



NEUGENERATION

Conference on Neuroscience

2019

FROM THE CO-CHAIRS



Dear potential sponsor,

Thank you for considering partnering with NeuGeneration Conference! As students, NeuGene is meaningful to us because it is an opportunity to meet with like-minded individuals

from various faculties and schools, to share ideas, and make lasting connections.

Ever since our establishment in 2015, we have seen tremendous support from the Queen's community. Our first event, despite having no reputation to build upon, managed to completely sell out in just a few weeks. At our second and third annual conferences, we were able to expand our audience by recruiting delegates from other universities such as McGill and Guelph. Most importantly, we were able to do this while expanding our conference to include activities such as hands-on workshops, interactive discussion panels, and a sponsorship exhibition. We plan to continue to grow both our community and the events, activities, resources, and opportunities that we can facilitate, with the ultimate mission of inspiring progress in the field of neuroscience.

It is our goal to provide students with a truly engaging and memorable experience. With your help, we plan to continue achieving this goal by making this year's event the best so far. By partnering with us, you will be helping to inspire a new generation of scientists, doctors, researchers, teachers, engineers, and infinite others, whilst establishing a direct connection to all of the students and guests attending. We would greatly appreciate your support to further expand our community and achieve our goals. Thank you for your time; we hope you choose to join us this year for the 4th annual NeuGeneration Conference!

Sincerely,

Bailey Brant & Emma Jane Randal

NeuGeneration Co-Chairs 2019

NEUGENERATION

Conference on Neuroscience



The new generation of Neuroscience will be fostered in our Universities. As a student run conference, our team aims to help educate, empower and innovate with current students interested in the field of Neuroscience. We ask you, as a potential sponsor, for your assistance and support for the annual NeuGeneration Conference on Neuroscience held at Queen's University in Kingston, Ontario.

NeuGeneration is the first and only neuroscience conference at Queen's University. The conference is managed by a team of highly motivated undergraduate students from a variety of backgrounds—ranging from engineering, to commerce and to life sciences.

Our goal is to bring together leading scientists, professors, and doctors in the field and offer students the unique opportunity to learn about cutting-edge research and modern applications of neuroscience in a new light.

We strive to provide the opportunity to all our delegates to gain insight and perspective into the interdisciplinary field of Neuroscience. We are proud to report massive success in our first three years as a conference. Our team now aims to expand by increasing ticket sales by 50% and by beginning to recruit delegates from other Universities across Canada.

With your help, we are hoping to achieve our ambitious goals while promoting your organization along the way.

Interested in being a sponsor?

Without our generous sponsors, we wouldn't be able to offer this special opportunity to the many students who have expressed an interest in our conference. We are extremely appreciative for any type of support; and we want to support you, too!

Want to get in contact with us?



q_neugeneration



neugeneration.com



facebook.com/neugeneration



neugene.sponsorship@gmail.com

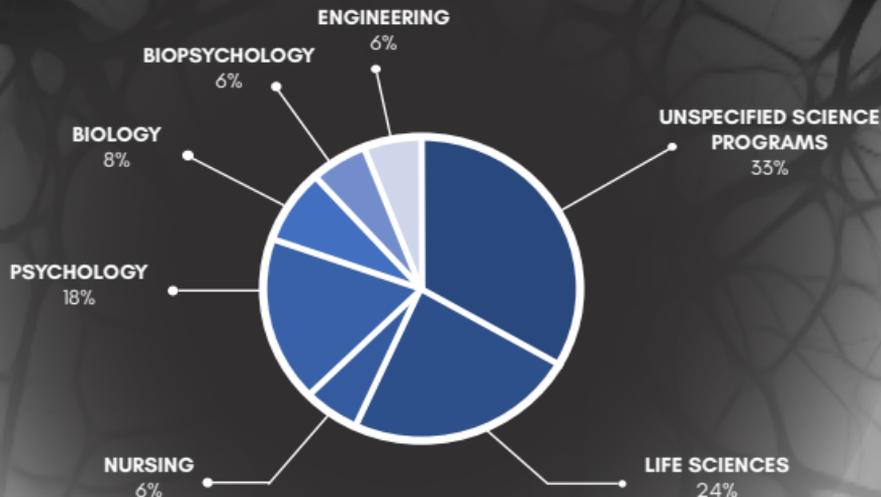


Want to hear more about our sponsorship opportunities?

For any questions, please contact:
neugene.sponsorship@gmail.com

NEUGENE

DELEGATE BREAKDOWN



BENEFITS OF PARTNERSHIP

- 1 Get in front of your target audience
- 2 Connect with Canada's top undergraduate students
- 3 Direct marketing to 150+ delegates
- 4 Peripheral marketing to 24,000+ students

40%

of delegates expressed an interest in medical school

12%

of delegates came to the conference from other universities, such as Guelph and McGill



Want to hear more about our sponsorship opportunities?

