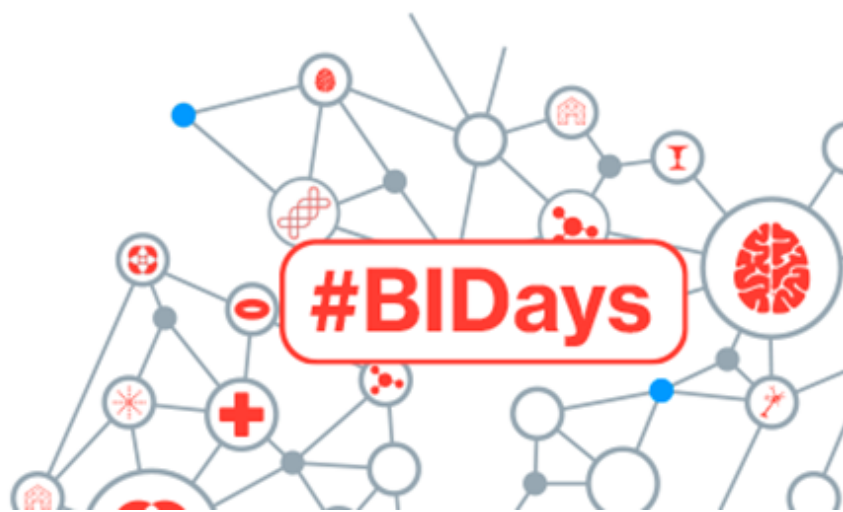




# Brain Innovation Days

**2022 Sponsorship Brochure**



# Introduction

179 million Europeans are currently living with brain disorders – neurological and mental alike – and this is to steadily increase as the population ages. 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 are currently no disease modifying treatments 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 – 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. This is direct testimony for the importance of continued support and fostering of innovation in the brain space.

# Objectives

The **Brain Innovation Days** are led by the European Brain Council (EBC), a network of key players in the brain area, with a membership encompassing scientific societies, patient organisations, professional societies and industry partners. The concept of the Days comes from both within the brain and start-up communities, fusing together to showcase the potentials within the wider brain space. Around the world, researchers, clinicians, businesses and more are working to not only understand the brain further but to use this understanding to develop novel treatments and care for the diseases within our most vital organ. **This event aims to act as a platform to encourage interaction between the communities within the brain space and to showcase ongoing innovation and vital progress being made.**

This year's theme is ***Connecting Brains***, alluding to the mission of the Brain Innovation Days to bring the brain community together and encourage contact-building, knowledge sharing and exchange to fast-track innovation for the benefit of brain research and those living with brain conditions. **We look forward to again bringing together the wider brain community: researchers/innovators, start-ups, investors/funders, industry, clinicians, patients and patient representatives, policymakers, scientific societies and any others interested in making an impact in the brain space.**

In October 2020, the Brain Innovation Days were launched in a virtual session, kicking off one full year of brain innovation, consisting of 3 digital sessions (including a virtual Pitch Competition) and 1 physical event, held in Brussels, Belgium, in October 2021.

The in-person event was held across two full days and was made up of plenary sessions, breakout sessions, Agora and Innovation Showcases, Brain Talks, exhibition space and the European Brain Summit.



Moving into 2022, the Brain Innovation Days will shift into an **annual platform** for the exchange of knowledge between clinicians, neuroscientists, entrepreneurs, start-ups, brain industry and policy makers, with the intent and ability to foster dialogue and create opportunities for investments in research and innovation.

The 2022 Brain Innovation Days will be held in conjunction with the Final Conference of the [European Brain Research Area \(EBRA\)](#) project, a catalysing initiative for brain research stakeholders to streamline and coordinate brain research across Europe. See pages 6-7 for draft programmes of both days.

# ●●● Session Types ●●●



## BRAIN TALKS

Brain Talks are concise, inspiring and thought-provoking presentations from speakers leading cutting-edge research or activities supporting innovation in brain science.



## BUSINESS/INVESTOR PANEL

This panel is an interactive discussion with high-level investors and senior representatives from pharmaceutical companies on dedicated subjects, such as their organizations areas of interest in neurology and psychiatry, challenges, their priorities for sponsored research, collaboration and partnering, etc.



