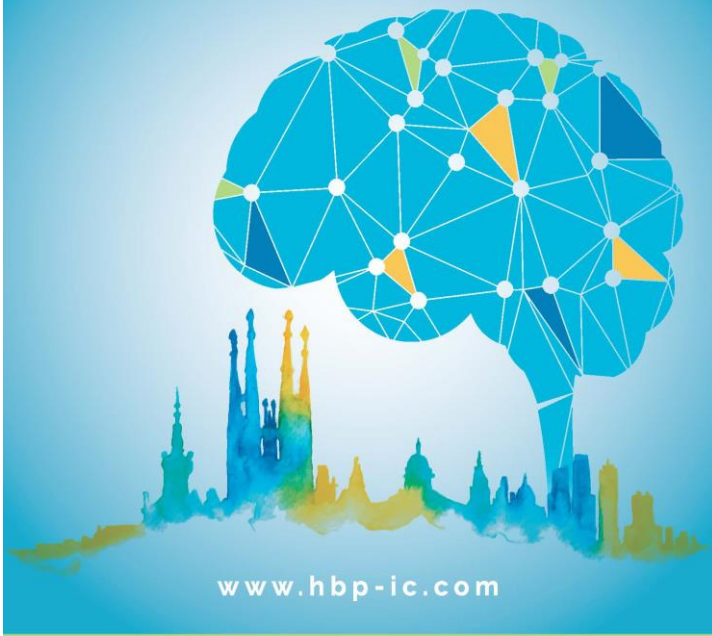


HBP International Conference
Understanding Consciousness
A scientific quest for the 21st century

21 - 22 June 2018 | BARCELONA



Human Brain Project

Co-funded by
the European Union



SPONSORSHIP
PROSPECTUS

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WELCOME TO THE HUMAN BRAIN PROJECT

We are pleased, on behalf of the *Human Brain Project*, to invite scientists, physicians, and students to join HBP's first large international conference, which is devoted to understanding consciousness. The Conference is open to all who are interested in this topic.

This is the first in a series of large, international HBP conferences and will take place in central Barcelona on two full days in June 21-22, 2018. This Conference will focus on fundamentals and theory, computational models, and clinical-societal implications of consciousness research.

The Programme Committee.

PROGRAMME COMMITTEE TEAM

- Alain Destexhe
- Kathinka Evers
- Olivia Gosseries
- Marcello Massimini
- Cyriel Pennartz
- Johan Storm

