

Society for
NeuroEconomics

NEUROSCIENCE • PSYCHOLOGY • ECONOMICS

SPONSOR & EXHIBITOR OPPORTUNITIES PACKAGE

vSNE Annual Conference

Sept 29- Oct 1, 2021

<https://neuroeconomics.org>

Dear Collaborators and Industry Partners,

It is our pleasure to invite you to support our next conference, which will be held **virtually** from September 29 – October 1, 2021. This will be the 19th Annual Conference for SNE and our 2nd virtual conference, where we hope to have expanded scientific dialogue and offer greater opportunities for participation. Our Conference will provide you with great opportunities to showcase your products and interact with many researchers and clients on an international scale.

Our conference will be held virtually via a [digital conference platform](#) where the attendees will be able to network, present oral talks and posters while participating in workshops and symposiums.

ADVERTISE in our digital program, be an **EXHIBITOR** and display your products, or **SPONSOR** a portion of the conference and get exposure to 300+ attendees. Full details can be found in this package.

Todd Hare, President, SNE

David Redish & Tali Sharot, Program Chairs, 2021 SNE Conference

What is the SNE Virtual Conference?

The mission of the Society for Neuroeconomics (SNE) is to:

- Foster research on the foundations of economic behavior by promoting collaboration and discussion among scholars from the psychological, economic, and neural sciences.
- Ensure the continued advancement of the field of neuroeconomics by supporting young researchers.

The Society promotes this mission through annual meetings for presentation of original theory and research, and through educational programs to promote development of a common language and set of methodological tools for the field.

Neuroeconomics is a fast-growing field that represents the confluence of economics, psychology and neuroscience in the study of human decision making. The synergy of this integrative approach is already evident from the steep rise in publications since the advent of neuroeconomics in the early 2000s.

The 2021 SNE Meeting is organized under the leadership of SNE President, Todd Hare.

Board Members include:

- Lesley Fellows, McGill University
- Hilke Plassman, INSEAD & Paris Brain Institute
- Ryan Webb, University of Toronto
- Catherine Hartley, New York University
- David Redish, University of Minnesota
- Robb Rutledge, University College London
- Tali Sharot, University College London
- Agnieszka Tymula, University of Sydney
- Carolyn Yoon, University of Michigan
- Cendri Hutcherson, University of Toronto
- Patricia Lockwood, University of Birmingham
- Ming Hsu, University of California, Berkeley

SNE Board Members

Who attends the Conference?

The SNE Meeting enables our partners to connect with established and emerging researchers across various disciplines. At our last conference, the 412 attendees included economists, psychiatry & behavioral scientists, cognitive scientists, neurologists, neuropsychologists, business administrators, marketing experts as well as other professionals interested in new research, techniques, and applications of Neuroeconomics.

At the 2020 SNE Meeting, attendees came from 31 countries and over the last few years, the average attendees were:

- 32% Graduate Students
- 24% Established Professionals/Investigators
- 23% Early Career Professionals/Investigators
- 21% Postdoctoral Fellows

Following our first virtual conference in 2020, SNE is excited to build on the growth seen and continue to **connect like never before**. The virtual format will allow the conference to accommodate a variety of presentations, engage with upcoming research and live panels. Attendees, regardless of location, can interact and ensure the growth of the field.

As with past conferences, the **robust peer-reviewed scientific program** will feature keynote presentations, symposiums, workshops, oral and poster presentations along with networking rooms and an exhibit hall.

In parallel to the conference, we will also be active on social media to increase exposure and engagement.

How will the Virtual Conference be delivered?



WHY SUPPORT **the** SNE Virtual Conference?

WHY SUPPORT?

Bolster your **brand position and visibility**

- Reinforce and strengthen your brand position within our community
- Increase credibility, expand loyalty and build opportunities with new or existing clients and collaborators
- Set your product, service and brand apart from your competitors
- Custom design your booth to reflect your corporate identity

Connect with **leading and emerging** researchers

- Connect and strengthen your relationships with leading and emerging researchers and academics.
- Gather new knowledge, foster collaborations and build new partnerships with the Neuroeconomics community
- Discover leading edge research applicable to business decision making

Leverage **comprehensive analytics** data

Reporting access including:

- Attendance reports from your booth or sponsored sessions
- Access booth chat logs for lead sourcing and higher engagement



SPONSORSHIP OPPORTUNITIES



SPONSOR LEVELS

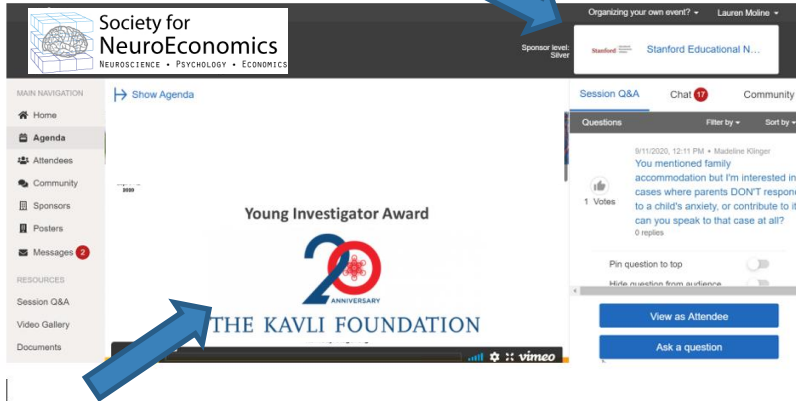
Based on the value of your selections, you will be assigned a sponsor level as noted below.

