



## 17/18th Annual SBMT

World Congress of Society for Brain Mapping and Therapeutics, Los Angeles, California, USA  
(In Person & Virtual Event Focused on Brain and Spine)

*Breaking Boundaries of Science, Technology, Medicine, Art & Healthcare Policy*

July 8 - July 11, 2021, LA Convention Center, 1201 S. Figueroa St, Los Angeles, CA 90015

Exhibition, Workshops, Didactics, Bio-skills/Cadaver Labs (Brain and Spine) and Brain Mapping Foundation Gala

Audience includes: neurosurgeons, radiologists, neurologists, psychiatrists, rehabilitation medicine physicians, cardiologists, pulmonologists, bio-ethicists, oncologists, radiation oncologists, neuroscientists, engineers, physicists, psychologists, industry leaders, Orthopedic/Spine Surgeons, biochemists, nanotechnologists, pharmacists, stem cell scientists, computer/data scientists, post- docs, residents, and fellows



For more information visit:

[www.WORLDBRAINMAPPING.ORG](http://www.WORLDBRAINMAPPING.ORG)



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World Congress of Society for  
Brain Mapping and Therapeutics

*Breaking Boundaries of Science, Technology, Medicine, Art, and Healthcare Policy*

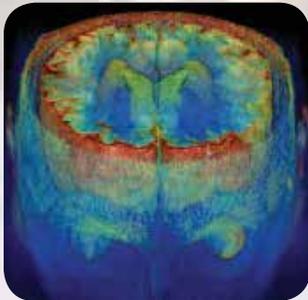


Dear Industry Supporter,

The SBMT Board of Directors invites you to the 17/18th Annual Congress July 8-11, 2021 at the LA Convention Center, Los Angeles, California.

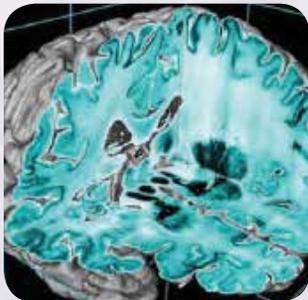
The 2020/2021 World Congresses will be supported by the US Government as well as many prominent US and international Universities and institutions. The program will represent state-of-the-art science and technology in the field of neuroscience, engineering, neurosurgery, psychiatry, psychology, molecular biology, neurology, radiology and oncology.

This world-class scientific event will bring together physicians, scientists, policy makers, funding agencies and industry to further advance the applications in brain and spinal cord mapping and image guided therapies (operative and non-operative). The meeting is designed to facilitate integration of nanotechnology, cellular therapy with medical devices and imaging. The theme of the meeting is Breaking Boundaries of Science, Technology, Medicine, Art, and Healthcare Policy.

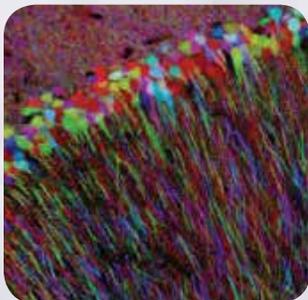


SBMT this year will pay special attention to delivering this audience to the exhibit floor by creating specific initiatives. These initiatives will include poster sessions in the exhibit hall, conference breaks and a reception. Showcase your innovative products by taking exhibit space on the trade show floor or by supporting one of our sponsorship programs. We can also customize a program to put your innovative brand in front of the attendees.

This trade show and conference provides you with significant opportunity to interact with recognized leaders in the field, meet potential investors, find new markets, benefit from the exchange of ideas and sell your technology.



The SBMT Board of Directors appreciates your support and prompt response. We look forward to partnering with you to ensure an exceptional Congress in Los Angeles, California. Together we push the boundaries of science and technology.



**Robert Hariri MD, PhD**  
*18th SBMT President (2020-2021)*

**Babak Kateb, MD**  
*SBMT Chairman & CEO*

**Jeff Wang, MD**  
*Industry Committee Co-Chair*

**Mike Chen, MD, PhD**  
*Industry Committee Co-Chair*

**Warren Boling, MD**  
*Industry Committee Co-Chair*



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## TOPICS COVERED BY WORLD LEADERS IN THIS MEETING:

**Neurosurgery** (e.g. image guided therapy, intraoperative navigation, nanoneurosurgery, stereotactic radiosurgery, minimally invasive therapy, vascular neurosurgery, functional neurosurgery, neurotrauma/military medicine, neurosurgical oncology, surgical simulation, Peripheral nerve disorders...)

**Neurology** (e.g. EEG, ERP, movement disorders, neurodegenerative diseases (Alzheimer, Parkinson and Huntington), neurooncology, neuromodulation, epilepsy, neuroanesthesia and pain, autism, brain and spinal cord function...)

**Psychiatry** (e.g. opioid and addiction, anxiety disorder, autism, sleep, medical imaging for psychiatric conditions such as schizophrenia, depression, PTSD...)

**Radiology** (e.g. fMRI, PET, nuclear medicine, MRSI, MR-PET, DTI, CT-PET, focused ultrasound, MSI/MEG, ultra-high and low field MRI and interventional MRI...)

**Neuroscience** (e.g. stem cell, molecular neuroscience, image guided mapping of genes, proteomics, genomics, neurophysiology...)