PRELIMINARY SCIENTIFIC PROGRAMME

UNDERSTANDING CONSCIOUSNESS – a scientific quest for the 21st century

The Caixa Forum, Barcelona

June 21st – 22nd, 2018

Thursday, June 21st

Welcome /Intro

09:00 Fundamental aspects, including theories of consciousness

13:00 Lunch & posters

14:00 Integrated consciousness research in HBP

15:00 Neurobiological mechanisms and correlates of consciousness

16:30 Coffee break + exhibit/demo

18:50 Flash talks by young HBP researchers

Friday, June 22nd

09:00 Models, simulations, and emulation of consciousness

12:30 Flash talks by young researchers

13:00 Lunch & Posters

14:00 Clinical, ethical, and societal implications of consciousness research

15:30 Coffee break & Exhibit/Demo

17:40 Roundtable discussion

18:40 Press Conference

19:30 Public Lecture HBP Member

GENERAL INFORMATION

DATES

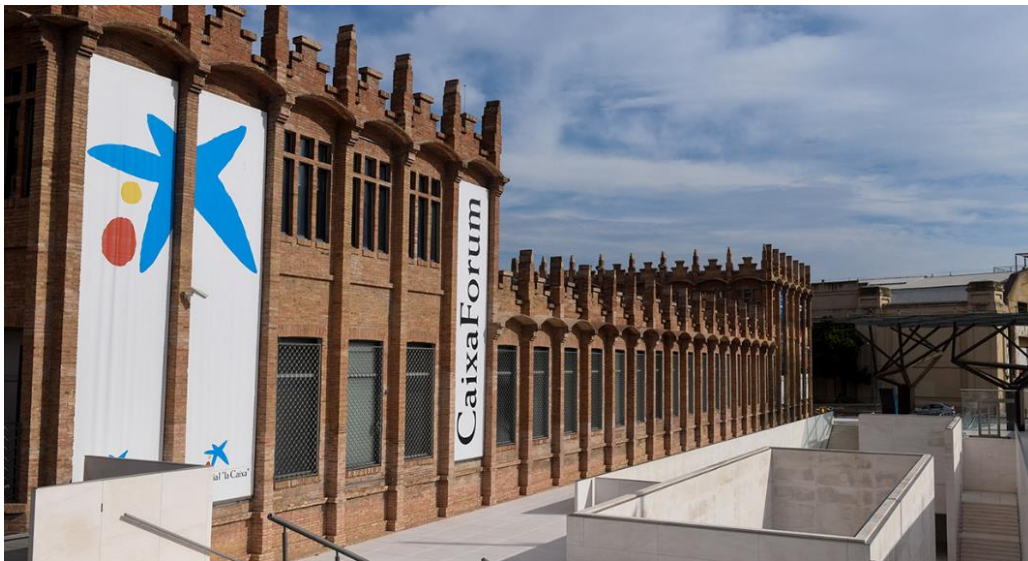
June 21st – 22nd, 2018

CITY & COUNTRY

Barcelona, the capital of Catalonia (Spain), is a Mediterranean and cosmopolitan city with Roman remains, medieval quarters and the most beautiful examples of 20th century Modernism and avant-garde. It is no surprise that emblematic constructions by the Catalan architects Antoni Gaudí and Lluís Domènech i Montaner have been declared World Heritage Sites by UNESCO.

The city's origins are Roman, and its long history and economic dynamism have made Barcelona a cultural city, which can be seen in the historic-artistic heritage and the promotion of the most innovative artistic trends. A wide cultural programme will take visitors to museums, exhibitions, open-air sculptures... and many concerts, plays and dances.

VENUE

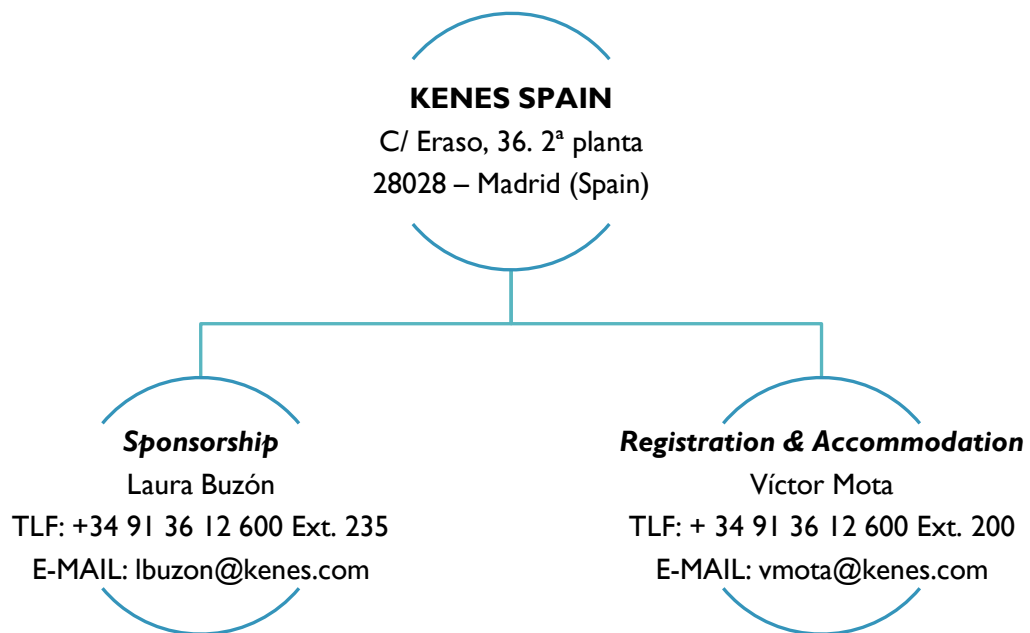


HBP CONFERENCE will be held in BARCELONA CAIXA FORUM, in Av. de Francesc Ferrer i Guàrdia, 6-8, 08038 Barcelona.

WEBSITE

Check out our website for more information: www.hbp-ic.com

TECHNICAL SECRETARIAT



SPONSORSHIP CATEGORIES

You will be given a Sponsorship category status dependent upon the total amount of your support.

Status will be allocated as follows:

CATEGORY	MINIMUM CONTRIBUTION (VAT not incl.)
Gold	8.000 €
Silver	4.500 €
Bronze	3.000€
General	< 3.000€

Collaborations above €3,000 may place a roll-up in the area designated for it.

