



**ISNR**  
INTERNATIONAL  
SOCIETY FOR  
NEUROFEEDBACK  
& RESEARCH

# 26<sup>TH</sup> ANNUAL CONFERENCE

**TRANSFORMING THE FIELD OF NEUROFEEDBACK THROUGH  
CLINICAL PRACTICE, EDUCATIONAL APPLICATIONS AND RESEARCH**

**CALL FOR EXHIBITORS AND SPONSORS**

**October 18-21, 2018**

**Pre-conference Workshops: October 15-17, 2018**

**Renaissance Phoenix Glendale Hotel & Spa • Glendale, Arizona**

Exhibit booths and sponsorship opportunities will be  
assigned on a first-come, first-served basis. Sign-up today!

**[WWW.ISNR.ORG](http://WWW.ISNR.ORG)**



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## WELCOME, PROSPECTIVE EXHIBITOR AND SPONSOR!

The International Society for Neurofeedback and Research (ISNR) is delighted to invite you to participate in our 26th Annual Conference at the Renaissance Phoenix Glendale Hotel & Spa, October 18-21, 2018 (Pre-Conference Workshops: October 15-17, 2018).

For years, ISNR has attracted the top professionals in the field, and this year will be no exception. We are expecting a strong turnout for our 26th year—more than 500 attendees!

With an energized focus on the mission and success of our exhibitors and sponsors, we are pleased to provide you with many sponsorship, exhibitor, advertising and promotional opportunities designed to increase brand awareness and recognition across our global audience of leaders and decision makers in the field. Our goal is to help you maximize your marketing budget and return on investment.

Exhibit booth space and sponsorships will be assigned on a first-come, first-served basis—first to 2018 exhibitors and sponsors, and then to past and new exhibitors and sponsors. Full payment will be due upon completion of your application to be considered for acceptance.

### Become an ISNR 2018 exhibitor and sponsor today!

I look forward to your participation in the 26th Annual Conference and am excited to support your success!

Sincerely,

**Noel Ford, 2018 Conference Chair**

[WWW.ISNR.ORG](http://WWW.ISNR.ORG)

# EXHIBITOR BENEFITS

- Two complimentary general conference registrations for a single booth, three registrations for a double booth, and four registrations for a triple booth
- Marketing and promotional opportunities to increase exposure and qualified leads
- Attendee conference breakfasts and lunches will be provided in the exhibit hall each day (Thursday-Saturday)
- Thursday evening Poster Session and Reception will be held in the Exhibit Hall
- Security provided during hours the exhibits are closed







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### Exhibit Hall Dates:

Thursday, October 18 - Sunday, October 21, 2018

### Location:

Renaissance Phoenix Glendale Hotel & Spa

### Booth Reservation:

Visit our website at [www.isnr.org](http://www.isnr.org) to complete booth registration online.

### Booth Rental Fees:

(all booths are 8 x 10)

Premium Exhibit Booth	\$2,100
Second Booth	\$1,750
Third Booth	\$1,550

### Show Decorator:

Brede Arizona, Inc. is the official contact for ISNR. Brede Arizona, Inc. manages exhibit set-up, teardown, furnishing, shipping and all other related services for the exhibitors. An Exhibitor Service Kit will be posted on the ISNR conference website three months prior to show dates.

### Exhibit Move-In:

Wednesday, October 17      2:00 PM - 6:00 PM

### Exhibit Dates and Hours\*:

Thursday, October 18	9:00 AM - 9:00 PM
Friday, October 19	9:00 AM - 5:00 PM
Saturday, October 20	9:00 AM - 5:00 PM
Sunday, October 21	8:00 AM - 12:00 PM

### Exhibit Move-Out:

Saturday, October 20	5:00 PM - 7:00 PM
Sunday, October 21	12:00 PM - 5:00 PM

*\*Exhibit hours are subject to change. While exhibitors are not required to staff their booths the entire time the exhibit hall is open, it is recommended to have someone at the booth during these times.*

# KEY DATES

**5/18/18**

Exhibitor Registration Live

**6/1/18**

Initial Deposit Due

**7/14/18**

Exhibitor Educational Session  
Application due

**8/1/18**

No refunds for booth  
cancellation after this date

**8/1/18**

Late fee of \$500 goes into effect

**8/17/18**

Exhibitor Service Kit  
available online

**9/1/18**

Deadline to submit ads, artwork  
and company logo and all  
sponsorship items

**10/17/18**

Exhibitor Move-In

**10/20-21/18**

Exhibitor Move-Out



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# ISNR CONFERENCE INFORMATION