**Vascular/Neurovascular** (e.g. risk of Spinal Cord Injury and Stroke during Aortic procedures and new protective measures, new dynamic modalities of MRA & MRV in diagnostic of vascular diseases, Neurovascular imaging, Angiogenesis stimulation and stem cells research, new aggressive approach to Stroke management. endovascular treatment of Cerebral aneurysms, Vascular Disease in Patients with Multiple Sclerosis, Chronic Cerebrospinal Venous Insufficiency (CCSVI) in pathophysiology of MS, carotid disease identification & management in Stroke prevention)

**Neuroengineering** (e.g. artificial intelligent, fractal geometry, super computing, neurophotonics, biomaterial & tissue engineering, human brain machine interface, brain and spinal cord devices, nanomedicine, extraterrestrial/space medicine & clinical practice, software engineering, electrical and material engineering, aeronautic engineering/space medicine and radiation physics/oncology as well as robotics)

**Nano-Bio-Electronics** (e.g. integration of stem cell/cellular therapy with nanotechnology, medical devices and imaging...)

**Spine** (e.g. regeneration, stem cell, imaging, implants and biologics and imaging...)

**Policy and Business Development** (e.g. business plan workshops, health care policy issues that affect the treatment delivery, and usage of certain devices/drugs/imaging technologies, FDA regulations and reimbursements, federal and regional regulation impacting health care delivery and research funding...)



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## SBMT MISSION STATEMENT



SBMT is a non-profit society organized for the purpose of encouraging basic and clinical scientists as well as engineers who are interested in areas of Brain Mapping and Therapeutics to improve the diagnosis, treatment, and rehabilitation of patients afflicted with neurological disorders.

This society promotes the public welfare and improves patient care through the translation of new technologies into life saving diagnostic and therapeutic procedures. The Society is committed to excellence in education and scientific discovery. The Society achieves its mission through multi-disciplinary collaborations with government agencies, patient advocacy groups, educational institutes and private sector (industry) as well as philanthropic organization.

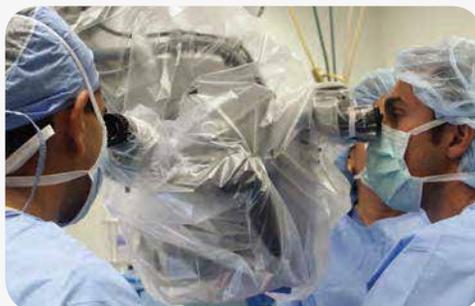
**SBMT legal name and Tax ID:** International Brain Mapping Society-20-2793206

## EDUCATIONAL OBJECTIVES

**Upon completion of the scientific meeting, participants should be able to:**

- Identify and apply new findings in brain mapping (BM) & therapeutics most relevant to their own sub-specialty (i.e., imaging, image guided therapy, nanotechnology, stem cell and/or device).
- Describe the effect of the newly developed methods in medical imaging, medical devices, nanotechnology, and stem cell/cellular therapy.
- Discuss and design the possible future research and developments in BM, therapeutics and nano-bio-electronics and assess the possible impact of such research and development on their own clinical and scientific work in the future.
- Describe and assess the latest cutting-edge technological advancement in BM & therapeutics such as the emerging field of nano-bio-electronics (integration of nanotechnology with stem cell/cellular therapy, medical imaging and medical devices).
- Explain ways to build a bridge amongst multiple disciplines.
- Recognize the advancements in other disciplines and explain how such advancements could help them formulate new diagnostics and treatment modalities.
- Discuss and describe governmental agencies, foundations, and industry roles in research and development of the field.

## ANNUAL SBMT WORLD CONGRESS



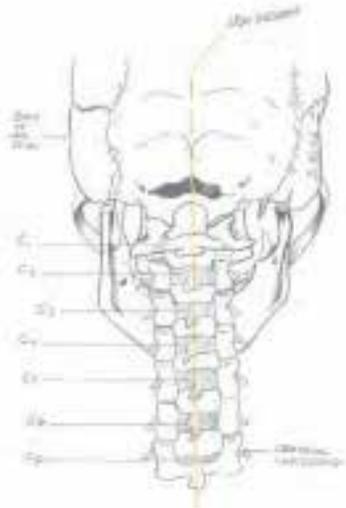
The annual SBMT World Congress is a multi-disciplinary forum designed to facilitate cross-disciplinary dissemination of technological and medical advances and scientific discovery. Thus the attendees are a mixture of neurosurgeons, radiologists, neurologists, neuro-oncologists, psychiatrists, physiatrists, and other physicians, bioethicists, policy makers, government officials, engineers, physicists, graphic designers, neuroscientists, allied healthcare professionals, healthcare executives, students, post-docs, residents and fellows. SBMT's annual meetings are world class scientific events designed to have a significant impact on cross-disciplinary flow of information and scientific advancements.



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### A showcase of the vast array of all aspects of Brain Science, Brain Research, Therapies, and the Treatment of Brain and Spinal Cord Injuries and Diseases.

In recent years, astonishing advances have contributed to amazing discoveries and breakthroughs in fields of neurology, neuroscience, neurosurgery, radiology, engineering, computer science, nanotechnology, medical imaging, medical devices and cellular/stem cell therapy.