Benefits will be allocated to sponsors based on the following table:

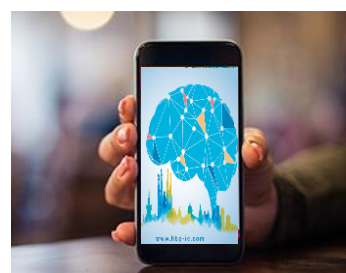
BENEFITS	GOLD	SILVER	BRONZE	GENERAL
Conference Registrations	7	4	2	0
Sponsor's logo in the Programme	√	√	√	√
Sponsor's logo with hyperlink on Conference website	√	√	√	√
Sponsor's logo with hyperlink on Conference App	√	√	√	√

SPONSORSHIP OPPORTUNITIES

Conference APP

5.000 € (+VAT)

The Mobile Application enables participants to access all Conference related information and functions, such as scientific program, abstracts, posters, Faculty information, participant's "personal scheduler", industry support information, city information, special videos etc.



- Support will be recognized on the home screen with "Supported by..." and a company logo
- Support will be acknowledged in the Conference programme on the event website, and with signage during the event
- The sponsor logo will appear in every section of the App and a special section with information about the company, plus the company logo and a hyperlink to the official website of the company

Notepads & Pens

Provided by the company

1.600 € (+VAT)

Provided by the Secretariat

3.200 € (+VAT)

The Notepads and Pens will bear the sponsor's name/company logo and will be distributed in the participants' Conference bags

- Sponsors' logo with hyperlink in Conference website
- Sponsors' logo with hyperlink in Conference App
- Acknowledgement in the sponsors' list in the final programme



Lanyards

1.700 € (+VAT)

Sponsor's company logo will appear on the lanyards and will be distributed to Conference participants

- Sponsors' logo with hyperlink in Conference website
- Sponsors' logo with hyperlink in Conference App
- Acknowledgement in the sponsors' list in the final programme

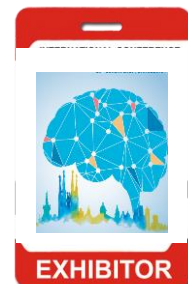


Badges

1.700 € (+VAT)

Sponsor's company logo will appear on the badges and will be distributed to Conference participants

- Sponsors' logo with hyperlink in Conference website
- Sponsors' logo with hyperlink in Conference App
- Acknowledgement in the sponsors' list in the final programme



Lanyard + Badges

3.250 € (+VAT)

Conference Bags

<i>Provided by the company</i>	2.000 € (+VAT)
<i>Provided by the Secretariat</i>	3.000 € (+VAT)

Sponsor will provide the participants' Conference bags which will show Conference logo.

If provided by a company, the bags will have to be approved by the Organizing Committee, and it will be the Company's responsibility to pay the relevant tax, shipping and any other extraneous charges.

Includes:

- Sponsors' logo with hyperlink in Conference website
- Sponsors' logo with hyperlink in Conference App
- Acknowledgement in the Sponsors' List in the Final Programme

Catering options

**CHECK WITH
TECHNICAL
SECRETARIAT**

Sponsors can display their roll up in the catering area.

Includes:

- Opportunity to provide items bearing Company logo for use during the supported catering
- Sponsors' logo with hyperlink in Conference website
- Sponsors' logo with hyperlink in Conference App
- Acknowledgement in the sponsors' list in the final programme

USB 2GB

4.000 € (+VAT)

USB will contain the logos of both the sponsor and the Conference

- Sponsors' logo with hyperlink in Conference website
- Sponsors' logo with hyperlink in Conference App
- Acknowledgement in Sponsors' List in the Final Programme
- *Units: 200*



Posters Boards

3.000 € (+VAT)

Conference Posters are displayed on each day of the Conference

- Sponsors' logo on sign at entrance to the poster area
- Sponsors' logo will be displayed on the poster boards
- Sponsors' logo with hyperlink in Conference website
- Sponsors' logo with hyperlink in Conference App
- Acknowledgement in the Sponsors' List in the Final Programme

Promotional Material

**800 € (+VAT) PER
ITEM**

Inclusion of promotional material, such as leaflets and brochures, in the participants' conference bags. Please note that the material should be provided by Sponsor and must be approved by the Organizing Committee and the Secretariat

- Sponsors' logo with hyperlink in Conference website
- Sponsors' logo with hyperlink in Conference App
- Acknowledgement in the Sponsors' List in the Final Programme

Electronic mailing

2.000 € (+VAT)

Electronic mailing will be distributed to the mailing list of all attendees advertising the Call for Abstracts.