Level	Logo in Digital Abstract Book (hyperlinked)	Support a student or underrepresented attendee	Virtual Booth	Recognition In E-Newsletters	Multimedia Recognition During the Congress	Exclusive Sponsorship
Platinum \$15,000	<input checked="" type="checkbox"/>	16 registrations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> - Logo on Lobby Page & throughout conference - Logo at the introduction of the Presidential Session 	Introduction spot or award named during high profile session
Gold \$10,000	<input checked="" type="checkbox"/>	8 registrations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> - Logo on Lobby Page & throughout conference - Logo at the beginning of 2 keynote/plenary sessions 	
Silver \$5,000	<input checked="" type="checkbox"/>	4 registrations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> - Logo on Lobby Page & throughout conference - Logo at the beginning of key live interactive panel session 	
Bronze \$ 1,000	<input checked="" type="checkbox"/>	2 registrations	<input checked="" type="checkbox"/>			

Additional SPONSORSHIP OPPORTUNITIES

Get maximum visibility in the Congress program. Choose from the following options:

Scrolling list of sponsors on every page



Specific Session Sponsor Recognition

- Symposia Session **\$1,200 per session**
Includes logo recognition, banner ad
- Workshop Session **\$1,200 per session**
Includes logo recognition, banner ad
- Community Chat Lounge **\$1,200**
Includes logo recognition, ability to host the session
- Poster Session **\$1,500* per session**
Includes logo recognition
- Booth Only **\$800**
Includes logo recognition
- Support a student or attendee in need **\$200**

**indicates an opportunity for exclusive sponsorship*

What is a virtual booth?

All sponsors receive a virtual booth, which is a virtual space where you can offer live and on-demand content, schedule demos, interact with attendees via live chat and download real time reports. Tell your story, educate potential users about your company and share more about your products & services.

Virtual booths are grouped in a virtual exhibitor space clearly identified and accessible from the virtual lobby. You have **full control of the booth branding and design** (images, logo, colors, videos, handouts etc.) to create a unique and compelling experience.

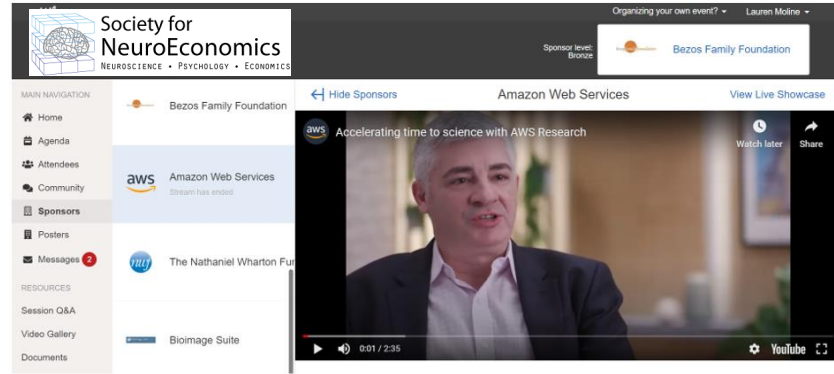
Booth representatives can easily engage with booth visitors with powerful chat tools whether you're live "in" your booth or not. The "Ask a Question" function is available post-conference when content is "on-demand" - extending your reach and interaction.

The virtual environment also allows you access to robust analytics capturing the data you need to identify leads and nurture them after the event for an improved ROI.

Why a virtual booth?

Your unique spot to interact with delegates:

- Present the best experience with videos, handouts or special deals can be highlighted
- Live chats with delegates who come to the booth or direct emails when you're there.



- Simple online form to customize your design space to your colors, with your marketing materials including video and downloadable handouts.
- No added costs - travel, accommodation, shipping, insurance, etc.

ADVERTISING OPPORTUNITIES

ADVERTISING OPPORTUNITIES

We will produce a digital abstract book that will be available prior, during and after the conference. This is guaranteed exposure for many years to come.

All advertisements must be submitted as JPEG files. Each ad will be in colour and will include a hyperlink to your website.

Sizing & Description

Inside Front (size: 7.5" x 11")

Inside Back (size: 7.5" x 11")

Full Page (size: 7.5" x 11")

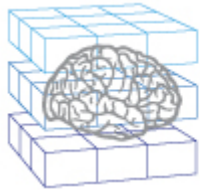
Price

\$1,500

\$1,500

\$ 900

All files must be received by August 1, 2021.



Society for
NeuroEconomics
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Should you wish to discuss sponsor opportunities,
please contact our Secretariat:

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HOW TO BECOME A SPONSOR