

Brain Innovation Days

26-27 October 2023
Brussels, Belgium

2023 Sponsorship & Exhibition Opportunities

— May 2023 —



Why the Brain Innovation Days?

The concept of the Brain Innovation Days – led by the [European Brain Council](#) – comes from within both the scientific and business communities, fusing together to showcase the potentials within the brain space. Currently, researchers, clinicians, industry and others all over are working to not only understand the brain further but to use this gained understanding to develop novel treatments, interventions and tools to address brain health and ill-health.

This event, and the community built around it, is **the platform to boost interaction, facilitate knowledge exchange and business development, connect the dots with key people, potentiate investments, foster dialogue and showcase ongoing innovation and progress being made in the space, particularly in Europe.**

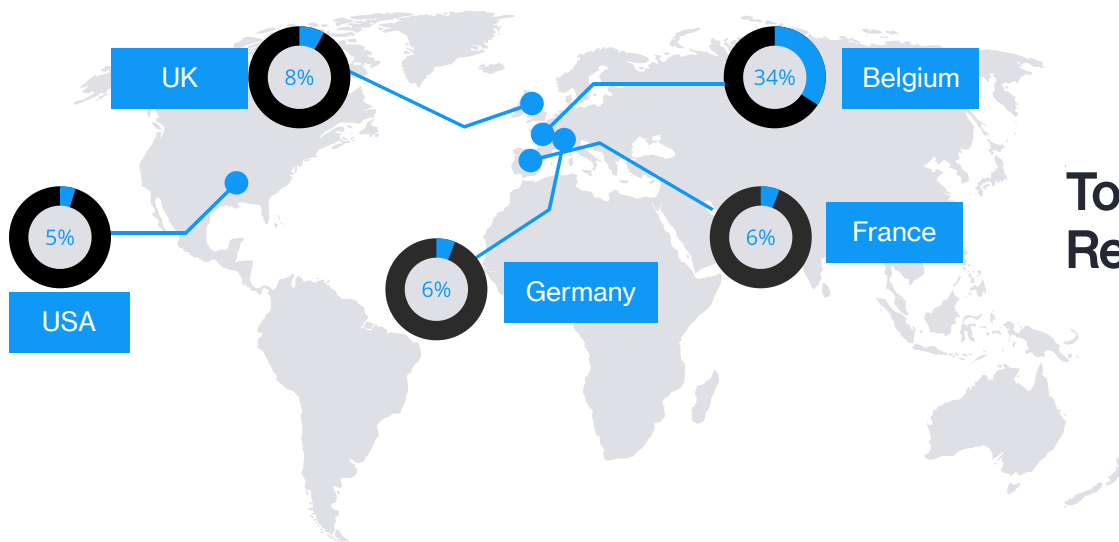
So, what's in it for you?

- Position your company/organisation as an innovator and market leader
- Contribute to the development of the brain sector
- Showcase your research and activities
- Make an impact: get a seat at the table with other stakeholders from the brain ecosystem
- Join the circle of influence in the brain sector & network with key players in the brain research and innovation field – investors, researchers, clinicians, patient representatives, policymakers and more
- Find new opportunities and connections, because this is the place to be!

Herein you will find a wide array of options to be part of making the Brain Innovation Days a success, including sponsorship packages and benefits as well as exhibition opportunities.



Key Takeaways from 2022



Top Countries Represented in 2022

Sectors represented

Researchers 36%

Healthcare professionals 15%

Start-ups 10%

Other 14%

Industry 8%

NGOs 8%

Patient organisations 5%

Investors 2%

Policymakers 2%



"I think that Brain Innovation Days is a wonderful event to demonstrate the best of European brain innovation."

Harris Eyre

Lead
Brain Capital Alliance

"We really need to see more innovation in the brain health space because there are still major unmet needs for people living with neurological disorders across Europe."

Donna Walsh

Chief Executive Officer
International Bureau for Epilepsy



Laura-Joy Boulos

L'Oréal-UNESCO
International Rising
Talent 2020

“

The Brain Innovation Days are much needed. They bring together all these different actors, all these different players, into one place and we finally get to discuss together and build a common vision that is, again, much needed.