Call for Abstracts support includes:

- Sponsors' logo with hyperlink in Conference website
- Sponsors' logo with hyperlink in Conference App
- Acknowledgement in the Sponsors' List in the Final Programme

OTHER SPONSORSHIP OPPORTUNITIES

Advertising at the APP	1.500€ (+VAT)
Push up SMS	1.500€ (+VAT)

ADDITIONAL INFORMATION FOR SPONSORS

BOOKING AND PAYMENT PROCEDURE

TERMS OF PAYMENT

50% upon receipt of the sponsorship agreement and first invoice

50% by June 1st, 2018

All payments must be received before the start date of the Conference.

Should the Sponsor fail to complete payments prior to the commencement of Conference, the Organizer will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.

PAYMENT METHOD

Bank Transfer: Please make payment to the following bank account

Account Name	TILESA KENES SPAIN
Bank Account	ES36-0182-5502-5402-0156-9768
Bank Name	BBVA
Swift	SWIFT CODE: BBVAESMM IBAN: ES36-0182-5502-5402-0156-9768

Bank charges are the responsibility of the payer

CANCELLATION / MODIFICATION POLICY:

Cancellation or modification of sponsorship items must be made in writing to the Industry and Liaison Sales Associate (Contact information can be found in the “General Information” Section, above.)

The organizers shall retain:

- 50% of the agreed package amount if the cancellation/ modification is made before May 15th 2018, inclusive
- 100% of the agreed package amount if the cancellation/ modification is made after May 15th, 2018

SPONSORSHIP BOOKING FORM

Please note that all acknowledgements of your company and listing of company name and address will be generated from the following information.

Please complete and send to: hbp-ic@kenes.com

CONTACT NAME:

NAME OF COMPANY:

NAME (as to appear in all Congress publications):

ADDRESS: CITY:

POST / ZIP CODE: COUNTRY:

TELEPHONE: FAX:

EMAIL: WEBSITE:

VAT NUMBER:

Sponsorship Item	Price	✓
Total Amount (please complete)		

I would like to book the following Sponsorship Items:

- Provisional Booking – The item will be released if not confirmed within 14 days
- Please call me to discuss our sponsorship package

Signature _____

Date _____

TERMS AND CONDITIONS

These terms and conditions are the contractual agreement between Kenes International (the "Organizer") and the "Exhibitor".