These scientific advances also have contributed to the large gap of knowledge amongst the scientists in different disciplines. One of the major challenges of 21st century for the scientific community is how to close such gaps of knowledge amongst multiple disciplines. We have designed the annual meeting of SBMT to address such challenges by bringing together world class experts across multiple disciplines.

## REASONS TO PARTICIPATE

**Link** in with near 100,000+ scientists, engineers, surgeons and physicians on SBMT global network.

**Network** with attendees in the exhibit hall during breaks and the networking reception.

**Present** in a World Class Multidisciplinary Biomedical Association.

**Meet Funding Agencies** (Foundations, government and industry).

**Meet** leaders and Pioneers at the conference and in poster sessions held in the exhibit hall.

**Market** your research and ideas to investors / grant makers.

**Commercialize** your ideas.

**Publish** in PlosOne NeuroMapping and Therapeutics. SPIE-SBMT Neurophotonics Journal

**Demonstrate** your state-of-the-art technologies at one of the top brain and spinal cord conventions in the world.

**Gain Access** to our scientists, engineers, surgeons and physicians from multiple different disciplines at once.

**Promote** your company through multiple net-working opportunities and develop business -to-business contacts.

**Return On Investment** and increase your bottom line with face-to-face contact with potential investors.

**Competitive Advantage** Your participation at the conference provides you the opportunity to spend quality time with the leaders in the community and get your message across more effectively and efficiently.

**Interact** with a focused and attentive audience during scientific and educational activities, such as exhibitor- hosted workshops, division programming, poster sessions, and other meeting activities.

**Make The Difference** and reinforce your visibility beyond the exhibition area through discussion groups, workshops and hands on courses.

**Attract** and influence attendees at every stage of their career, from students to entry level scientists to acknowledged leaders in their scientific fields.

**Enhance** your know-how and stay abreast of industry changes and state-of-the-art in the field.

**Visit** the beautiful city of Los Angeles with its amazing sights.



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### 14th Annual World Congress of Brian Mapping and Therapeutics of SBMT (2017) was made possible by generous contributions of:

- 23andMe
- AD-TECH
- Anatom-e
- APEX Photo Studios
- Brain Mapping Foundation
- California Neurosurgical Institute(CNI)
- CariCord
- Cedars-Sinai
- City of Hope
- Codman Neuro
- Department of Commerce
- Department of Defense
- Department of Energy
- Fiagon
- Fulgent
- G20 World Brain Mapping & Therapeutics Initiative
- Harlequin Recruiting
- Department of Health & Human Services
- Integra
- Jupiter 9 Productions
- Kimball
- KLS Martin Group
- Loma Linda University
- Medtronic
- Military Health System
- Nadia Davari Law Offices
- NASA Human Health & Performance Center
- National Institutes of Health
- Department of Navy
- Neurotrope Bio-Science
- Neurography Institute Global Consulting Inc.
- NordicNeroLab
- NuVasive
- Planet Street Digital Marketing
- PMT Corporation
- Siemens Healthineers
- So Very Vida
- Society for Brain Mapping & Therapeutics (SBMT)
- Space Bio Laboratories
- Department of State
- Stryker
- Synaptive
- Department of Veterans Affairs
- The Williamson Management
- Zeiss





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### 13th Annual World Congress of Brian Mapping and Therapeutics of SBMT (2016) was made possible by generous contributions of:

- X2 BIOSYSTEMS
- EIZO
- CompuMedics Neuroscan
- Surgical Theater
- Stryker
- NordicNeroLab
- Nicklaus Children's Hospital
- Uskudar University
- PMT Corporation
- Monteris Medical
- Department of Energy
- Haag-Streit USA
- livit
- KENWOOD VINEYARDS
- Jupiter 9 Productions
- Florida International University
- Brain Mapping Foundation
- National Center for NanoBioElectronics
- Mr and Mrs Joe Kaplan (Kaplan Family Foundation)
- Bill Wood and Lee Stein-Wood charitable fund
- Neurography Institute Global Consulting Inc (NIGCI)
- NASA
- Department of Defense
- Navy Medicine
- US Army
- National Institute of Health
- Medtronic
- NHHPC
- Defense House Agency
- California Neurosurgical Institute (CNI)





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## JOIN US FOR OUR ANNUAL BLACK TIE GALA of

**International Brain Mapping Foundation**

**(Tax ID: 20-2865488)**

A special evening event designed to honor those who have researched, pioneered and focused their efforts on advancement, integration, translation and commercialization of lifesaving diagnostics and therapeutics for brain and spinal disorders. Key industry speakers and high-profile guests will be in attendance. Limited seats are available. Individual tickets could be purchased on the SBMT and BMF websites. Sponsors could also obtain tickets as part of special sponsorship packages. For more information about the gala please contact:

**Dr. Babak Kateb**

**Office: 310-980-98340**

**Mobile: 1-310-980-8340**

**Babak.Kateb@BrainMappingFoundation.Org**

## JW Marriott | Los Angeles Downtown

900 W Olympic Blvd,  
Los Angeles, CA 90015  
Tel: (213) 624-1011

**Saturday, July 10th 2021,**

6 - 8PM PST (Cocktail Reception)

8 - 12PM PST Black Tie Gala\*

\*Dress Code: Formal Black tie for gentleman and dress gowns for ladies is strictly required.