”



5 events so far –
digital & on-site



Over 1200
attendees so far



120 speakers in the
field of brain research



85 countries
represented



Countless connections
made



What's in store for 2023?

Almost three years into its founding, the Brain Innovation Days (BIDs) team is working towards the 2023 event, to be held at [The EGG](#) in **Brussels, Belgium** on **26-27 October** under the theme **The Brain in the 21st Century**, exploring the impacts of modern society on the brain and how we can use this knowledge to build resilience and better brain health for future generations and increase our brains' readiness to adapt to the ever-changing environment.

Under the main theme, the two day programme will fall under **five main sub-themes**:

1. Political, societal, and environmental factors on the brain
2. Boosting brain health to prevent brain disorders
3. Innovative tools, substances, and medicines to support people living with brain conditions
4. Recovering, rehabilitation and education
5. Towards the 22nd century

The programme will include a **wide array of session types**, including plenary sessions, inspiring Brain Talks, Poster and Innovation Showcase, matchmaking and networking activities (guided and spontaneous), the 3rd Brain Innovation Days Pitch Competition, breakout sessions, panels, how-to sessions and other excited session formats still under wraps!

Building on the success of the previous in-person event – which drew in 30 speakers, 5 Pitch Competition Finalists, 21 exhibitors and 215 participants (including researchers, clinicians, patients, investors, start-ups, industry representatives and policymakers, to name a few) – **the Days are set to be bigger than ever and we're looking for partners to be involved in the shaping of this exciting programme.**





Sponsorship Packages 2023

PLATINUM Package

€50.000 + VAT if applicable

SOLD

- Exclusive 1 hour session in the programme
- Opportunity to organise a dedicated episode within the [Brain Talks podcast series](#) before or after the event (*with option to have a written interview featured on the website instead*)
- A premium exhibition space in the Innovation Hall
- 4 waived tickets to attend the Brain Innovation Days
- Acknowledgement of sponsorship on BIDs website
- Included in Sponsor section of BIDs website and event app, if applicable (*Logo, 250-word description and links and/or documents*)
- Acknowledgement with logo in promotional mailings and social media posts, when appropriate
- Acknowledgement during the day of the event (logo on roll-ups, slides, etc.)
- Acknowledgement in post-event report (*250 words plus logo*)
- Free use of Brain Innovation Days event logo in any event communication done by company/organisation



Sponsorship Packages 2023, cont.

GOLD Package

€40.000 + VAT if applicable

- 1 speaker in an industry-focused panel (*Exact topic TBD*)
- A premium exhibition space in the Innovation Hall
- 2 waived tickets to attend the Brain Innovation Days
- Acknowledgement of sponsorship on BIDs website
- Included in Sponsor section of BIDs website and event app, if applicable (*Logo, 150-word description and links and/or documents*)
- Acknowledgement during the day of the event (logo on roll-ups, slides, etc.)
- Acknowledgement in post-event report (*150 words plus logo*)
- Free use of Brain Innovation Days event logo in any event communication done by company/organisation

SILVER Package

€30.000 + VAT if applicable

- *The networking package* - official support of the Brain Innovation Days matchmaking activities, including guided matchmaking exercises and networking breaks.
- A premium exhibition space in the Innovation Hall
- 2 waived ticket to attend the Brain Innovation Days
- Acknowledgement of sponsorship on BIDs website
- Included in Sponsor section of BIDs website and event app, if applicable (*Logo and 50-word description*)
- Acknowledgement with logo in promotional mailings and social media posts, when appropriate
- Acknowledgement during the day of the event (logo on roll-ups, slides, etc.)
- Acknowledgement in post-event report (*Logo only*)
- Free use of Brain Innovation Days event logo in any event communication done by company/organisation





2023 Sponsorship Packages | Exhibition

Do you want to be part of the Innovation Hall but with a larger-scale exhibition space? Go beyond a high table and chairs and join as an Exhibiting Sponsor:

