



Brain Innovation Days

October 2020 -
October 2021

Disrupt and Rewire: How Brain Innovation is changing Europe

179 million Europeans are currently living with brain disorders and this is to steadily increase as the population ages.

Though **one in three Europeans are set to live with a brain disease** at some point of their life, neurological and mental alike. In addition, it is estimated that brain disorders account for up to 45% of total healthcare budgets and this burden is expected to grow.

Despite the prevalence of brain disorders in Europe, there is currently no disease modifying treatment available to cure a wide range of mental and neurological conditions. Developing treatments that can significantly improve the lives of those living with brain disorders is extremely challenging.

Yet, compared to other disease areas, the pace of innovation in this field has traditionally been hindered by multiple factors, including the complexity of the brain itself. As a result, brain treatments remain insufficient and research is disproportionately underfunded compared to other disease areas.

We believe **enhanced multi-stakeholder engagement** in the brain ecosystem is needed to foster dialogue, exchange knowledge, accelerate investment in research and innovation, facilitate business development and showcase on-going work.

Organizers



European Brain Council

The European Brain Council (EBC) is a network of key players in the “brain space”, with a membership encompassing scientific and professional societies, patient organisations and industry partners. A non-profit organisation based in Brussels, its main mission is to promote brain research with the ultimate goal of improving the lives of those living with brain conditions, mental and neurological alike.



beLean.net

beLean.net is the reference accelerator in the field of biotechnology and medical technologies in Wallonia, Belgium. Its team of complementary experts supports biotechs and med-techs by providing them services in strategy, finance and management all along their growth journey: from scratch, through start-up to scale-up.

Who will attend the Brain Innovation Days?

The Brain Innovation Days were shaped through the notion that **multi-stakeholder engagement** in the brain community is key to drive progress and foster innovation. Though the community at large has improved in collaboration, it is oft still fragmented and siloed; the Brain Innovation Days want to help change this and reshape the brain ecosystem to one that supports its members, pushes for knowledge exchange for the greater good, stimulates investment and convinces key stakeholders that the future is in brain innovation.

The Brain Innovation Days will welcome:



Innovators/start-ups



Funders



Industry



Businesses



Researchers



Healthcare professionals



Patients/patient representatives



Policymakers



Academics

Shaping policy through the Brain Innovation Days

As part of the funding community, policymakers play a vital role in ensuring brain research and innovation remain at the top of the research priority list. Through the Brain Innovation Days, the event hopes to convince and enforce the importance of innovation in research – particularly brain research – to these key decision makers.

Policymakers will be invited to take part directly in both the digital and on-site sessions – through presentations and panel discussions – alongside key leaders from the community, and will also be encouraged to join networking activities and guided tours of the Exhibition Village.

●●● Overarching Theme & Topics ●●●

Disrupt and rewire: How brain innovation is changing Europe

Thomas Edison, one of the great minds of the second industrial revolution, once said that “the chief function of the body is to carry the brain around.” Understanding the human brain – how it works, and how it is afflicted by diseases and disorders – is an important frontier in science and society today.

TOPICS

All sessions within the Brain Innovation Days will fall under the following 5 overarching topics:



The Brain and The Machine

Is your brain a machine? Are machines intelligent? Can they think? Nowadays, we can connect our brains to technologies through artificial intelligence, robots, and brain computer interfaces. But can they help to overcome our human limitations?



United for brain innovation

Costs of brain diseases are increasing. The brain is still a mystery and its complexity hinders the pace of innovation. How can partnerships accelerate the translation of our huge amounts of knowledge into novel interventions and improve the lives of millions of brain patients and of our society as a whole?



Personalised brain care for all?

There is no such thing as a one-size-fits-all approach to brain health. Considering the side effect of common brain health interventions, how can we provide more personalised healthcare? Is precision medicine the future of brain health?