## Special Support Packages

\* 10% discount for early bird sponsorship before March 25th

SPONSOR LEVELS	PRICES	FEATURES
PLATINUM	\$60K	<ul style="list-style-type: none"> <li>• 10 passes to the opening reception; 10 tickets for the gala and 10 attendees badges for the convention</li> <li>• Workshop/cadaver lab/ scientific /keynote breakfast or luncheon session may be included</li> <li>• Logo of the supporter will be on all material (printed and digital) as well as lanyard, program app and step and repeat</li> <li>• Brain Mapping TV channel interview/ round-table discussion with the executive(s) of the supporting company</li> <li>• 3 days (10 hours per day) digital advertisement and (8 second rotations) on Intercontinental Hotel skyscraper in downtown LA</li> <li>• 30'x30' exhibition booth</li> <li>• Acknowledgment on all press releases and marketing materials including e-news to more than 100,000 network of SBMT</li> <li>• Individual and group networking opportunities with members of SBMT</li> </ul>
GOLD	\$45K	<ul style="list-style-type: none"> <li>• 6 passes to the opening reception; 6 tickets for the gala and 6 attendees badges for the convention</li> <li>• Workshop/cadaver lab/ scientific /keynote breakfast or luncheon session may be included</li> <li>• Logo of the supporter will be on all material (printed and digital) as well as lanyard, program app and step and repeat</li> <li>• Brain Mapping TV channel interview/ round-table discussion with the executive(s) of the supporting company</li> <li>• 2 days (10 hours per day) digital advertisement and (8 second rotations) on Intercontinental Hotel skyscraper in downtown LA</li> <li>• 20'x20' exhibition booth</li> <li>• Acknowledgment on all press releases and marketing materials including e-news to more than 100,000 network of SBMT</li> <li>• Individual and group networking opportunities with members of SBMT</li> </ul>
SILVER	\$30K	<ul style="list-style-type: none"> <li>• 5 passes to the opening reception; 5 tickets for the gala and 5 attendees badges for the convention</li> <li>• Workshop/cadaver lab/ scientific session may be included</li> <li>• Logo of the supporter will be on all material (printed and digital) as well as lanyard, program app and step and repeat</li> <li>• Brain Mapping TV channel interview/ round-table discussion with the executive(s) of the supporting company</li> <li>• 1 day (10 hours per day) digital advertisement and (8 second rotations) on Intercontinental Hotel skyscraper in downtown LA</li> <li>• 10'x10' exhibition booth</li> <li>• Acknowledgment on all press releases and marketing materials including e-news to more than 100,000 network of SBMT</li> <li>• Individual and group networking opportunities with members of SBMT</li> </ul>
BRONZE	\$25K	<ul style="list-style-type: none"> <li>• 4 passes to the opening reception; 4 tickets for the gala and 4 attendees badges for the convention</li> <li>• Workshop/cadaver lab/ scientific session may be included</li> <li>• Logo of the supporter will be on all material (printed and digital) as well as lanyard, program app and step and repeat</li> <li>• 1/2 day (5 hours per day) digital advertisement and (8 second rotations) on Intercontinental Hotel skyscraper in downtown LA</li> <li>• 10'x10' exhibition booth</li> <li>• Acknowledgment on all press releases and marketing materials including e-news to more than 100,000 network of SBMT</li> </ul>



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### Special Support Packages

SPONSOR LEVELS	PRICES	FEATURES
INTERNET CAFE	\$20K	<ul style="list-style-type: none"> <li>• 3 exhibitor badges, 3 attendees at the Black-Tie Gala and 3 passes to the opening reception</li> <li>• Recognition in SBMT 17/18 Program Brochure &amp; Website</li> <li>• Recognition on the Step &amp; Repeat for the Black-Tie Gala</li> <li>• (1) 10'x10' exhibition booth</li> <li>• One Keynote Lunch Sponsorship &amp; Recognition</li> </ul>
WORKSHOP Bio-skill labs Support	\$10-20K	<ul style="list-style-type: none"> <li>• (1) Workshop (* cadaver lab or hands on depending on the station numbers)</li> <li>• (1) 10'x10' exhibition booth</li> <li>• 3 exhibitor badges, 3 attendees at the Black-Tie Gala and 3 passes to the opening reception</li> <li>• Recognition in SBMT 17/18 Program Brochure &amp; Website</li> <li>• Recognition on the Step &amp; Repeat for the Black-Tie Gala</li> </ul>
SCIENTIFIC SESSION	\$15K	<ul style="list-style-type: none"> <li>• (1) Scientific Session</li> <li>• 2 exhibition badges, 2 attendees at the Black-Tie Gala and 2 passes to the opening reception</li> <li>• Recognition in SBMT 17/18 Program Brochure &amp; Website</li> <li>• Recognition on the Step &amp; Repeat for the Black-Tie Gala</li> <li>• One exhibitor table top</li> </ul>
CONVENTION SUPPORT	\$15K	<ul style="list-style-type: none"> <li>• 1 breakfast or luncheon keynote support for 100 attendees</li> <li>• 3 exhibition passes, 3 Black-Tie Gala passes and 3 opening reception tickets</li> <li>• Recognition in SBMT 17/18 Program Brochure (pdf format) &amp; Website</li> <li>• Recognition on the Step &amp; Repeat for the Black-Tie Gala</li> </ul>
Hotel Card Keys/ Convention Lanyards	\$15K	<ul style="list-style-type: none"> <li>• Logo and or ad contents of the company will be printed on this material</li> </ul>
More support levels listed on Pages 16-18	\$TBD	<ul style="list-style-type: none"> <li>• You could choose from more customized packages listed on pages 16-18 and or work with SBMT industry committee to create your own support levels in accordance to the company's budget.</li> </ul>
EXHIBITOR SUPPORT	\$5K	<ul style="list-style-type: none"> <li>• 2 exhibition passes and 2 opening reception tickets</li> <li>• Recognition in SBMT 17/18 Program Brochure (pdf format) &amp; Website</li> <li>• Recognition on the Step &amp; Repeat for the Black-Tie Gala</li> <li>• One exhibitor table top</li> </ul>
ATTENDEE (Private Industry)	\$4K	<ul style="list-style-type: none"> <li>• 1 full conference registration **</li> <li>• 1 attendee pass for the Black-Tie Gala</li> </ul>
ATTENDEE (Non-Profit Org.)*	\$2K	<ul style="list-style-type: none"> <li>• 1 full conference registration **</li> <li>• 1 attendee pass for the Black-Tie Gala</li> </ul>
DAY PASS	\$1K	<ul style="list-style-type: none"> <li>• Only for Scientist; Day Passes are NOT available for industry leaders</li> </ul>

