

Wiring the Brain: Making Connections

12th–15th April 2011
Powerscourt, Co. Wicklow, Ireland

www.wiringthebrain.com



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GENERAL INFORMATION

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Conference Venue

The Ritz Carlton

Powerscourt, County Wicklow

<http://www.ritzcarlton.com/en/Properties/Powerscourt/Default.htm>

Organizing Committee

Kevin Mitchell, Trinity College Dublin, Ireland

Aiden Corvin, Trinity College Dublin, Ireland

Isabella Graef, Stanford University

Edward Hubbard, Vanderbilt University

Franck Polleux, The Scripps Research Institute

Exhibition Management and Sales

Natasha Bailey, BioMed Central

E: natasha.bailey@biomedcentral.com

0203 192 2231

Nick Moss, BioMed Central

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Exhibition Organizers and local agent in Ireland

Keynote PCO

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www.keynotepco.ie



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Dear Colleague,

We are pleased to invite you to **Wiring the Brain: Making Connections; 12th – 15th April 2011; Powerscourt, Co. Wicklow, Ireland.**

The past several years have seen the emergence of the field of Neurogenetics as an area with huge potential for dramatic and important discoveries. This has been especially evident in the explosion of findings from psychiatric and neurological genetics, along with the development of revolutionary transgenic and imaging technologies to probe the functions of neural circuits.

The principal aim of this meeting is to bring together scientists from what have traditionally been separate disciplines, including developmental neurobiology, psychiatric and neurological genetics, molecular, cellular and systems neuroscience and cognitive science. The main theme is to explore how brain connectivity is established, what happens to circuit and network function when the underlying processes go wrong and how this can lead to psychiatric and neurological disease.

We are looking forward to welcoming you to Ireland.

Kind regards,



Kevin Mitchell



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EVENT DETAILS

Wiring the Brain covers several areas of intense research effort, including very large-scale genetic studies in humans, neuroimaging and neurophysiology in humans and cutting-edge neurogenetic research in model organisms. The topics include many of direct relevance to common disorders, including schizophrenia, autism and epilepsy. This conference brings together leading researchers from various fields to review current progress and to chart future developments.

To truly understand how mutations in genes controlling neurodevelopmental processes such as cell migration, axon guidance and synaptogenesis can result in the complicated spectrum of symptoms that characterises disorders such as schizophrenia or autism will require an integration of knowledge across a very wide range of levels. Currently, these different levels of analysis are addressed independently and typically from quite different angles depending on the associated disciplinary tradition (e.g. developmental biology, physiology, psychology). True progress in translating such understanding into clinical advances will also require close interactions between basic and clinical scientists and between researchers in academia and industry, which this meeting will also encourage.

Keeping abreast of the latest developments in key areas and initiatives that are at the forefront of neurogenetics research has never been more important. **Wiring the Brain** hosts researchers from several related areas, allowing cross-fertilisation of ideas and approaches from different fields. Registrants will also have the opportunity to be able to present their own research at this conference.

Why Wiring the Brain?

1. Internationally renowned scientific organising committee and invited speakers.
2. Technology showcase: Presentations of cutting-edge research informed by state-of-the-art technologies.
3. Association with BioMed Central's journals – Neural Development, BMC Neuroscience, BMC Neurology, Molecular Autism, Behavioral and Brain Functions, and Neural Systems & Circuits
4. Topics spanning from very basic research to translational medicine.
5. All participants are invited to submit abstracts for oral and poster presentations. A significant number of talks will be selected from registrants.

Who will be attending:

- Postdoctoral research fellows; Graduate students; Principal investigators in academia and industry; Clinical researchers with interest in the genetic and neurobiological bases of psychiatric and neurological disorders.

In the following fields:

- Developmental Neurobiology; Molecular and Cellular Neuroscience; Neuroimaging; Neurophysiology; Psychiatric and Neurological Genetics; Systems Neuroscience; Cognitive Science and Psychology.

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SPONSORSHIP OPPORTUNITIES LIST

Headline Sponsorship

To include:

- Displaying the company name and logo on the conference website as the main sponsor of the event
- Acknowledgement during the opening and closing conference sessions
- 1 page advertising space in the official conference programme
- Inclusion of sponsor's name, logo and link in all web-based advertising
- Sole Sponsorship of delegate bag
- Lanyard Sponsorship
- 3x2 (m²) exhibition stand
- Coffee break sponsorship
- 1 x 3rd party email to potential delegates
- 4 x Full Delegate passes to 'Wiring the Brain' **€15,000**

Technical Presentation

20 minute Technical symposium. To be videoed and held on the relevant BMC journal for up to 1 year. All sponsors of a technical presentation will receive marketing and branding benefits from Wiring the Brain and a 20% discount on exhibition stand bookings. **€2,000**

Award Sponsorships

The opportunities to recognize the academic/scientific achievements of individuals, teams and organizations. Through the ICST Award Sponsorship Packages, sponsors can financially support the participation of selected keynote speakers, academics and students at a conference by choosing to provide registration, travel and accommodation grants to participants whom they would like to invite. Award sponsorships are recognized as a gesture of benevolence and generosity towards the scientific or student community and thus are common tools of corporate marketing and public relations. **€1,000**