Innovation Hall Plus - Exhibitor Package €10.000 + VAT if applicable

- Premium space in high-traffic area of the Brain Innovation Days Innovation Hall
- Larger exhibition space, approx. 3x2m², allowing for more materials to be used alongside the usual furniture (i.e. posters, TV screen, etc.)
- 2 waived tickets to attend the Brain Innovation Days
- Acknowledgement of sponsorship on BIDs website
- Included in Sponsor section of BIDs website and event app, if applicable (Logo and 50-word description)
- Acknowledgement with logo in promotional mailings and social media posts, when appropriate
- Acknowledgement during the day of the event (logo on roll-ups, slides, etc.)
- Acknowledgement in post-event report (Logo only)
- Free use of Brain Innovation Days event logo in any event communication done by company/organization

Want to build your own package? Contact us to explore options: info@braininnovationdays.eu





2023 Sponsorship Packages | Add-ons

Pitch Competition

€10.000 + VAT if applicable

Available to Platinum and Gold Sponsors

The 3rd Brain Innovation Days Pitch Competition will launch with a round of applications in March 2023 in order to identify **5 finalists to pitch their start-up and present their business concept to a panel of experts - all in 180 seconds**. Two winners will be chosen: a Jury Prize and a Public Prize.

- Participation in the Application Evaluation Panel as well as the Jury of the Pitch Competition
- Direct access to all applicants of interest for matchmaking opportunities
- Acknowledgment in all communication around the Pitch Competition

Innovation Hall

€15.000 + VAT if applicable

Available to all sponsorship levels

- Overarching sponsorship of the BIDs Innovation Hall, which houses the Innovation Showcase and Poster Presentations. The Hall would be branded by the sponsoring company.
- In addition to the Sponsor's Exhibition Space, the ability to invite one additional start-up and/or association to showcase their work at the Brain Innovation Days via a stand or a poster
- Acknowledgment in all dedicated communication

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Session Types*

**Based on previous editions and preliminary 2023 programme plans. Additional session types could still be added/updated as programme design continues.*



BRAIN TALKS

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



PANEL & ONE-ON-ONE DISCUSSIONS

Moderated discussion amongst two or more stakeholders from relevant fields of expertise surrounding topics related to one of the five sub-themes. These could include policy discussions, investor/business panels or a mixed group of stakeholders.



SPONSOR-LED SATELLITE SESSION(S)

Satellite Sessions are scientific sessions led by sponsors of the Brain Innovation Days, which are accessible to all registered participants. These will focus on topics driven by our sponsors, though we ask that they remain relevant to the 2023 theme and sub-themes.



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 HALL

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. **A table in the Innovation Showcase will be the cost of a ticket + €150.**



ONE-ON-ONE AND GUIDED NETWORKING/MATCHMAKING OPPORTUNITIES

Networking and matchmaking are a core part of the Brain Innovation Days and are given precedence throughout the two-day programme, with ample time to foster interaction amongst participants. Interaction between attendees – either one-on-one or within groups – will be encouraged during networking coffees as well as guided networking sessions (formats to be defined further). Additionally, matchmaking opportunities, such as a Job Fair, are also under design for this year's event.



Behind the #BIDays
stands



and its member
organisations & societies



About the Organisers

The Brain Innovation Days are led by the [European Brain Council \(EBC\)](#), a non-profit organisation based in Brussels with the mission to promote brain research with the ultimate goal of improving the lives of the estimated 179 million Europeans living with brain conditions.

The **leading network of key players in the “Brain Area”**, EBC is made up of a membership encompassing scientific societies, patient organisations, professional societies and industry partners, speaking with one voice as a platform to **foster cooperation and promote dialogue between scientists, industry and society**.

This wide network and reach is optimal for the Brain Innovation Days, which aims to connect the community more closely, with the vision to **boost and accelerate the pace of innovation in the brain space**.

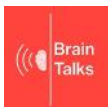
The design of the annual programme and all related activities is undertaken by the EBC Team in partnership and under the guidance of EBC's Members and associated partners.



Any questions?
Want to get involved?

Please contact the
Brain Innovation Days Team:

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www.braininnovationdays.eu