\* Charities/Foundation and associations.

\*\* One full conference registration includes conference attendance, access to Exhibit Hall and Workshops.

\*\*\* All Non-Profit Organizations receive 15% discount on the sponsorship levels

+++ All purchases are final



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## PROGRAM BROCHURE ADVERTISING

PROGRAM BROCHURE AD SIZES (.pdf format)	PRICES
FULL SCREEN AD	\$1,000
1/2 SCREEN AD	\$750
1/4 SCREEN AD	\$500

## DIGITAL/EMAIL ADVERTISING

DIGITAL/EMAIL NEWSLETTER SIZES	PRICES
F1, 2, 3 FULL PAGE EMAIL	\$2, 3, 4K
10 hours Digital Wall Advertisement	\$5K
1, 2, 3, ...7 day(s) Digital Wall Advertisement (20 hours/per day)	\$7 per day -ads will be 8 seconds in intervals

Note: Above prices are for emails sent only to the attendees and 100,000+ global SBMT network.

Additionally for a flat fee of \$7K (per day-max 7 days (per day-max 7 days - 10 hours per day) you will be able to advertise your company logo and message on a large digital advertisement panels of Intercontinental Hotel during the convention. Please also see page 14 for more details.

For details on digital advertising on the SBMT World Congress Website

Contact

Shawn R McDonald [shawn.mcdonald@brainmappingfoundation.org](mailto:shawn.mcdonald@brainmappingfoundation.org) or +1-847-542-8422

[david.grimes@worldbrainmapping.org](mailto:david.grimes@worldbrainmapping.org) or +1-818-324-5137



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## SUPPORTER BOOKING FORM

Title (Prof, Dr, Mr, Ms etc)		Surname		First name	
Job Title			Organization		
Address		City	State / Province		Postal / Zip
Telephone			Email		

### Select Sponsorship Level (All Prices Quoted are in US\$):

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> PLATINUM Level - \$60K | <input type="checkbox"/> INTERNET CAFE - \$20K       | <input type="checkbox"/> INTERNET CAFE - \$5K *             |
| <input type="checkbox"/> GOLD Level - \$45K     | <input type="checkbox"/> WORKSHOP SESSION - \$20K    | <input type="checkbox"/> ATTENDEE (Private Industry) - \$4K |
| <input type="checkbox"/> Silver Level - \$30K   | <input type="checkbox"/> SCIENTIFIC SESSION - \$15K  | <input type="checkbox"/> ATTENDEE (Non-Profit Org.) - \$2K  |
| <input type="checkbox"/> Bronze Level - \$2K    | <input type="checkbox"/> CONVENTION EXHIBITOR - \$2K | <input type="checkbox"/> DAY PASS ONLY FOR SCIENTIST        |

### Program Brochure Advertising (PDF)

(All Prices Quoted are in US\$):

- \_\_\_ FULL SCREEN AD - \$1,000
- \_\_\_ 1/2 SCREEN AD - \$750
- \_\_\_ 1/4 SCREEN AD - \$500

+ please specify numbers and types of ads for pricing purposes

- Other sponsorship  
Please Choose from page 16-18  
  
\$ \_\_\_\_\_

### Digital/Email/Other Advertising

(All Prices Quoted are in US\$):

- +1, 2, 3 FULL PAGE EMAIL
- SEND TO ENTIRE SBMT  
DATABASE OF 100,000+  
ADDRESSES - \$10K

- Digital Panel Advertisement  
\_\_\_\_\_ Days  
  
\_\_\_\_\_ Hours  
  
Total \$ \_\_\_\_\_

### Additional Black Tie Gala Tickets:

VP Table of 10 - Front rows: Number of Tickets: \_\_\_\_\_ x \$10,000.00 = \_\_\_\_\_

Individual Tickets \_\_\_\_\_ Number of Tickets: \_\_\_\_\_ x \$500.00 \_\_\_\_\_ = \_\_\_\_\_

### Specific Activity(s) of Interest:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Have you previously supported the annual meeting?  YES  NO

