

# Brain Innovation Days

13-14 November 2024  
Brussels, Belgium

2024 Sponsorship & Exhibition Opportunities



# Why the Brain Innovation Days?

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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.**

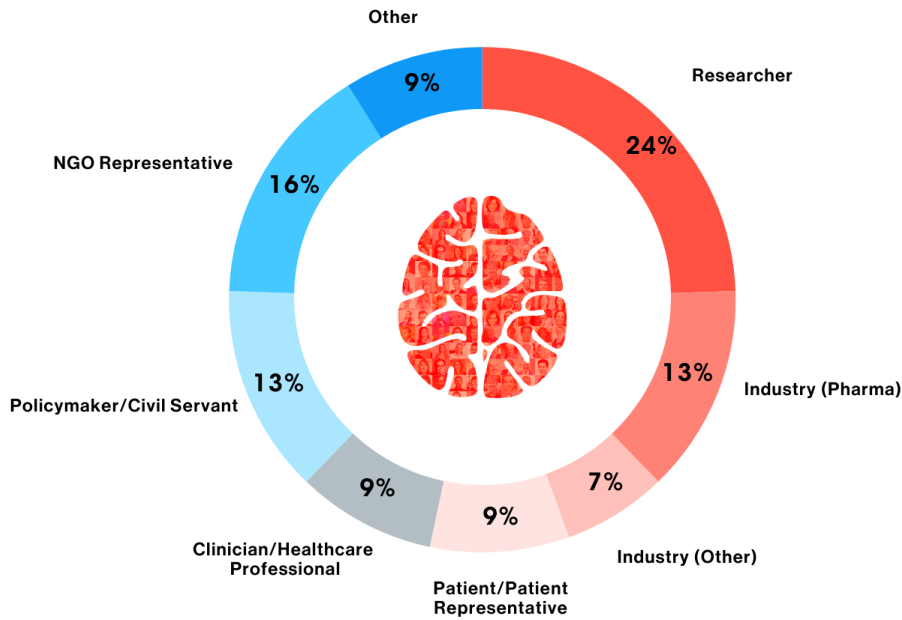
## So, what's in it for you?

- 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 the 2023 Event



"Being part of an event like that as a patient is very outstanding, because here we can understand how co-creation, cooperation can be in the future."

**Péter Kéri**

President  
GAMIAN-Europe



"If you're a startup working on anything related to brain health, I think you should not skip the Brain Innovation Days!"

**Maarten Van Gorp**

Startup Scout & Project Officer  
imec.istart



60+ Speakers



200+ Attendees

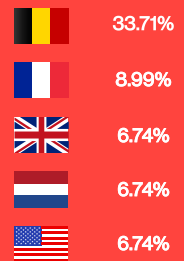


50,000+ Native Impressions



Rated 4.3 by  
Participants

Most Represented  
Countries in 2023



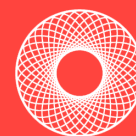
6 events so far -  
digital & on site



Over 1400  
attendees



180 speakers in the  
field of brain research



85 countries  
represented



Countless  
connections made



## What's in store for 2024?

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Four years into its founding, the Brain Innovation Days (BIDs) team is working towards the 2024 event, to be held at [The EGG](#) in **Brussels, Belgium** on **13-14 November** under the theme **Navigating the Brain Across a Lifetime**, examining the journey our brains take across our lifespans, from perinatal to advanced age.

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

1. **Blossoming Brains: Early Brain Development**
2. **Building Brains: Schools and Workplaces**
3. **Timeless Brains: Nurturing Resilience, Embracing Change**
4. **Holistic Brains: Strategies for Brain Health in a Dynamic Society**
5. **Advancements in Neurotechnology: Pioneering Innovations**

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 4th Brain Innovation Days Pitch Competition, breakout sessions, hackathon, panels, how-to sessions and other exciting session formats still under wraps!

Building on the success of last year's event, the event continues to grow and the network expanding - and we're looking for partners to help shape this an exciting, brand-new 2024 programme.







# Sponsorship Packages 2024 | Programme

## PLATINUM Package

€60.000 + VAT if applicable

- Exclusive **45-minute session** and one prime-time **Brain Talk** speaking slot
- Opportunity to organise a dedicated **podcast episode** within the [Brain Talks 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
- **5 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 or organisation



# Sponsorship Packages 2024, cont.

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## GOLD Package

€45.000 + VAT if applicable

- One prime-time **Brain Talk** speaking slot
- A premium **exhibition space** in the Innovation Hall
- **3 waived tickets** to attend the Brain Innovation Days
- Opportunity to organise a dedicated **podcast episode** within the [Brain Talks series](#) before or after the event (with option to have a written interview featured on the website instead)
  
- 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 or organisation

## SILVER Package

€30.000 + VAT if applicable

- **Speaking slot** in a main programme panel discussion (*topic to be determined*)
- 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, 50-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 (Logo only)
- Free use of Brain Innovation Days event logo in any event communication done by company or organisation





## 2024 Sponsorship Packages | Other

### Exhibitor Package

€10.000 + VAT if applicable

- Premium space in high-traffic area of the Brain Innovation Days Innovation Hall
- Larger exhibition space, approx. 3x2m<sup>2</sup>, 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, in promotional mailings and on-site
- Included in Sponsor section of BIDs website and event app, if applicable (Logo and 50-word description)
- Free use of Brain Innovation Days event logo in any event communication done by company/organization

Click [here](#) to see an example from the 2023 BIDs - "The Messy Room"

### Brain Talks Podcast Episode

€15.000 + VAT if applicable

- Record a 30-45-minute episode for the Brain Talks podcast series on a related topic of your choice, with up to 3 speakers in discussion with a professional host
- Option to record on site during the Brain Innovation Days or online ahead/after the event
- For release before, during or after the 2024 event

Click [here](#) to listen to previous episodes

Want to build your own package? Contact us to explore options: [info@braininnovationdays.eu](mailto:info@braininnovationdays.eu)







## 2024 Sponsorship Packages | Other

### Pitch Competition

€10.000 + VAT if applicable

The 4th Brain Innovation Days Pitch Competition will launch with a round of applications in April 2024 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

### Brain Health Hackathon

€20.000 + VAT if applicable

Sponsor the first BIDs Brain Health Hackathon, where experts in research, neurology, psychiatry, patient involvement, design, business, and more converge to collaboratively tackle challenges in the brain space. Together, they'll create innovative solutions – whether it's groundbreaking technology, impactful projects, or strategic business plans – all aimed at enhancing individuals' brain health. Sponsors will have the exclusive right to present a challenge for these brilliant minds to solve. Your sponsored challenge can focus on a specific disease or condition, or take a broader, more general approach, contributing to transformative solutions in the field. Be a catalyst for change and improvement in brain health!

Want to build your own package or explore other options - like an [Exhibition](#), [Movie Premiere](#), etc.? Contact us to explore options: [info@braininnovationdays.eu](mailto:info@braininnovationdays.eu)







# Session Types\*

*\*Based on previous editions. 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 2024 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

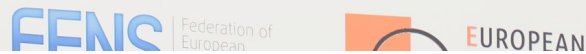
Networking and matchmaking are a core part of the Brain Innovation Days and are given precedence throughout the two-day programme, with ample time to foster interaction amongst participants. Interaction between attendees – either one-on-one or within groups – will be encouraged during networking coffees 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.

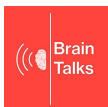


Any questions?  
Want to get involved?

Please contact the  
Brain Innovation Days Team:

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