## Payment Information:

To reserve your booth, please visit [www.isnr.org](http://www.isnr.org). All payments must be made during the online registration process. Payment can be made by either credit card or check. If paying by check, your booth will not be confirmed until payment is received. All checks are to be sent to ISNR at:

ISNR  
13876 SW 56th St.  
PMB# 311  
Miami, FL 33175

## Booth Rental Includes:

- Eight-foot-high (8') back wall drape and three-foot (3') side rail drape
- One standard identification sign
- One 6' draped table, two chairs and one wastebasket (per booth)
- Basic electrical service
- Security guard service during hours the exhibits are closed
- Complimentary listing on ISNR website with a link to your company's home page
- Exhibitor Service Kit
- Two complimentary general conference registrations for a single booth, three registrations for a double booth, and four registrations for a triple booth
- Complimentary wireless internet access in the booth for exhibit staff members' use

*Note: Conference registrations are for exhibitors' full-time employees and are non-transferable.*

**Exhibitor booth registration  
can be found at: [www.isnr.org](http://www.isnr.org)**

## REACH YOUR TARGET AUDIENCE

Doctors, clinicians, educators, researchers, and mental health care professionals interested in techniques, applications, technologies, and solutions that apply neuroscience in order to better understand and enhance brain function. Go to [www.ISNR.org](http://www.ISNR.org) to view the list of Annual Conference sponsors and exhibiting companies.

**WWW.ISNR.ORG**





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# ISNR CONFERENCE INFORMATION

**Exhibitor booth registration  
can be found at: [www.isnr.org](http://www.isnr.org)**

**Complimentary registrations do not include admission to workshops.**

## **Exhibitors will also receive:**

- An official ISNR exhibitor seal to be displayed on your website, in pre-conference promotional print ads and e-mail communications.
- Eligibility to secure 2019 booth space. Details to be announced.

Drayage charges, carpet, tables, chairs, computer, AV equipment, and additional accessories are not included in the booth fee and can be ordered through the Exhibitor Service Kit.

## **Cancellation Policy:**

- All booth cancellations must be requested in writing.
- Cancellations received between 6/1/18 and 8/1/18 will receive a 50% refund.
- Cancellations received after 8/1/18 will not receive a refund; the full cost of the booth will be retained.

Exhibitors agree to abide by the Exhibitor/Sponsor Terms and Conditions. The Terms and Conditions document can be downloaded from the ISNR website at [www.ISNR.org](http://www.ISNR.org).

ISNR highly discourages Exhibitors from holding competing workshops for profit that are scheduled to directly overlap with ISNR's pre-conference workshop and annual conference dates of October 15-21, 2018. If an Exhibitor is interested in hosting a workshop during the pre-conference dates, we encourage them to submit for an ISNR pre-conference workshop. If an Exhibitor is interested in holding a product oriented workshop, please consider the Exhibitor Educational Workshop opportunity on Sunday for a discounted fee (\$250 for 2018). Alternatively, if an Exhibitor is committed to holding a product oriented workshop during the pre-conference dates, ISNR will host up to three (1 per day) workshops that are commercial in nature. ISNR will advertise, host, and register participants for these workshops for 15% of the net profit.

If it is determined that an Exhibitor conducted a competing workshop that directly overlaps with ISNR's pre-conference workshop and/or annual conference dates, then the Exhibitor may not be considered for an exhibit booth the following year, and they will not be considered for workshop presentations, academic or commercial in nature, for the subsequent annual conference.