Creative brain interventions

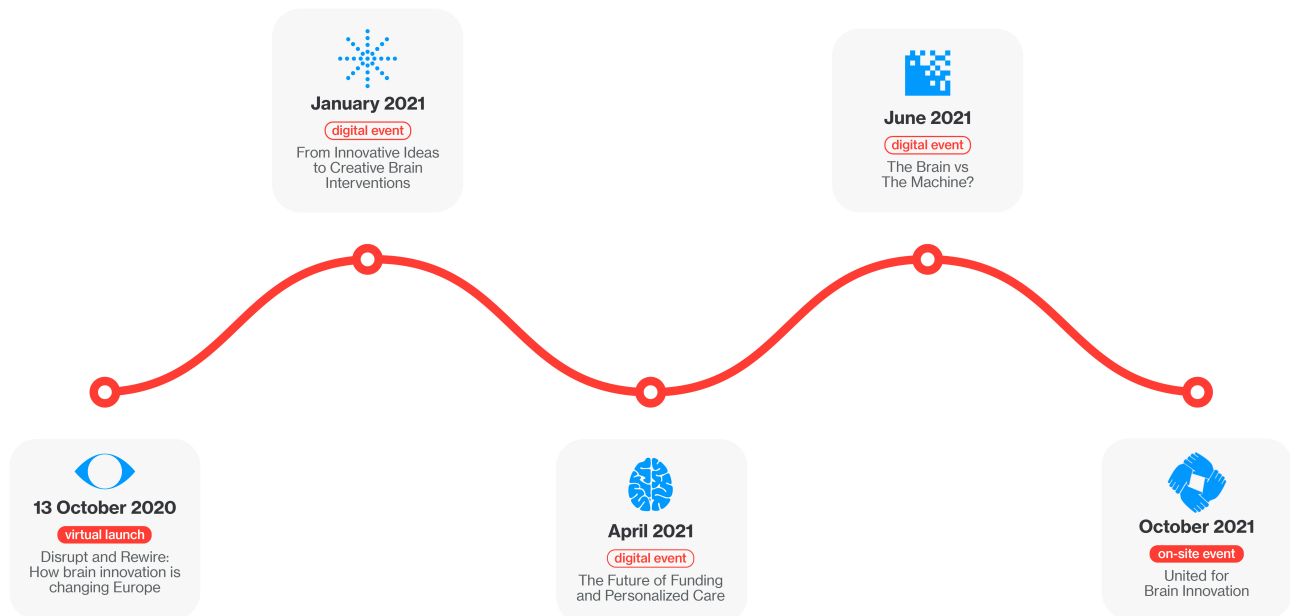
From medication to meditation, new pharmaceutical and non-pharmaceutical interventions are continuously popping up to treat brain diseases. How can they be combined? Novel technologies provide hope for more effective therapies.



Societal and (neuro)ethical responsibilities

Rapid advances in neuroscience, diagnosis and interventions of brain diseases raise critical questions. How do we decide how far to go? How do we ensure that brain innovations will help and not harm society? How will they be accessible to those who need them? How to protect and use personal data collected by these technologies?

Brain Innovation Days: Digital Sessions



Though the Brain Innovation Days are heavily centred around matchmaking, networking and bringing the community together, circumstances in 2020 will not allow for a full on-site event and the Brain Innovation Days have been reconceptualized to fit the current times, staying true to our dedication to innovation.

The two-day event has been reshaped into **one full year of celebrating brain innovation**. The Days will be launched as an **online event** on **13 October 2020**, which will be followed by a series of digital sessions leading up to the on-site, Brussels event on **12-13 October 2021**. These digital sessions, loosely following the original themes of the Brain Innovation Days will be accompanied by a constant stream of additional audio-visual content building on the digital sessions and showcasing the exciting ongoing projects, initiatives and research happening within the ever-changing field, fostering an increased appetite for people to attend the on-site event in 2021.

More details on how to get involved in the digital sessions and additional audio-visual content are included in subsequent pages.

Brain Innovation Days: Brussels event

The two-day Brain Innovation Days will be held on 12-13 October 2021 in Brussels, Belgium. The programme is shaped with a series of session types, fed into by the wider community through applications, ensuring that the two days will be animated, thought-provoking and unique.



PLENARY SESSION

Plenary sessions provide key insights from leaders across all the different sectors of brain research and innovation. Aimed to build a dialogue with the audience, these sessions can accommodate up to 200 participants.



BREAKOUT SESSION

Breakout session will consist of stakeholder-led parallel working groups dedicated to exploring a particular topic or issue in detail in an informal, hands-on way. Each breakout session can accommodate up to 100 attendees at one time. Their duration spans from 60 to 90 minutes and can take several formats (panel, world café, brainstorming...)



AGORA SESSION

Agora sessions will feature up to 30-minutes mini sessions from industry innovators, start-ups, and other key members of the brain innovation ecosystem. Industry and community-led and featured in the exhibition space, they can accommodate a limited number of attendees in a more relaxed and informal setting.



BRAIN TALK

Brain talks are concise, inspiring and thought-provoking presentations from speakers leading cutting-edge research or activities supporting innovation in brain science. Hosted in the plenary room, they can accommodate up to 200 participants.



START-UP PITCHING SESSION

The Brain Innovation Days will host a “My Start-up in 180 seconds” pitching competition, with an award for Best Pitch. Chosen applicants can participate by pitching their project, of which “the most innovative” one will be crowned by a jury made up of members from EBC, beLean.net, and external experts.



EXHIBITION VILLAGE

The exhibition space will run across the two full days of the Brain Innovation Days and act as a central hive for showcasing the latest research, products, start-ups, etc. in brain innovation and a space for open discussion, networking and potential matchmaking.

