting database



Keynote Sponsor \$7,500

Your **signage exclusively displayed** at a keynote talk and broadcast on the big screen before the talk. In addition this package includes:

- Half page color ad in printed program
- **Premium logo placement** in program and onsite signage
- Logo and company name on website with link to website
- Display ad/link in two Listserv emails to the meeting database



Registration Tote Bags \$6,000

Each meeting attendee will receive a tote bag to hold their registration materials. Your company can have the line "**Sponsored by [Your name]**" and your logo added to the bag.



Registration Badge Lanyards \$4,500

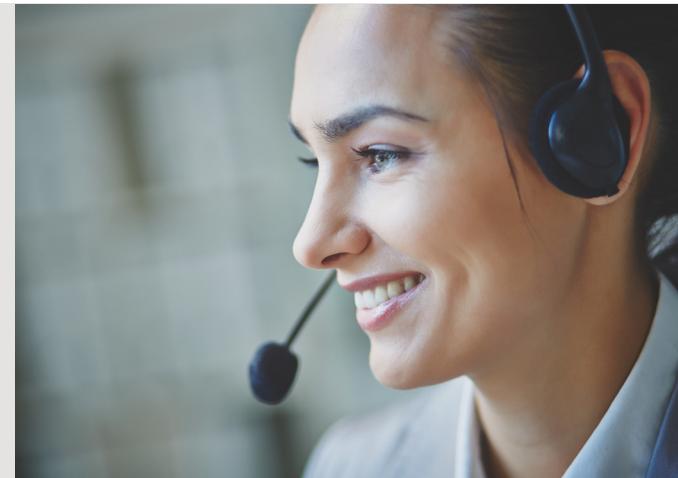
Each attendee will receive a lanyard to hold the registration badge. Your company can have the line "**Sponsored by [Your name]**" and your logo added to the lanyard.

Volunteer T-shirts \$1,500

Each meeting volunteer will receive a T-shirt. Your company can have the line "**Sponsored by [Your name]**" and your logo added to the T-shirt.

Don't see a sponsorship opportunity that interests you?

Let us know and we can customize your package. Contact us to inquire about more partnership opportunities:
memory@uci.edu | 949.824.5193





ADVERTISING OPPORTUNITIES

Conference Program rates vary

Advertise in the #LEARNMEM2018 Conference Program and Proceedings which will include abstracts of all presentations. Advertising applications must be received by **October 1, 2017**. Advertising space is assigned on a first-come, first-served basis.

Color

Back Cover \$2,000
Inside Front cover \$1,800
Inside Back cover \$1,500

Black and White

2-page spread \$1,200
Full Page \$850
Half Page \$500



Flyer Insert \$1,000

Flyers (max quantity 800) are distributed to all conference attendees via insertion in the attendee registration packet. Inserts are limited to one double-sided sheet and not to exceed 8.5" x 11". Shipping instructions will be sent with confirmation of acceptance. Flyer sequence is on a first-come, first-served basis.

Journal/Brochure \$800

Place your journal and/or brochures (max quantity 800) for pick-up at the onsite Registration/Check-in Desk for the duration of the meeting. Journal/Brochure should be shipped to CNLM. Shipping instructions will be sent with confirmation of acceptance.

Website/Email Advertising \$500



We will upload your advertisement (including a link to your website) to our professionally designed and SEO-optimized conference website and to one conference email that will be sent out to our database of over 10,000 email addresses. Additional emails are charged at the same rate. Ads can be in one of two formats: (336 W x 280 H or 468 W x 60 H pixels).



EXHIBIT WITH US!

Booth Price \$3,500

Specifications

Each booth is 8' x 8' and includes a 12" x 48" sign identifying your organization, one 6' x 30" skirted table, two side chairs, and one small wastebasket. Furniture rental and other exhibitor services will be available through a third party.

Exhibit Includes:

- Up to (3) exhibitor registrations, allowing access to all scientific sessions and the Exhibit and Poster Halls.
- Complimentary breakfast and lunch
- Discounted additional exhibitor registrations (\$299)
- A convention branded digital "We're Exhibiting" sticker for online and print marketing

Endcap and Island Booths

More than one booth spaces can be combined to create an endcap or island booth. You will be charged for the number of booth spaces that have to be eliminated.