If yes, what year: \_\_\_\_\_

Are you interested in a 25% discount for multiple year support?  YES  NO

If yes, how many years? \_\_\_\_\_

At what level? \_\_\_\_\_

**A) 10% discount will be provided for early sponsorship registration prior to March 25th, 2021**

International Brain Mapping Foundation is a 501 C3 organization - Tax ID: 2865488

(Form Continued On Next Page)



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*Breaking Boundaries of Science, Technology, Medicine, Art, and Healthcare Policy*

(Form Continued From Previous Page)

<b>501-C3 DONATION</b>	<b>PAYMENT DETAILS</b>
\$	
<b>SPONSORSHIP LEVEL FEE</b>	
\$	
<b>ADD'L GALA TICKETS</b>	
\$	
<b>TOTAL DUE (US\$)</b>	<input type="checkbox"/> <b>BANK TRANSFER PAYMENTS:</b> I will arrange a bank transfer on receipt of an invoice. (Please manually add sponsor dues.): _____
\$	<input type="checkbox"/> <b>CREDIT CARD PAYMENTS:</b> Credit Card Number: _____ Name on Card: _____ Card Type: _____ Expiration Date: _____ Security Code: _____ Amount to be charged: _____ Billing Address: _____
	<input type="checkbox"/> <b>CHECK PAYMENTS:</b> All checks should be sent to 12th Annual World Congress of SBMT 8159 Santa Monica Blvd. Suite 200, West Hollywood, CA 90046 USA

## BOOKING TERMS & CONDITIONS

Acceptance of applications for exhibits or support is at the discretion of the organizers. ALL SALES ARE FINAL.

Payment must be made within 30 days of invoice. Please note that full contract details of delegates will not be available to an exhibitor or due to data protection restrictions.

I have read and agree to abide by the booking terms and conditions, and I understand that this form confirms my booking. I accept that from now on all sales are final, and that up to the full fee will be payable.

## SIGN & DATE FORM (Please note that unsigned forms cannot be accepted.)

<b>SIGNATURE:</b>	<b>DATE:</b>
-------------------	--------------

**Scan & Email or Fax Form to:**  
 Mr Shawn McDonald  
 Director of Marketing and Business Development at SBMT  
 shawn.mcdonald@brainmappingfoundation.org  
 Cell Number: 1-847-542-8422

Mr David Grimes  
 Director of Industry Partnership at SBMT  
 david.grimes@worldbrainmapping.org  
 USA Cell Number: 1-818-324-5137

**Mail Checks to:**  
 Annual World Congress of SBMT  
 860 Via De La Paz, Suite E-1,  
 Pacific Palisades, CA 90272 USA

Office Number: 1-310-500-6196  
 Fax Number: 1-323-654-3511



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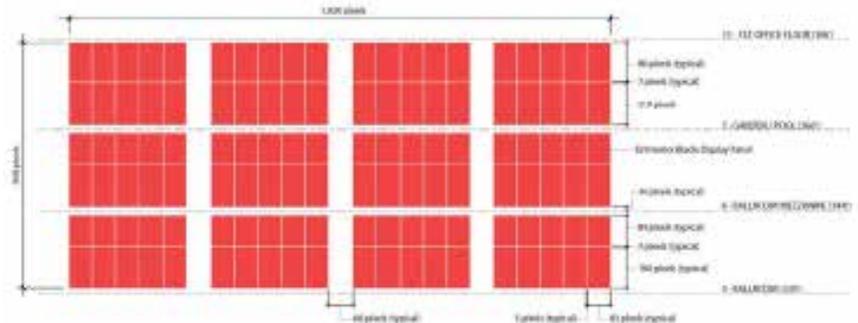
## Digital Walls on the Intercontinental Hotel in Downtown, Los Angeles

**Wilshire Grand D-S18 Live Area:** 940p h x 1920p w

**Physical Size:** 54'1-1/4" h x 119'2" with Mechanical Size 940p h x 1920p w

**Spot Length:** 8 seconds Loop Length 64 seconds

**Other Note:** Any critical information, main message and/or logo should be placed within the two right sections of the wall.



### Artwork Requirements

Files must be configured to the exact pixel dimensions listed in order to be posted.

**File format:** JPEG (preferred), 8-bits/channel

**Color mode:** RGB

**Note:** Bright white backgrounds are not suggested as they may create copy burn-out. If using a white background, a target value of R235,G235,B235 (also known as "broadcast-safe white") is recommended.

**UTFRONT Media** reserves the right to accept or reject copy to be placed on its outdoor displays in its sole and absolute discretion. Copy to be placed in transit and municipally-owned systems, and on certain privately owned locations, may also be subject to the approval of the landlord and additional restrictions. In general, messaging/images that will not be deemed acceptable are: profanity, nudity, lewdness, graffiti style typeface (or copy that invites graffiti), messaging that denigrates the facility transit system, the owner, the location or the business conducted thereon. Copy must be approved in advance of production. Questions? Contact us at [shawn.mcdonald@brainmappingfoundation.org](mailto:shawn.mcdonald@brainmappingfoundation.org). Copyright © 2021 OUTFRONT Media Inc. All rights reserved.