●●● Sponsorship Packages ●●●

Opportunities	Silver	Gold	Platinum
Number of sponsors	Unlimited	2	2
Digital session: launch event			
Price	14.000€ + VAT (if applicable)	25.000 € + VAT (if applicable)	37.000 € + VAT (if applicable)
Conversation opportunity with Organising Committee Member(s)	⊗	✓	✓
Possibility to suggest 2 experts as speakers	⊗	⊗	✓
Possibility to suggest 1 expert as speaker	⊗	✓	⊗
45 second video-interview to be played during the webinar program (set questions)	⊗	⊗	✓
Acknowledgment on all communications	✓	✓	✓
Acknowledgment in the waiting room screen of the webinar and jingle	✓	✓	✓
Acknowledgment at opening speech by chair	✓	✓	✓
Acknowledgment on intermission screens	✓	✓	✓
Acknowledgment on event report/highlights	✓	✓	✓



Digital sessions 2021

Opportunities	Silver	Gold	Platinum
Conversation opportunity with Organising Committee Member(s)	⊗	✓	✓
Possibility to suggest 2 experts in the series (and acknowledged as such during the webinar(s) in question)	⊗	⊗	✓
Possibility to suggest 1 expert in the series (and acknowledged as such during the webinar in question)	⊗	✓	⊗
Acknowledgment on all communications	✓	✓	✓
Acknowledgment in the waiting room screen of the webinar and opening jingle	✓	✓	✓
Acknowledgment on opening screen of webinar	✓	✓	✓
Acknowledgment on final screen of webinar	✓	✓	✓
Thank you by webinar chair at end of webinar	✓	✓	✓
Acknowledgment on webinar report	✓	✓	✓
Additional content			
Podcasts, Articles Video	1 acknowledgment throughout the year – different media*	3 acknowledgments throughout the year – different media*	5 acknowledgments throughout the year – different media*
Newsletters	Acknowledgement as sponsor	Acknowledgement as sponsor	Acknowledgement as sponsor
One newsletter	⊗	Communication around Company innovation initiative(s) – 150 words	Communication around Company innovation initiative(s) – 250 words
Corporate Partners' section on event homepage	<ul style="list-style-type: none"> • 50-word profile max. • link to company website 	<ul style="list-style-type: none"> • 150-word profile max. • link to company website • opportunity to propose 1 piece of content (content at discretion of Partner, eg. video, scientific article) 	<ul style="list-style-type: none"> • 250-word profile max. • link to company website • opportunity to propose 2 pieces of content (content at discretion of Partner, eg. video, scientific article) • Interview with a company representative or company designated contact
Social Media	Distribution on EBC/BID social media platforms of 1 event related message from Partner	Distribution on EBC/BID social media platforms of 3 event related messages from Partner	Distribution on EBC/BID social media platforms of 5 event related messages from Partner

On-site event			
Opportunities	Silver	Gold	Platinum
Logo and company profile on the conference website	✓	✓	✓
Number of tickets included	2	4	6
Deluxe table-top in exhibition village	✓	✓	✓
Insert in the delegate bag or given at reception with the delegate badge (max. A4 size, 1 page, double-sided)	✓ (max. A4 size, 1 page, double-sided)	✓ (max. A size, 2 pages, double-sided)	✓ (max. A4 size, 3 pages, double-sided)
Acknowledgment in the waiting room screen of the webinar and jingle	✓	✓	✓
Logo on event website and app	✓	✓	✓
Sponsor showcasing at event	✗	✓ (Defined sections, such as sponsorship of the Innovation Corner, etc.)	✓ Full event
Acknowledgment as sponsor of the Innovation Village	✗	✗	✓
Acknowledgment as Sponsor in event-related communications	✓	✓	✓
Access to Keynote and/or BrainTalk slot	✗	✓	✓
Access to Breakout Session programme slot	✗	Upon request and review by programme committee	✓
Social media communication	Acknowledgement as sponsor, where applicable	Acknowledgement as sponsor, where applicable	Speech recorded and disseminated online Acknowledgement as sponsor, where applicable Periscope interview

**At the discretion of EBC*

For further information and to take part, please contact info@braininnovationdays.eu







●●● Digital Showcasing ●●●

With the reconceptualization of the Brain Innovation Days came the extension of the event beyond two days, into one full year of Brain Innovation activities. With this in mind, the physical exhibition space has been postponed to 2021 but the opportunity to showcase your projects is still possible. Throughout one year of digital sessions, the Brain Innovation Days will continuously work to showcase the ongoing innovative work within the brain space, uploading a constant stream of online content, including videos, podcasts, articles and more. We invite all interested partners to take advantage of this wide-spread exposure by partnering with the Brain Innovation Days to showcase your work.

Price	2500€
Benefits	Exposure to an expanded network of key, relevant stakeholders within the wider community brought together by the Brain Innovation Days : researchers, clinicians, industry representatives, patients, investors/ funders, start-ups and other businesses and beyond.
	Be part of a platform to share your work via digital content, such as videos, podcasts, articles, etc.
	One full year of showcasing via the Brain Innovation Days website, social media channels, digital sessions and partner platforms.



●●● Exhibition Village - 2021 ●●●

Exhibitors	Start-ups (<5 year old)	Advanced
Price	750€	1500€
One space (around 2mx3m) in the allocated area with one table and chairs	 In the Innovation Corner	 General exhibition
Number of tickets (total 50 tickets)	2	2
Logo exposure on website and programme booklet, mailings and additional exhibition showcase coverage (i.e. Twitter)		

If you are interested in **both** online and onsite Exhibition opportunities, please contact us for tailored package rates: info@braininnovationdays.eu