<p>Application to Participate</p> <p>Application to participate as Exhibitor in the Congress will be considered only if submitted to Kenes on the appropriate forms, duly completed. Registration will be confirmed insofar as space is available. Applicants will be informed in writing of the acceptance or refusal of their application. In case of refusal, all payments shall be fully refunded. In case of acceptance Exhibitor will be bound by the terms and conditions listed herein and/or in the prospectus and/or any other contractual agreement between the parties.</p> <p>Obligations and Rights of the Exhibitor</p> <p>Registration implies full acceptance by the Exhibitors of the exhibition regulations. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the congress without compensation or refund of sums already paid, and without prejudice to the Exhibitor.</p> <p>By submitting an application to participate, the Exhibitor makes a final and irrevocable commitment to occupy the space allocated and to maintain his/her/it installation until the date and time fixed for closure of the event.</p> <p>The Exhibitor may only present on his/her/it stand or space the materials, products or services described in the application to participate. No advertising on behalf of firms not exhibiting is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated spaces is prohibited.</p>	<p>The Exhibitors undertake to observe the timetable designated for completion of their display before the exhibition opening and its dismantling at the close of the exhibition. No dismantling or packing of the display before the designated hour is allowed. It is the Exhibitor's responsibility to pack and remove or consign for shipment all items of value prior to leaving their exhibit unattended, otherwise the Organizer will arrange for their removal at the Exhibitor's risk and sole expenses. Exhibitors are obliged to ensure that their stands are permanently staffed during the exhibition opening hours.</p> <p>Payment is to be made in accordance with the conditions of payment listed in the prospectus or as shall be agreed in writing with the Organizer. Should the Exhibitor fail to make such payment on time, the Organizer shall be entitled to terminate the contract, withdraw confirmation of acceptance, make other arrangements for the space or seek compensation for non-fulfilment of contract.</p> <p>Participation by Exhibitor is dependent upon compliance with all rules, regulations and conditions stated herein.</p> <p>Access to the exhibition is authorized on presentation of a badge issued by the Organizer. Exhibitor's badges will not be mailed in advance and may be collected from the Exhibition Manager's desk on the exhibition commencement date.</p> <p>The Organizer ensures daily cleaning of the aisles. Exhibitors are responsible for the cleaning of their stands.</p>
<p>Obligation and Rights of Organizer</p> <p>The Organizer undertakes to allocate to the Exhibitor a space on the basis of the preference expressed by applicants. Application will be considered in order of receipt of application forms accompanied by payment. The Organizer reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to Exhibitors. The Organizer reserves the right to offer to a different firm any stand space that has not been occupied by the time of the opening of the congress, with no obligation to provide compensation to the defaulting Exhibitor.</p> <p>Liability/Insurance</p> <p>Equipment and all related display materials installed by Exhibitor are not insured by the Organizer, and the Organizer under no circumstances will be liable for any loss, damage or destruction caused to equipment, goods or property belonging to Exhibitor. The Exhibitor agrees to be responsible for his/her/its property and person and for the property and persons of his employees and agents and for any other third party who may visit his/her/its space. The Exhibitor shall hold harmless and indemnify the Organizer, its shareholders, directors, employees, agents and representatives, from any and all damages, loss, injuries, costs, penalties and claims, including those claims and damages usually covered by a fire and extended under a coverage policy, sustained or incurred by the Exhibitor and/or their affiliates and/or representatives in connection with the Exhibitor's materials, equipment, goods or property used or displayed in the event. The Exhibitor will purchase insurance policies for the above listed damages.</p> <p>Organizer reserves the right to change the venue, time and date of any Congress activities without being liable to Exhibitor for any damages or loss resulting therefrom. Exhibitor will be notified in writing as soon as a change is made.</p>	<p>The provision of refreshments for the participants by Exhibitor is only permitted if the catering regulations of the exhibition building concerned are observed. Organizer is not liable or responsible for the quality and/or quantity of the Exhibitor's refreshments. The Exhibitor shall fully indemnify, defend and hold harmless the Organizer, its shareholders, directors, employees, agents and representatives, from and against any and all liability, losses, claims, actions, proceedings, injuries, demands, fees, penalties, judgments, fines, damages, costs and/or expenses (including reasonable attorneys' fees and costs) sustained or incurred by any third party in connection with the use or consumption of the Exhibitor's refreshments.</p> <p>All demonstrations or instructional activities must be confined to the limits of the exhibition stand, with prior consent from the Organizer. Advertising material and signs may not be distributed or displayed outside the exhibitor's stands. Advertising panels and display are not permitted outside the exhibition areas allotted to the Exhibitors. Sound equipment must be regulated and directed into the stand so that it does not disturb neighbouring exhibits. The exhibition management reserves the right to require the Exhibitor to discontinue any activity, noise or music that is deemed objectionable.</p> <p>Exhibition areas and fittings made available to Exhibitor must be handed back in their original condition. In case of damage or loss of equipment provided, or damage to areas occupied, repair and replacement will be charged to the Exhibitor. Any special decoration or fittings must be submitted to the Organizer for prior authorization.</p> <p>The Organizer will not approve stands, which do not comply with the accepted standards, until the necessary changes have been made.</p>
<p>Exhibition Regulations</p> <p>The exhibition manager (the "Exhibition Manager"), acting under direction of the organizing committee, has the final decision as to the acceptability of displays. Exhibitors are not allowed to share with others any space allotted to them without prior written consent by the Exhibition Manager.</p> <p>The Organizer reserves the right to alter the general layout or limit the space allotted to each Exhibitor, postpone the exhibition or transfer it to another site if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, the Organizer will not be held liable for any expenses incurred other than the cost of exhibit space rental fees. All exhibits are to be displayed so as to avoid blocking aisles, obstructing adjoining booths, damaging the premises or the leased equipment. The Exhibitor is kindly requested to allow sufficient see-through areas, which ensure clear views of surrounding exhibits. Exhibitors are responsible for the cost and execution of the design, installation and delivery of their display to (and its removal from) the exhibition site. Flammable materials are not allowed to be utilized. Equipment displayed or demonstrated must be installed with strict adherence to safety measures.</p>	<p>Industry Code of Practice</p> <p>Please note that it is the Exhibitors'/Sponsors' responsibility to comply with the local authority's regulations, EFPIA (European Federation of Pharmaceuticals Industries & Associations) www.efpia.org, Eucomed (represents Medical Technology industry) http://archive.eucomed.org/ and IFPMA (International Federation of Pharmaceutical Manufacturers & Associations) www.ifpma.org Code of Practice on the promotion of medicines. Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the rules and regulations will not expose the Organizer to any suits, demands by the Exhibitor/Sponsor or any other third party.</p> <p>CME</p> <p>Absolutely no promotional activities will be permitted in the same room immediately prior to, during, or after a CME activity. Exhibit materials must be in a room or area separate from the education and the exhibits must not interfere, or in any way, compete with the learning experience. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the Exhibitor's space only; canvassing or distributing promotional materials outside the Exhibitor's rented exhibit space is not permitted.</p>