### SPECIFICATIONS:

- ▶ Size: Odd
- ▶ Spot Length: 8 seconds
- ▶ # of Spots: 8
- ▶ # of Advertisers: 8
- ▶ Hours: 6am - 2am
- ▶ Type: Static

### COVERAGE

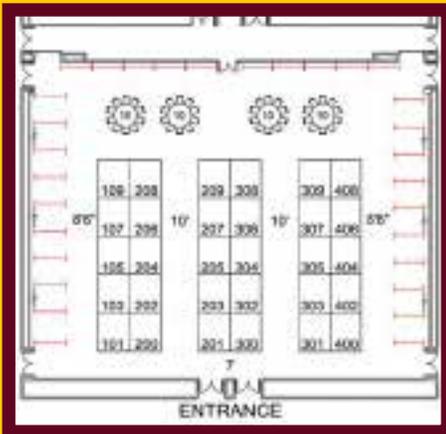
- ▶ Downtown Los Angeles
- ▶ Financial District

Located on tallest building in California, this digital display makes a statement in Downtown Los Angeles. Situated in the financial district, this unit targets both professionals as well as passerby's heading towards popular tourist destinations such as Grand Central Market, The Broad & Walt Disney Concert Hall. Make an impact with this eye catching display!





### EXHIBITS & POSTERS 408A & 408B



Tentative arrangement of the SBMT Exhibition Hall

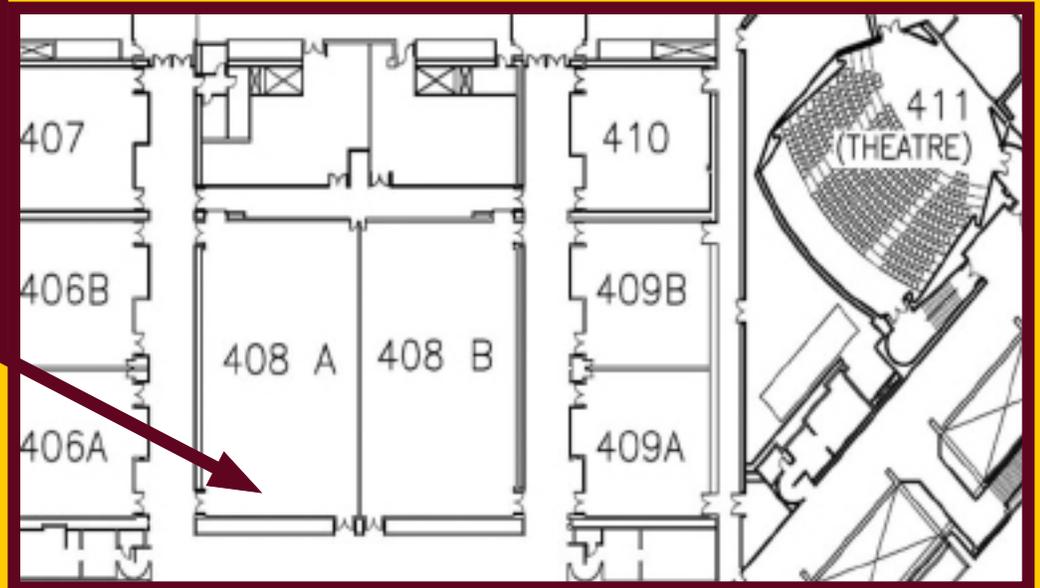
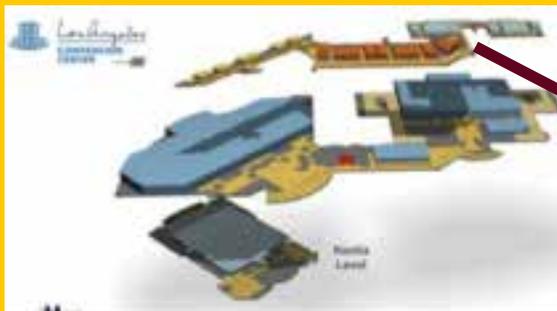


Exhibit Hall will be at the Room 408A and 408B



SBMT Convention will be held on the second floor of the West Wing of the LA Convention Center.



Second Floor of the LA Convention Center, all in red/deep orange color are SBMT meeting spaces

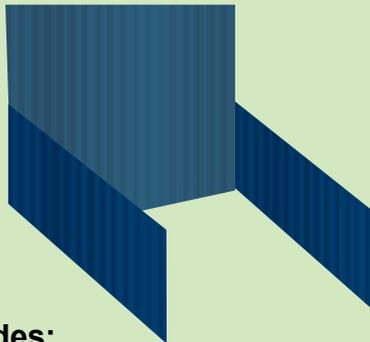


# 17/18th Annual

World Congress of Society for Brain Mapping and Therapeutics

*Breaking Boundaries of Science, Technology, Medicine, Art, and Healthcare Policy*

## REGULAR BOOTH



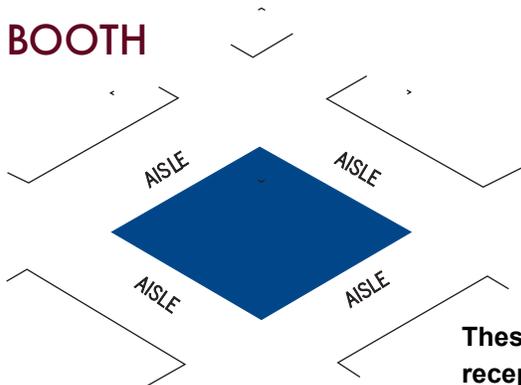
**10'x10' 10'x20'**

<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$7,000
1 Comp. Reps.	3 Comp. Reps.