## **BENEFITS OF EXHIBITING:**

- Highlight your services to more than 500 leaders and decision makers in the field
- Generate new business with a global profession at your fingertips
- Nurture current partnerships and build new ones
- Showcase your latest innovations and products
- Seven out of ten attendees plan to buy one or more products\*
- 72% of show visitors say the show influenced their buying decision\*
- It costs 22% less to contact a potential buyer at a show than it does through traditional field sales calls\*

*\*Center for Exhibition Industry Research (CEIR)*

## **Exhibit Manager:**

**Whitney Freberg**

[whitney@specialeventco.com](mailto:whitney@specialeventco.com)  
919-459-8776

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# SPONSOR PACKAGES

Visit the exhibitor application  
located on the website:  
[www.ISNR.org](http://www.ISNR.org)

## All sponsorship packages receive the following in addition to their level-specific items:

- One exhibitor ID sign
- 8' pipe/drape along the back and 3' pipe/drape along the sides of your booth
- Basic electrical service in booth
- Your company name and website link on the ISNR conference web page
- Recognition in ISNR conference promotional eblasts and conference program
- 5% Discount on all Sponsorship Opportunities (listed on next page)
- Recognition in the conference digital presentation
- One company literature piece or giveaway item stuffed in conference bag
- One pre-conference LISTSERV post highlighting your sponsorship to all ISNR members
- Lead a one-hour informal Small Group Discussion focused on your products or services (Optional)

*You must RSVP no later than July 1, 2018 and provide your small group discussion title to participate.*

## Silver Sponsorship (6 Available) – \$5,500 USD

As a Silver Sponsor you will receive the return on your marketing budget through several communication touch points with your target audience and prime booth location. This package includes:

- One 8' x 20' booth—premium location in Exhibit Hall
- Two 6' L x 30" H skirted tables, four chairs and two wastebaskets
- Three complimentary general conference attendee registrations
- Green room access for your three registrants throughout the conference
- Quarter-page full color ad in the conference program
- One pre-conference eblast to attendee list
- 1 Google Ad used to promote your sponsorship of ISNR
- Featured in ISNR Newsletter leading up to the conference

▶ **Full payment due upon signing. Booth preference given to sponsors that are paid in full on first-come, first-served basis.**

## Gold Sponsorship (2 Available) – \$7,500 USD

The Gold Sponsorship program offers you a great price-to-value relationship and includes a high level of brand awareness through pre- and post-conference marketing as well as prominent sponsorship awareness on site. This package includes:

- One 8' x 30' booth—premium location in Exhibit Hall
- Three 6' L x 30" H skirted tables, six chairs and three wastebaskets
- Four complimentary general conference attendee registrations
- Green room access for your four registrants throughout the conference
- Half-page full color ad in the conference program
- One pre-conference eblast to attendee list
- One post-conference eblast to final attendee list
- 2 Google Ads used to promote your sponsorship of ISNR
- Featured in ISNR Newsletter leading up to the conference
- 3-5 minute introduction of a invited/keynote speaker of choice
- Right of first refusal for this level of sponsorship at the 2019 Conference

▶ **Deposit (70%) due upon signing up between April 2-May 30, 2018. Full and final payment due upon signing after June 1, 2018.**

## Platinum Sponsorship (1 available) \$10,600 USD

As the Platinum Sponsor you will maximize exclusive brand awareness and promotion related to all conference-marketing activities as well as during the conference. This package includes exclusive representation as the main conference sponsor on all conference marketing efforts and media, as well as:

- One 8' x 30' booth — the most prominent location in the Exhibit Hall
- Three 6' L x 30" H skirted tables, six chairs and three wastebaskets
- Five complimentary general conference attendee registrations
- Logo prominent throughout conference space
- 3 Google Ads used to promote your sponsorship of ISNR
- 1 Social media post of your choice prior to the conference
- Featured in ISNR Newsletter leading up to the conference
- Full-page ad in conference program
- One pre-conference eblast to attendee list
- One post-conference eblast to final attendee list
- Your company logo presented with the ISNR logo on the conference program cover
- Podium for 5-7 minutes during banquet (TBD)
- Green room access for your five registrants throughout the conference
- Right of first refusal for this level of sponsorship at the 2019 Conference
- Ability to host a reception onsite at the conference hotel on Friday evening (October 19) for all attendees. Reception will be listed as an official conference event on the agenda. *Conference will pay the room rental fee for reception space. Sponsor will be responsible for the cost of food, beverage, and any decor for the reception.*

▶ **Deposit (70%) due upon signing up between April 2-May 30, 2018. Full and final payment due upon signing after June 1, 2018.**

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# INDIVIDUAL SPONSOR OPPORTUNITIES

Sponsorship registration  
can be found at:  
[www.ISNR.org](http://www.ISNR.org)

