

September 6–7, 2017  
Gaylord National Resort  
& Convention Center  
National Harbor, MD  
(Washington, D.C.)

The only national  
conference focused  
solely on new treatment  
technologies for brain  
fitness and illness

[BrainFutures.org](http://BrainFutures.org)



# BRAIN FUTURES. 2017 EXPO

SPONSOR & EXHIBITOR  
PROSPECTUS



# Sponsor & Exhibitor Prospectus

Gaylord National Resort • Washington, D.C.  
September 6–7, 2017

**BRAIN  
FUTURES  
2017**

**Want to connect with those invested in new technologies and proven interventions for brain health and fitness?**

**THEN YOU WANT TO BE AT BRAINFUTURES® 2017.**

BrainFutures 2017 is the only national conference focused solely on useful, real-time detail on emerging and evidence-based treatment technologies and brain fitness strategies. The one-and-a-half-day event will feature world renowned leaders who will share research-to-practice approaches that are transforming brain health. Participants have the opportunity to select a single track or move between three key tracks:

- New treatment technologies for mental health and substance use disorders
- Brain fitness, youth & learning
- Brain fitness & healthy aging

From prevention and early intervention to symptom management and treatment to the optimization of brain functioning at school, work and home, BrainFutures 2017 will explore:

- New technologies to improve brain health for everyone and to treat mental health and substance use conditions
- Innovative programs and products and their evidence base, including video games and apps, wearable biosensors, magnetic and electrical stimulation and more
- Real life examples of schools, businesses, older adult and health care programs achieving improved outcomes
- The growing knowledge base demonstrating the importance of mindfulness training, exercise, diet and other self-care approaches to improve brain health for all and outcomes in the treatment of brain illness
- Integrated programs incorporating proven treatments, digital advances and self-care

Access to the latest innovation, the latest promise and sustained outcomes is at the heart of BrainFutures 2017. Be there in September to build brand visibility, cultivate new relationships and engage potential partners.

For more information, contact: Lea Ann Browning-McNee • [Lmcnee@BrainFutures.org](mailto:Lmcnee@BrainFutures.org) • 443.901.1550 x209

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# BRAIN FUTURES 2017

## Engage with early adopters and industry drivers

BrainFutures 2017 provides the place, demo space and exclusive connections you need to showcase your research, product or intervention to an audience searching for the latest information and innovation. Sponsors and exhibitors can connect with 500+ of the nation's most progressive decision-makers:

- Administrators and practice managers setting clinical and operational policy
- Clinicians focused on improving outcomes for their clients
- Payers and policymakers addressing payment and accessibility issues
- Educators looking to improve cognition, learning and student outcomes
- Business leaders who want to improve productivity
- And, perhaps most importantly, individuals—and their families—who just want to feel and function better

Your engagement in BrainFutures 2017 puts you front and center in the conversations you want to have with the audience you want to reach.



Congressman Steny Hoyer (far right) addresses (from left): Dr. Henry Harbin, Peter Como PhD/FDA, Neuronetics' CEO Chris Thatcher and Alison Kumar/FDA



Institute for the Future's Jane McGonigal reveals the science behind Superbetter



Congressman Patrick Kennedy greets guests



Neurotech Industry Organization's Zach Lynch leads panel with Dr. Jocelyn Faubert/Cognisens, Dr. Corey McCann/Pear Therapeutics, and Jen Hyatt/Big White Wall Founder

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## Sponsor Packages

Capitalize on extensive opportunities for visibility and targeted communications—just miles from the nation’s capital—by becoming a conference sponsor. High-profile conference sponsorship maximizes your visibility and presence—before, during and after the conference.

### Platinum Sponsor: \$20,000

- Logo on conference bag distributed to each BrainFutures 2017 attendee
- Special signage and recognition at the BrainFutures reception
- Signage and recognition as a meal sponsor
- Recognition in select pre-conference promotion
- Recognition from the stage as a Platinum Sponsor during both days of the conference
- One-time use access to the conference registration list to make connections even before the event
- Featured placement with brief description on the conference website, including a link to the sponsor’s website
- Prominent placement of organizational name on event materials
- Recognition in key event signage
- Full page ad in the event program
- Prime exhibit space in the BrainFutures 2017 Expo where conference attendees can try your product or service during the conference
- Customized Showcase to demo your product/service, present your research or conduct private meetings with potential partners or customers
- 6 complimentary full-conference registrations