For any questions, please contact:
neugene.sponsorship@gmail.com

SPONSORSHIP LEVELS

	COPPER Up to \$100	BRONZE \$250	SILVER \$500	GOLD \$1000	PLATINUM \$2000 or more
LOGO ON FACEBOOK COVERPHOTO	✓	✓	✓	✓	✓
LOGO ON WEBSITE	✓	✓	✓	✓	✓
PROMOTIONAL SPACE ON DELEGATE MANUAL		✓	✓	✓	✓
DISPLAY PROMOTIONAL MATERIAL DURING EVENT		✓	✓	✓	✓
SPONSOR DESCRIPTION ON WEBSITE		✓	✓	✓	✓
SPONSOR BOOTH			✓	✓	✓
SEND RECRUITERS FOR NETWORKING SESSION			✓	✓	✓
PROMOTIONAL MATERIALS IN DELEGATE GIFT BAG			✓	✓	✓
SPONSOR A CONFERENCE EVENT-MC BLURB DURING TRANSITIONS				✓	✓
SOCIAL MEDIA POST				✓	✓
KEYNOTE SPEECH AT OPENING/CLOSING CEREMONIES					✓
3 SOCIAL MEDIA POSTS					✓

* These values refer to monetary transactions or provision of conference materials

* Descriptions of deliverables mentioned above are on the following page

DELIVERABLES DESCRIPTIONS

- 1 Logo on Facebook cover photo:** Your organization's logo is displayed on Neugene's Facebook cover photo.
- 2 Logo on website:** Your organization's logo is displayed on Neugene's website.
- 3 Promotional space on delegate manual:** Add your logo to the conference's delegate manual
- 4 Display promotional material during event:** Logo and a possible text blurb appears on slide deck during transitions
- 5 Sponsor description on website:** Your sponsor will have a short description (1-5 sentences) of your request that will appear on our website's new "About the Sponsors/Special Thanks" page.
- 6 Sponsor booth:** Set up a booth with promotional materials and staff during "Coffee with Sponsors" event.
- 7 Send recruiter for networking event:** Send a recruiter to attend our social/networking events held throughout the conference.



Want to hear more about our sponsorship opportunities?

For any questions, please contact:
neugene.sponsorship@gmail.com

DELIVERABLES DESCRIPTIONS

8

Promotional materials in delegate gift bag: Our delegate bags are given to each delegate at the beginning of the conference. Delegates often browse through the contents during transitions, and take them home to look at after.

9

Sponsor a conference event-MC blurb during transitions: For a particular event (a lunch, a speaker, a break off to workshops, a case competition); the sponsor will be credited for contributing to the event, and the MC's will give a blurb of up to 5 sentences.

10

1 social media post: Neugene's Marketing team will work with sponsor to deliver one social media post (on both Facebook and Instagram) that promotes the sponsor. This post can be shared personally by Sponsorship Executives to reach their personal friends. Posts can be: a sponsorship announcement, a pre-conference post, or a post-conference thank you.

11

Keynote speech at opening/closing ceremonies: Deliver a keynote speech to open and/or close the conference. Speeches can be up to 2 minutes, and presenters can display a slide deck and/or videos

12

3 social media posts: Neugene's Marketing team will work with sponsor to deliver 3 social media posts (on both Facebook and Instagram) that promotes the sponsor. One of these posts can be shared personally by Sponsorship Executives to reach their personal friends. Posts can be: a sponsorship announcement, a pre-conference post, and a post-conference thank you.



Want to hear more about our sponsorship opportunities?

For any questions, please contact:
neugene.sponsorship@gmail.com

TESTIMONIALS



DELEGATES

"What do you especially like about the conference?"

"There were a wide variety of speakers from different backgrounds and of different academic status. Each speaker provided insight to varying areas of neuroscience, which can inspire a more diverse population of delegates."

- 2016 Delegate

"I really liked the variety and amount of speakers. I was really impressed that the conference had a speaker come all the way from McGill. I also thought the MCs were 100%! And I liked the food and organization of the event."

- 2017 Delegate



SPEAKERS

"Speaking at NeuGeneration 2018 was a fantastic experience for me! The students from Queens, and the nearby universities, are so excited about cutting-edge neuroscience research and have organized a world class meeting. For me, it was a great opportunity to make connections with young neuroscientists and to present my lab's most recent work on traumatic brain injury. Thanks to participating in NeuGeneration I have been able to host 2 Queens students in my lab in Boston, both of whom have done fantastic research. I look forward to working more with the excellent neuroscience students who attend and organize NeuGeneration and seeing this exciting meeting grow!"

- Dr. Chris Dulla



SPONSORS

"The Centre for Neuroscience Studies has been a sponsor of the NeuGene conference for the past two years. This is an exceptional group of young dynamic individuals who host a very professional rewarding conference in the multidisciplinary field of neuroscience. As sponsors we were afforded the opportunity to provide input and guidance to the team. The conference is very well attended and worthy of sponsorship funding."

- The Centre for Neuroscience Studies



Want to hear more about our sponsorship opportunities?

For any questions, please contact: neugene.sponsorship@gmail.com

PAST PARTNERS

R Reid Properties

CANADIAN
cannabis
CLINICS

Alzheimer *Society*
CANADA


MIND SCIENCE
FOUNDATION
EXPLORE | EXPAND | EVOLVE

DAVIDsTEA

muse™
the brain sensing headband

Pita Pit


INDEZONE
ENERGY

Domino's
Pizza

MD Consultants

The
Princeton
Review®

KAPLAN


OZTREKK
educational services