Champagne Brunch	<b>\$4,500 USD; Exclusive</b>	<p>Sunday, October 21, there will be a Champagne Brunch designed to help attendees to put all the pieces together from the weekend. There will be breakfast, champagne, and networking activities. The sponsor of this event will get up to 20 minutes to present to the attendees about your personal experience in the field:</p> <ul style="list-style-type: none"><li>• Why you as the sponsor have chosen to support the organization through sponsorship</li><li>• Tips on growing a successful neurofeedback practice</li><li>• How you see the field growing and your desired role in it as a sponsor</li></ul>
Lanyards	<b>\$3,000 USD; Exclusive</b>	<p>Display your company name and logo with the name badge that every attendee must wear during the conference. Choose to print one color logo and/or message on both sides of the lanyard or provide your pre-printed lanyard.</p>
Conference Notebooks with Pen	<b>\$2,500 USD; Exclusive</b>	<p>Display your name and logo on a conference notebook to be distributed to every attendee. Participants will recognize your brand as they take notes at the conference and throughout the year.</p>
Conference Messenger Bag	<b>\$2,500 USD; Exclusive</b>	<p>For highest visibility at the conference, have your name and logo printed alongside the ISNR logo on the official conference bag, which will be distributed to each meeting registrant. When attendees use this bag after the show, your name will reach an even larger audience.</p>
Hotel Key Card	<b>\$2,000 USD; Exclusive</b>	<p>Be the name attendees see at the beginning and end of each day of the conference. Hotel room key cards are given to each attendee upon check-in at official conference hotels. Your company name, logo and/or message can be printed on these cards as a daily reminder.</p>
Mobile Device Charging and Advertisement Stations	<b>\$2,000 USD; 2 Available</b>	<p>Attendees will appreciate your ad as they recharge their mobile devices at self-service stations located in high-traffic areas. Your high impact decal ad covering the front of the unit will be seen by all. Each station features 8 phone/tablet charging cords—including apple, micro and mini USB.</p>
Wireless Internet for Attendees	<b>\$3,500 USD Exclusive</b>	<p>Receive sponsorship recognition for providing speakers and attendees with wireless internet access in the main general session room (Thursday-Sunday).</p>
Exhibitor Demonstrations during Conference	<b>3 Available</b> \$200 USD for Sponsors \$300 USD for Exhibitors \$600 USD for Non-exhibiting Companies	<p>We'll integrate demonstrations during key moments of the conference when attendees might be looking for more practical, instrument oriented answers. These will be 30 minute slots of time with a designated space to address attendees. You may conduct product demonstrations and provide valuable Q&amp;A time with attendees.</p>
Exhibitor Educational Workshops	<b>4 Available</b> <b>6 Hours Total</b> \$150 USD for Sponsors \$250 USD for Exhibitors \$450 USD for Non-exhibiting Companies	<p>Sponsors and exhibitors are eligible to highlight their products and services to a captive audience in a private theater setting.</p> <p>Product workshops will be held in session rooms for six hours on Sunday, October 22, 2018. ISNR will provide the workshop with an LCD projector, screen, lectern and mic. Requests are accepted on a first-come, first-served basis. Complete the online application located on our website. Deadline for consideration is June 14, 2018. A description of the presentation will be included in the meeting program if received by July 14, 2018. Exhibitor must provide a computer and pay for additional AV equipment.</p>

## BENEFITS FOR SPONSORS:

- Get more visibility than the competition with minimal cost per impression.
- Gain maximum exposure by putting your message directly in the hands of your target audience.
- Advertise on products that attendees keep with them throughout the conference and beyond.
- Proven to drive up to twice as much traffic to your tradeshow booth.\*

*\*Center for Exhibition Industry Research (CEIR)  
LET US CUSTOMIZE A SPONSORSHIP PACKAGE TO  
MEET YOUR NEEDS*

[WWW.ISNR.ORG](http://WWW.ISNR.ORG)







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## Marketing and Promotional Opportunities

Promote your company at the 26th Annual ISNR Conference through the marketing and promotional opportunities listed below! Sponsors can supplement their existing packages with adding any of the below at the costs listed. Exhibitors are able to purchase marketing and promotional opportunities for their company based on the items below.