Conference Bags

The congress bag, carried throughout the event and afterwards, will contain all congress publications and be given to each participant. The sponsor's logo will be printed on the bag along with the congress logo. **€3,000**

Welcome Reception

Delegates will meet on the evening of Tuesday 12th April for an open reception prior to the event in the foyer of the conference. Drinks and canapés will be served. The sponsor will be acknowledged in the final programme and by on-site signage. **€3,000**

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Coffee Breaks

Each morning and afternoon of the conference, a 30-minute coffee break will be offered. During this time delegates may network and visit the exhibition. Coffee breaks will be situated in the foyer of the conference. The sponsor will be acknowledged in the final programme and by on-site signage. **€750**

Lunch Breaks

On all 3 days of the event delegates will enjoy a buffet-style lunch, during which time they may network and visit the exhibition. The sponsor will be acknowledged in the final programme and by on-site signage. **€1,000**

Conference Lanyards

Conference Lanyards hold the delegates' badges and will be distributed to all participants. The sponsor's logo will be printed on the lanyards together with the conference logo. Sponsorship of the lanyards is limited to one company. **€2,000**

Conference Bags – Inserts

Promotional material may be inserted in the congress bags that will be distributed to all participants. **€500**

Email Announcements

Potential delegates will be informed about the programme of the conference twice via email. Company logo and a web link will be included in this email.

Sponsoring Email announcements – each €750

Social Events Sponsorship

The most creative way for sponsoring organizations to generate exposure. They provide an opportunity to bring in certain forms of entertainment to the conference program and augment the informal and social aspects of the event. Sponsors can take advantage of the generally scheduled social events at conferences, such as the welcome reception, the coffee breaks or the banquet, or alternatively, they can sponsor special events particularly organized upon their initiative, such as wine and cheese tasting, sightseeing tours, industrial site visits, artistic performances etc. **€POA**

Please note that all Conference Sponsorship Packages can be tailor-made to your organization's specific needs. If you are interested to learn more about sponsorship opportunities, please contact the events team for details.

ADVERTISING

Advertisements – Final Programme/Abstract book combined

1/1 page **format A4**, premium position cover page, 4 colours **€1,000**
(inside front, inside back, outside back)

1/1 page **format A4**, 1st ad position in content - page 2 or 3, 4 colours **€750**

1/1 page **format A4**, 4 colours **€500**

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EXHIBITION APPLICATION AND CONTRACT FORM

The exhibition will be installed in the Foyer and the Ballroom of the venue, together with the coffee breaks. Exhibitors are entitled to one full scientific delegate registrations free of charge for each 6m² floor space rented.

Company:

Postal Address:

ZIP/City:

Contact Person:

Telephone: Fax:

Email:

We would like to book the following - (please indicate which stand size you require)

1 - 3x2 (m²) exhibition space (table, 2 chairs and electricity point provided) at a cost of €2,000

*maximum stand height – 6ft

or

1 - 6x2 (m²) exhibition space (table, 2 chairs and electricity point provided) at a cost of €3,500

*maximum stand height – 6ft

The Powerscourt and the organisers will endeavour to meet the exhibitors' wishes for space allocation.

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Place/Date

.....

Company Stamp and Signature

Deadline: 28 February 2011

Please note exhibition space is limited

Please return this form by fax to +44 (0)20 3192 2010. Thank you.

BioMed Central Ltd, 236 Gray's Inn Road, London, WC1X 8HL, UK



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TERMS AND CONDITIONS

- An invoice for the full amount due will be issued upon receipt of the booking enquiry, and a booking is only confirmed upon receipt of payment. Priority on exhibition space location will be given to Sponsors, otherwise exhibition space will be allocated on a first-come, first-served basis. Availability of many of the sponsorship opportunities is limited.
- Keynote PCO will issue the invoices and take payment for exhibition stands and for sponsorship items, all of which are subject to Irish VAT.
- Refunds of exhibition space and sponsorship costs will be based on the following schedule:
 - Before 1st January 2011: 50% refund in event of cancellation by sponsor.
 - On or after 1st January 2011: No refund available.
- In the event that the conference is postponed for any reason, the exhibitor/sponsor will not be entitled to cancel their booking or to obtain monetary compensation, but the benefits that have been agreed with the exhibitor/sponsor will remain in place for the rescheduled event. In the event that the conference is cancelled for any given reason, the Conference Secretariat will refund the exhibition/sponsorship money to the exhibitor/sponsor, minus any benefits that have been received by the exhibitor/sponsor prior to the cancellation and any expenses incurred by the Conference Secretariat with respect to the provision of the agreed benefits.
- Exhibitors taking an Exhibition Stand agree to be present for the full duration of the exhibition.
- Exhibitors must have their own Employers Liability and Public Liability insurance in place, as well as insurance for any equipment being displayed on their exhibition stand. Exhibitors agree to maintain all materials and equipment within their allocated stand space. Exhibitors agree not to undertake any action that could be considered dangerous to participants or potentially damaging to the venue, including not attaching anything to the walls of the venue.