Location selection will be on a first-come first-served basis!

**Don't miss your chance to exhibit at
#LEARNMEM2018**



GENERATING BOOTH TRAFFIC

Conference Features

Posters: Exhibits are co-located with posters; there will be multiple poster sessions per day to drive traffic to your booth.

Refreshments: Continental Breakfast and Coffee breaks are held in the Exhibit Hall near exhibits to drive traffic.

Incentives: Attendees are offered incentives and free gifts for visiting the exhibits. We work hard to make sure your exhibit is a success!

Traffic Generating Ideas

Competitions: Offer services around your product as a reward like a free consultation or technical support. Preserve the value of your brand while giving something away.

Don't be shy!: Choose confident, friendly staff that are happy to talk to strangers.

Food: Serve food and/or beverages from your booth and attract the attention of attendees passing by.

Email us at memory@uci.edu to receive our free report filled with traffic generating ideas!



BENEFITS OF PARTNERSHIP

Directly reach your target market

Unlike TV or radio advertising, partnering with us allows you direct access to hundreds of attendees and thousands more in the extended network, all in your target market.

Build brand awareness

Give your brand the opportunity to generate awareness, boost the perceived image of your business and gain media exposure.

Increase exposure to new clients

Your exposure goes beyond the meeting's attendees. We use social media, magazine and newspaper advertising, emails and trade show advertising to promote the event, increasing the potential for brand exposure to new clients.

Face-to-face client contact

You will have the opportunity to speak with some of your current clients by partnering with us. This will give you a greater chance to reconnect and get feedback on how your service or product is performing as well as strengthen your relationship with your client base.

Generate strong leads

Generate quality leads in research, education, and advocacy related to brain science and mental health, as the conference is full of people actively interested in learning about new products and services that improve their operations.

Maximize return on investment

Partnering with us is cheaper and will have a higher return on investment than a TV commercial or other above the line advertising, because of our very specific target market.

Give us a call at 949.824.5193 to discuss partnership benefits.



+



Exhibit



Advertise

BUNDLE AND SAVE!

Let us create a custom package that suits your needs and maximizes your return on investment.



GET 15% OFF

Special discounts for academic and scientific publishers, nonprofits, and government institutions. Contact us to see if you qualify!

OC BUSINESS?

Are you local? We promote Orange County businesses by offering special discounted rates on all packages. Contact us to discuss.





#LEARNMEM2018



MORE WAYS TO PARTNER WITH US

Call us at **949.824.5193** or email **memory@uci.edu** to discuss additional opportunities to partner with us and actively promote your business or brand at the conference.

In-kind Sponsorship

We welcome in-kind sponsorship and can work with you to tailor a benefits package that matches the value of your contribution.

Category Exclusivity

Interested in being the only featured vendor or service provider within your category? This premium option is available in certain categories.

We want to hear YOUR ideas!

If you have ideas about how we can partner give us a call or shoot us an email. We would love to hear from you!

The Center for the Neurobiology of Learning and Memory



The UC Irvine Center for the Neurobiology of Learning and Memory (CNLM) was established by the Regents of the University of California in 1983 as the first and largest research institute in the world dedicated to understanding how the brain learns and remembers experiences.

Scientific discoveries and breakthroughs at the CNLM have shaped how we understand and treat conditions such as depression, autism, Alzheimer's disease, post-traumatic stress disorder, and drug addiction. These mental disorders form the largest global public health challenge of the twenty-first century. Ending the stigma around mental health disorders begins with education and awareness. The CNLM's mission emphasizes community outreach and education. Knowing the facts about the brain and mental health is the first step to debunking the myths and getting those who are struggling the help they need.





The University of California, Irvine



Founded in 1965, UCI is the youngest member of the prestigious Association of American Universities. The campus has produced three Nobel laureates and is known for its academic achievement, premier research, innovation and anteater mascot. UCI has more than 30,000 students and offers 192 degree programs. It is Orange County's second-largest employer, contributing \$5 billion annually to the local economy. For more on UCI, visit www.uci.edu.

Visit <http://learnmem2018.org> for more information about #LEARNMEM2018



Join us in Surf City, USA ®



University of California, Irvine