## POLICY-FOCUSED ROUNDTABLE DISCUSSION

This roundtable will bring together key stakeholders in the policy and funding ecosystem, such as the European Commission (DG RTD/DG SANTE), EIT Health, the European Innovation Council as well as representatives from the relevant players in the brain space: industry, patients/patient representatives, researchers, clinicians, etc.



## HOW-TO SESSIONS

How-To Sessions will be led by professionals from leading accelerators in Europe, providing practical information to start-ups and young researchers on topics such as fundraising and entrepreneurship.



## INNOVATION CORNER

Companies are invited to showcase their products/gadget/apps and researchers can present research posters within the Innovation Corner. Ample opportunities for networking and visiting such exhibition space is given throughout the programme, including a guided tour of the Innovation Corner during a networking reception.



## PITCH COMPETITION

The 2nd Brain Innovation Days Pitch Competition will launch with a round of applications in April 2022 in order to identify finalists to pitch their start-up and present their business concept to a panel of experts. Two winners will be chosen: a Jury Prize and a Public Prize.



## ONE-ON-ONE NETWORKING SESSIONS AND OTHER NETWORKING OPPORTUNITIES

**Networking and matchmaking will be placed front and centre in this year's Brain Innovation Days programme**, with ample time throughout the day to foster interaction amongst participants. A **dedicated event app** will be launched prior to the event in order to allow for registered participants to contact each other and plan for on-site, one-on-one meetings in Brussels. Aside from booking slots to meet other attendees on the day, the app would offer early showcasing of the programme, sponsor information and dedicated pages and more. We will work with confirmed sponsors to ensure their branding and requested materials – if part of their package – are fully integrated into the app.

# ••● Sponsorship Packages ●••

Opportunities (Number of sponsors)	Platinum (2)	Gold (Max. 5)	Silver (Unli.)
Price	€30,000 + VAT (if applicable)	€20,000 + VAT (if applicable)	€10,000 + VAT (if applicable)
Use of event logo for own communication	✓	✓	✓
Inclusion of a speaker in the business/investor panel or the policy roundtable	✓		
Opportunity to organise a dedicated episode within the Brain Talks series (before or after event) <sup>1</sup>	✓	✓	
Dedicated table in innovation corner <sup>2</sup>	✓	✓	
Acknowledgement of sponsorship on BIDs website	✓	✓	✓
Corporate Partners' section on BIDs website	✓ <ul style="list-style-type: none"> <li>• 250-word profile max.</li> <li>• Link to company website</li> <li>• Opportunity to propose 2 pieces of content (content at discretion of Partner, eg. video, scientific article)</li> <li>• Interview with a company representative or company designated contact</li> </ul>	✓ <ul style="list-style-type: none"> <li>• 150-word profile max.</li> <li>• Link to company website</li> <li>• Opportunity to propose 1 piece of content (content at discretion of Partner, eg. video, scientific article)</li> </ul>	✓ <ul style="list-style-type: none"> <li>• 50-word profile max.</li> <li>• Link to company website</li> </ul>
Inclusion of on-demand material on the BIDs website and on event app <sup>3</sup>	✓	✓	
Acknowledgement with logo in promotional mailings	All	Some	One
Acknowledgement in social media communication	Acknowledgement as Sponsor twice with dedicated, individual post per sponsor	Acknowledgement as Sponsor twice in a joint sponsorship acknowledgement post	Acknowledgement as Sponsor once in a joint sponsorship acknowledgement post
Acknowledgement during the day of the event (logo on roll-ups, etc.)	✓	✓	✓
Logo on splash screen of the matchmaking/networking app	✓		
Company visibility at the Networking lunch <sup>4</sup>		✓	
Mention in Post event report	250 words & logo	150 words & logo	Logo
Number of free registrations for sponsor delegates	4	2	1

<sup>1</sup> [Brain Talks](#) is a podcast produced by Brain Innovation Days, featuring key opinion leaders and stakeholders from the ever-growing brain ecosystem, discussing the latest breakthroughs, ongoing research and other exciting topics related to brain innovation. One episode is an average of 30-45 minutes.

<sup>2</sup> The option of a standing table top (2 meters by 0.80 meters) in the Innovation Corner space, with a maximum of two roll-ups of your choice.