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## **Gold Sponsor: \$10,000**

- Signage and recognition as a break sponsor during the conference
- Recognition from the stage as a Gold Sponsor during both days of the conference
- Featured placement with brief description on the conference website, including a link to the sponsor's website
- Prominent placement of organizational name on key event materials
- Recognition in key event signage
- Full page ad in the event program
- Prime exhibit space in the BrainFutures 2017 Expo where conference attendees can try your product or service during the conference
- Customized Showcase to demo your product/service, present your research or conduct private meetings with potential partners or customers
- 4 complimentary full-conference registrations

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## **Silver Sponsor: \$5,000**

- Brief description on the conference website, including a link to the sponsor's website
- Inclusion of organizational name on select event materials
- Recognition in select event signage
- Full page ad in the event program
- Prime exhibit space in the BrainFutures 2017 Expo where conference attendees can try your product or service during the conference
- Customized Showcase to demo your product/service, present your research or conduct private meetings with potential partners or customers
- 2 complimentary full-conference registrations

## **Bronze Sponsor: \$3,000**

- Recognition on conference website, including a link to the sponsor's website
- Recognition in select event signage
- Full page ad in the event program
- Exhibit space in the BrainFutures 2017 Expo where conference attendees can try your product or service during the conference
- 2 complimentary full-conference registrations

**Don't see what you're looking for?**

Contact us for a customized sponsorship package.

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## Advertising

All BrainFutures 2017 attendees will receive a detailed on-site program, with session descriptions, venue maps, Expo details and other helpful information for conference attendees.

<b>Cost</b>	<b>Type</b>	<b>Dimensions</b>
\$500	Full page advertisement	8"H x 5"W (No Bleed)
\$300	Half page advertisement	3.85"H x 5"W (No Bleed)
\$600	Inside cover advertisement	8"H x 5"W (No Bleed)
\$600	Back cover advertisement	8"H x 5"W (No Bleed)

**Contract, including full payment, deadline:** August 6, 2017

**Artwork deadline:** August 10, 2017

All ads must be camera ready. Unless purchasing a cover, all ad placement is at the discretion of BrainFutures. Contact Lea Ann Browning-McNee at [Lmcnee@BrainFutures.org](mailto:Lmcnee@BrainFutures.org) to reserve your space.



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## BrainFutures 2017 Expo

**NOT JUST ANOTHER EXHIBIT HALL, BUT A TRUE HANDS-ON EXPO.** This is your chance to engage **directly** with the decision-makers—administrators, clinicians, payers and educators—who want to optimize brain health, improve brain fitness and find better treatments for mental health and substance use disorders. Within your exhibit or in one of our exclusive demo rooms, demonstrate how your product works and how it can impact the recovery and wellness of people experiencing behavioral health problems, or those simply looking to improve their cognitive function.

Exhibits will be centrally located to maximize your visibility as attendees register, enjoy refreshments and meals, and take breaks. You will also have room to share your technology and services with attendees in the BrainFutures 2017 Expo Hall.

### Exhibit Sponsorship includes:

- Tabletop exhibit space
- One complimentary staff pass
- Your company name and logo inside the conference brochure, on the conference website, with link, and in conference program
- Discounted rates for the purchase of additional staff passes

### Expo Pricing

- \$795 Exhibit space
- \$500 Add a Customized Showcase—a private space to demonstrate your product or service, present your research or conduct meetings with potential partners or customers

*\$1,495 Exhibitor's Bundle—includes exhibit space, full-page advertisement and customized showcase; a savings of \$300*

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## Logistics

Exhibit space includes the following:

- 6' draped table
- 2 chairs
- 1 small wastebasket
- Security
- Electricity (a standard power outlet is included; additional available for purchase)

## Exhibit Hours

For the one-and-a-half-day BrainFutures 2017 event, exhibitors are welcome to engage with attendees and keep your exhibits open throughout the conference. Conference attendees will be specifically encouraged to attend the Expo during breaks and meals. A full agenda and exhibit schedule will be included in the BrainFutures 2017 Expo Kit, which will be sent to you along with your space confirmation upon receipt of the Exhibitor Space Contract. The contract can be downloaded at [BrainFutures.org](http://BrainFutures.org).



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