### Pre- and Post-Conference eBlasts - \$500 USD each

As a sponsor or exhibitor, you are eligible to communicate special offers and product information to ISNR conference registrants before, during, and after the Conference through an eBlast to all registered attendees. *Communications via eBlast will be sent approximately 2 weeks after purchase. Price listed is per post.*

### Pre- and Post-Conference LISTSERV Post - \$500 USD each

As a sponsor or exhibitor you are eligible to communicate special offers and product information to ISNR LISTSERV members before, during, and after the conference. *Communications to LISTSERV members will be sent approximately 2 weeks after purchase. Pricing listed is per post.*

### Newsletter Ad - \$1,500 USD

Advertise your company in the ISNR monthly newsletter! Your ad will run starting on the next calendar month's newsletter and all subsequent monthly newsletters leading up to the October conference. The last ad will run in October's newsletter. *Price is for all remaining months leading up to the conference and will not be pro-rated.*

### Advertising in Conference Program

Quarter-Page Ad Color - \$250 USD

Half-Page Ad Color - \$500 USD

Full-Page Ad Color - \$900 USD

### Advertising Inserts for Attendee Conference Bags

Single-Page Flyer (8.5" x 11" maximum)- \$300 USD

Multiple stapled pages or brochure handout- \$450 USD

Multiple item packets, flyer and/or giveaway item (9" x 12" maximum size)- \$650 USD

### Social Media Posts, Pre-Conference

Purchase social media posts to be made on your company's behalf before the conference date. Posts can be made on the following platforms and will contain an image and a short message. Once purchased, we will follow-up with you to get more information for the selected social media post. *Posts will be made approximately 2 weeks after purchase. Pricing listed is per post.*

- Linked-In - \$200 USD

- Twitter - \$200 USD

- Facebook - \$200 USD

### Google Ads, Pre-Conference - \$150 USD

Advertise through Google Ads in conjunction with the ISNR Conference. *Ads will be published approximately 2 weeks after purchase. Pricing listed is per ad.*

## TERMS & CONDITIONS:

You will receive written notice from ISNR once your application has been accepted. The ISNR meeting planner will contact each sponsor/exhibitor on a first-come, first-served basis, after June 1, 2018 to finalize exhibit booth assignments after registration has been submitted. All Platinum and Gold sponsors will receive a follow-up invoice for their remaining balance due by June 1, 2018.

Drayage charges, carpet, tables, chairs, computer, AV equipment, and additional accessories are not included in the booth fee and can be ordered through the Exhibitor Service Kit that will be provided to confirmed sponsors/exhibitors.

If you choose to pay by check instead of credit card, your registration will not be confirmed until payment has been received. This means that your booth location requests can not be finalized until payment is received.

If paying by check, please make all checks payable to:

**ISNR**  
**13876 SW 56th St.**  
**PMB# 311**  
**Miami, FL 33175**

ISNR highly discourages Sponsors from holding competing workshops for profit that are scheduled to directly overlap with ISNR's pre-conference workshop and annual conference dates of October 15-21, 2018. If a Sponsor is interested in hosting a workshop during the pre-conference dates, we encourage them to submit for an ISNR pre-conference workshop. If a Sponsor is interested in holding a product oriented workshop, please consider the Exhibitor Educational Workshop opportunity on Sunday for a discounted fee (\$150 for 2018). Alternatively, if a Sponsor is committed to holding a product oriented workshop during the pre-conference dates, ISNR will host up to three (1 per day) workshops that are commercial in nature. ISNR will advertise, host, and register participants for these workshops for 15% of the net profit.

If it is determined that a Sponsor conducted a competing workshop that directly overlaps with ISNR's pre-conference workshop and/or annual conference dates, the Sponsor then immediately forfeits their Sponsorship level first-right-of refusal for the following year and will not be considered for workshop presentations, academic or commercial in nature, for the subsequent annual conference.

**CANCELLATION POLICY:** All sponsor/booth cancellations must be requested in writing. Cancellations received between 6/1/2018 and 8/1/2018 will receive a 50% refund. Cancellations received after 8/1/2018 will not receive a refund; the full cost of the booth will be retained. Booth space reductions will be treated as a cancellation.

**SPONSOR/EXHIBITOR REFERRAL PROGRAM:** Refer an exhibitor and receive some perks! If you refer a new confirmed exhibitor for the 26th ISNR Annual Conference, you will receive one (1) complimentary eBlast and one (1) complimentary social media post of your choosing (a \$700 USD value!). A new exhibitor is defined as a company who has not exhibited at this conference in the past 2 years. In order to receive your referral perks, your referred exhibitor will need to provide your information (first and last name, and company) during their registration. Once your referred exhibitor is confirmed, you will receive a follow-up email from the conference planner with details on how to redeem your referral perks.