<sup>3</sup> The Brain Innovation Days will have a dedicated matchmaking platform – available both on desktop and a dedicated app – to link all attendees to each other prior, during and after the event. This app not only allows for attendees to plan meetings with each other and exchange one-on-one, but also for the showcasing of speakers and sponsors. Here we would propose for an extensive sponsor section in the platform, with the following options: Platinum sponsors to have an unlimited number of material (such as links and documents); Gold sponsors with the option of 2-3 chosen material plus links and Silver Sponsors with their clickable logo.

<sup>4</sup> This includes 1 joint banner (all sponsors), 1 joint table for documentation (one brochure per sponsor) and 1 banner per sponsor clearly visible in the lunch area(s).

## ●●● Sponsorship Add-ons ●●●

### PITCH COMPETITION – € 10,000

- Acknowledgment in all dedicated communication
- Access to direct contact with any applicants of interest for matchmaking opportunity
- Participation in the application evaluation panel (and jury on the day)

### INNOVATION CORNER – € 10,000

- Overarching sponsorship of the set-up of the Innovation Corner – meaning an area branded by the sponsoring company
- Acknowledgment in all dedicated communication
- Acknowledgement by BID Chair during the BID programme
- Dedicated table in the Innovation Corner or option to host a start-up/company in the Innovation Corner and/or have a research poster on display



## PROVISIONAL PROGRAMME (10-12 October 2022)

### October 10<sup>th</sup> 2022: EBRA Internal Meeting & Reception

14:00 – 17:00	Internal Meeting (PSC, 3rd Parties, Clusters)
17:00 – 19:30	Reception at the European Parliament

### October 11<sup>th</sup> 2022: EBRA Policy Event and Brain Innovation Days

8:30 – 9:30	Registration
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#### 9:30 - 12:30 EBRA Policy Event

Programme TBC

12:40 - 14:00	Lunch
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#### 14:00-14:30 Opening of the Brain Innovation Days

14:00 – 14:10	Welcome & Opening Ceremony
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14:10 – 14:25	Brain Talk
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#### SERENDIPITY IN RESEARCH: EXPECTING THE UNEXPECTED

14:30 – 16:00	Policy-focused Roundtable
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#### FUNDING MODELS

*Panel to feature representatives from major European funding institutions, highlighting public-private partnership, i.e. IHI, DG Research & Innovation, EIT Health, the European Innovation Council, industry leaders, etc.*

16:00 – 17:00	Launch of the European Brain Foundation
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17:00 – 17:30	Introduction of Matchmaking: “How To Network” Icebreaker + Brella Demo
	Matchmaking Challenge / Speed dating

17:30 –	Opening of the Innovation Corner
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18:00 –	Wine & Cheese Networking Reception
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### October 12<sup>th</sup> 2022: Brain Innovation Days