### Purchase Includes:

- Pipe and drape back wall and side rails
- Complimentary rep registration
- Access to the program App.
- Digital Copy of Proceedings for each booth listed on the exhibitor list not including logo on the published material
- Access to all scientific sessions

## ISLAND BOOTH



**20'x20' 20'x30' 20'x40'**

<input type="checkbox"/> \$22,000	<input type="checkbox"/> \$26,000	<input type="checkbox"/> \$32,000
7 Comp. Reps	10 Comp. Reps	15 Comp. Reps

**These prices doesn't include attendance to the gala or opening receptions.** Please contact us if your company is interested to build a specific marketing and exhibition strategies. Island supporters will get tickets to the gala and reception depending on the size of their booth.

## CAREER FAIR

**Special Package for Recruiters:** The Career Fair package is aimed at recruiting agencies/Hospitals/institutes interested to recruit neurologists, neuroradiologists, neuroscientists and or neuroscience professionals at the SBMT Annual Meeting.

### Package includes:

- 10' x 10' booth
- Logo on all published material
- 2 tickets to the opening reception
- 2 tickets to the gala

### Package Price: \$10,000

*The Faculty and Trainee Reception wine and cheese will be held at the booth (time date TBD)*



# 17/18th Annual

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## PROGRAM SCHEDULE, IMPORTANT DATES & HIGHLIGHTS



### IMPORTANT DATES

- March 25th Early Bird exhibition application.
- June 8th Workshops deadline.
- June 8th Special Marketing request deadline.
- June 8th Cadaver Lab and practical sessions deadline.
- June 8th Two-Story Islands booth design.
- June 8th. Room booking (depends on availability\*)
- June 8th Digital Marketing deadline.
- June 8th Exhibition representative(s) Registration deadline
- June 8th Exhibitors setup date
- July 10th. Opening reception/Gala at the Ritz Carlton

**\* For priority assignment; we encourage you to booker your booths due to high demand**

**\*\*The deadline will not be extended**

### CONVENTION HIGHLIGHTS

- ▶ Opening Reception on July 10th
- ▶ BMF Gala Saturday evening
- ▶ Cadaver Labs





## FLEXIBLE TRAFFIC & NETWORK BUILDER STRATEGIES:

We would be happy to work with you to build marketing strategies and bring attention to your technology. Please contact Shawn McDonald: [shawn.mcdonald@brainmappingfoundation.org](mailto:shawn.mcdonald@brainmappingfoundation.org) or David Grimes: [david.grimes@worldbrainmapping.org](mailto:david.grimes@worldbrainmapping.org) who could help you customize your marketing message.

**CELL PHONE CHARGING STATIONS**  
**Sponsorship fee:**  
 Starting at \$5,350 per station  
 the logo of the sponsor will be on all published materials.

**HALL NETWORKING CAFE**  
**Sponsorship fee:**  
 Starting at \$12,750 each day  
 The logo of the sponsor will be on all published materials located outside of the exhibit hall.

**HOTEL DOOR DROP & BAGS**  
 1-Door Drop Inserts: Starting at \$2,100/Day  
 logo will not be listed on published material  
 2-Door Drop Bag Sponsorship: Starting at \$10,250 per day. The logo of the sponsor will be on all published materials and the bags.

**KEYNOTE LUNCHEON**  
**Sponsorship:** Starting at \$35,000  
 The logo of the sponsor will be on all published materials

**FLOOR MARKETING: FOOTPRINTS AND GRAPHICS**  
**Footprints:** Starting at \$15,500 (limited availability)  
**Graphics outside of Exhibit Hall:** Starting at \$20,700  
 The logo of the sponsor will be on all published material.

### WHO EXHIBITS AT SBMT?

- 1) Manufacturers of medical-imaging equipment
- 2) Leading edge neurotechnology developers and start ups
- 3) Service providers (legal, financial and technology)
- 4) Pharmaceuticals including cell based biotechs (stem cell and Immuno-therapy)

### HERE ARE SOME EXAMPLES OF THE INDUSTRIES WHO PARTICIPATED AT PAST SBMT'S

- ▶ 3D printing and material science companies
- ▶ Spine Instrumentation (including spine biologics)
- ▶ Artificial intelligence and Computed tomography equipment
- ▶ Image guided navigation (robotics and software)
- ▶ Electronic health records and healthcare financial services as well as legal services
- ▶ Medical Device companies
- ▶ Machine learning/deep learning/VR/AR
- ▶ Drug companies including nanomedicine
- ▶ Medical publishers
- ▶ Monitors/viewing systems
- ▶ CT/MRI/PET/MRA/Ultrasound/X-ray equipment
- ▶ Radiation-Oncology equipment
- ▶ Surgical equipment and instrumentation
- ▶ Stroke, Epilepsy, Alzheimer and Parkinson disease diagnostics and therapy
- ▶ Interventional radiology
- ▶ Neuromodulation companies
- ▶ Research lab equipments
- ▶ Neuro-vascular equipment/technologies

2017-2018 SBMT Attendees