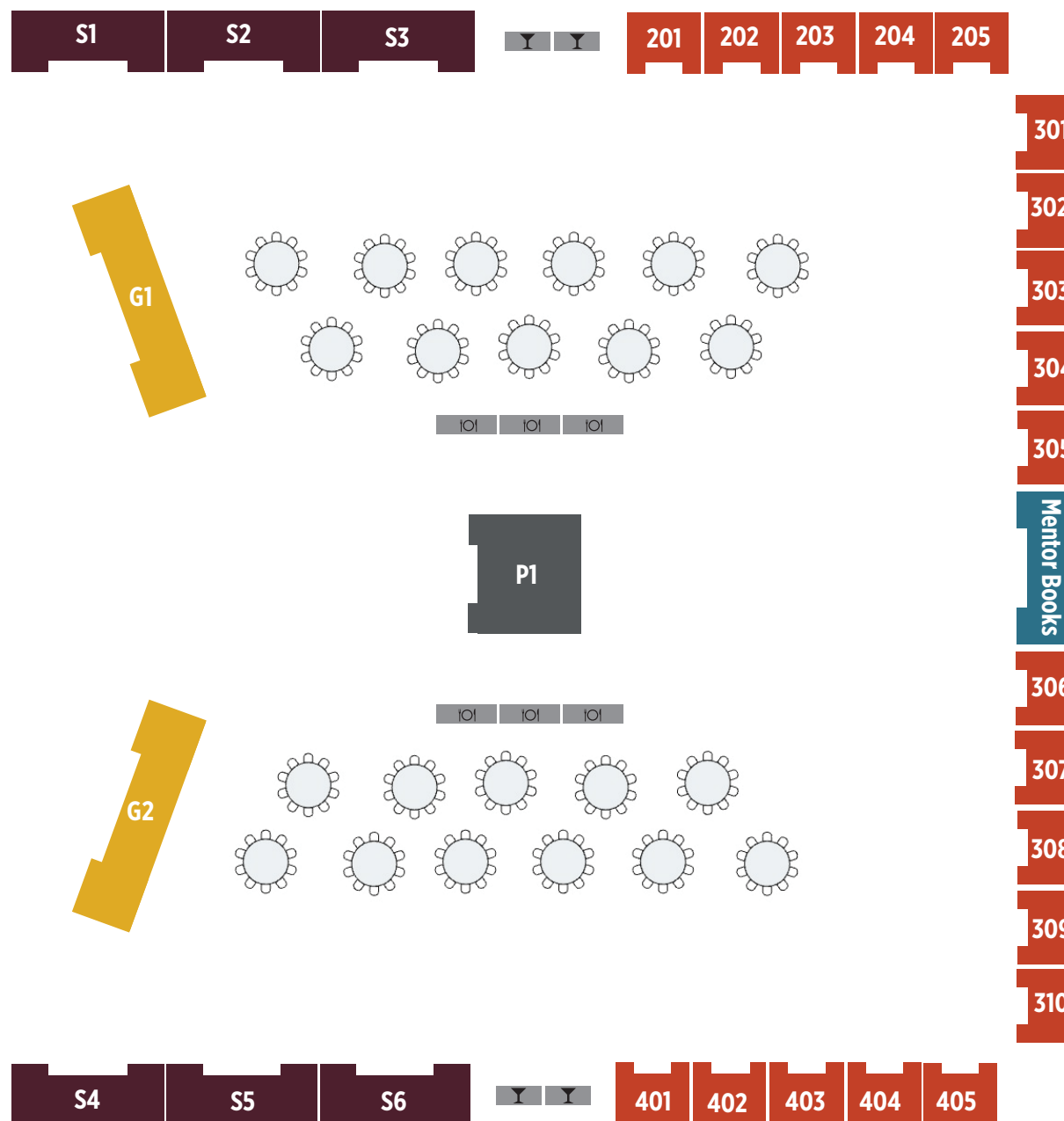




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Event Center Entrance

- Platinum Booth
- Gold Booths
- Silver Booths
- Premium Booths



\*Layout subject to change