8:00 – 9:30	Energizing & Networking breakfast
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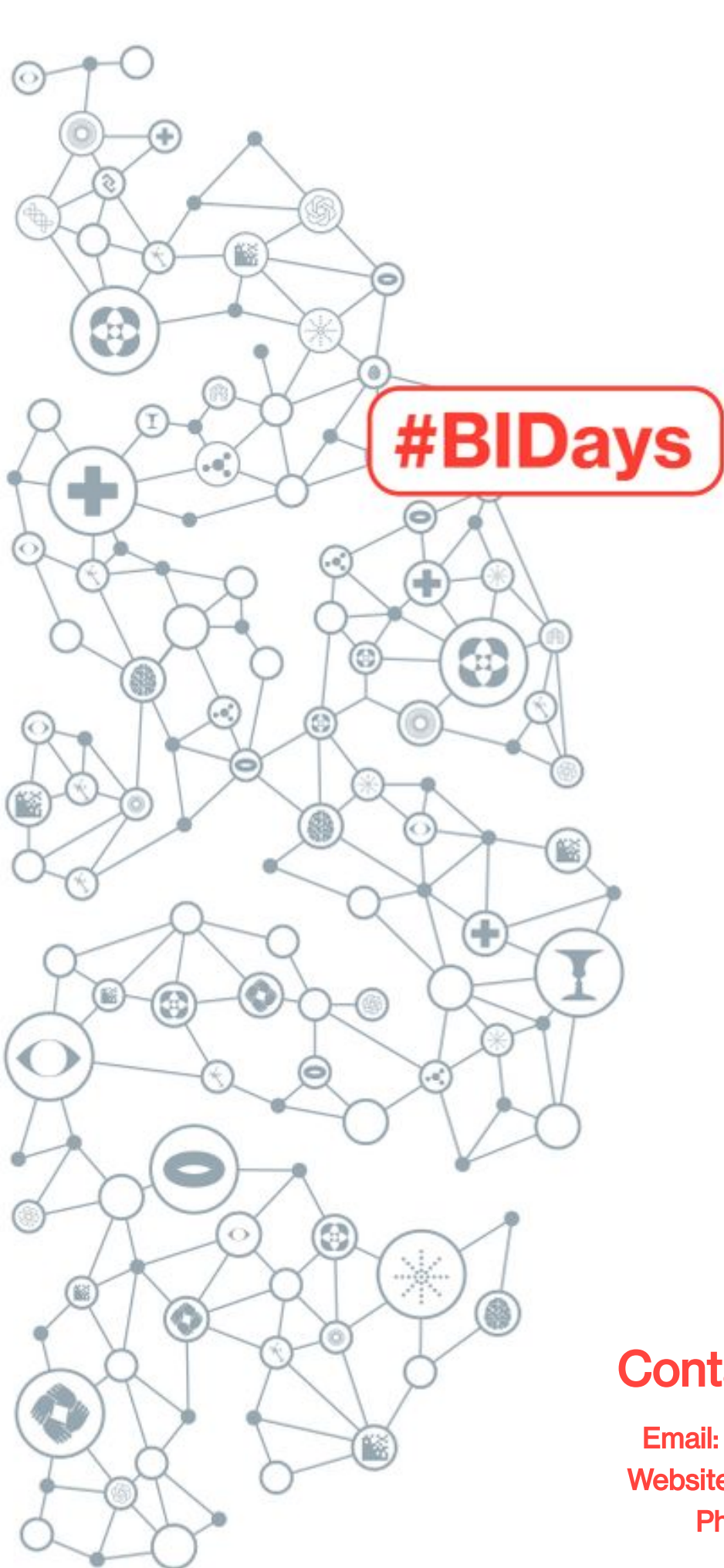
8:30 – 9:15	Yoga Session
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9:30-9:50	Welcome and Brain Talk
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#### OUT OF THE BOX INNOVATION

10:00-11:00	<b>Investor Panel: “High Risk, High Reward”</b>
	<i>Exploring the risks worth taking in investing in the brain space for the benefit of research and patients.</i>
11:00-11:45	<b>Networking Coffee: Meet the Industry</b>
	Grab a coffee and meet our sponsors and knowledge partners in the Innovation Corner or attend your pre-scheduled one-on-one networking slot.
11:25-11:45	<b>How-To Session:</b> How to successfully market yourself and effectively communicate your ideas; building your first elevator pitch
11:45-12:30	<b>Pitch Competition</b>
	Five pre-selected Finalists will battle it out live on the day to win Best Pitch (Jury Prize and Public Prize). The jury will be made up of key experts in the field.
12:30 - 14:15	<b>Networking Lunch and One-on-One Networking Slots</b>
14:00 – 14:15	<b>How-To Session:</b> Socialising in a digital/hybrid world
14:15-14:30	<b>Brain Talk</b>
	<b>THE IMPACT OF INNOVATION FROM A PATIENT’S PERSPECTIVE</b>
14:30-15:15	<b>BREAKOUT SESSION</b>
	<b>CONNECTING BRAINS TO GENERATE DISRUPTION</b> Building networks and collaboration in research
15:15-16:00	<b>Networking Coffee: Meet the Experts</b>
	Grab a coffee and meet the speakers of the day and other key attendees in the Innovation Corner or attend your pre-scheduled one-on-one networking slot.
15:45-16:30	<b>BREAKOUT SESSION</b>
	<b>HEALTH SYSTEMS READINESS</b>
16:30-17:00	<b>Pitch Competition Award &amp; Closing Ceremony</b>
17:00-18:00	<b>Guided Exhibition Networking Reception</b>
	Grab a glass of wine and take closer look at the Innovation Corner, featuring the latest innovations and poster presentations.





## Contact the BIDs Team

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