

Australasian Neuroscience Society

PARTNERSHIP PROSPECTUS

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www.ans.org.au



Australasian
Neuroscience
Society

Introduction

The Australasian Neuroscience Society (ANS), encompassing both Australia and New Zealand, is one of Australasia's largest biomedical societies. ANS was founded in 1971 making it one of the world's oldest neuroscience societies. Our goal is to promote excellence in neuroscience research and discovery that will provide global benefit. Our members come from diverse disciplines and work in laboratories, classrooms and clinical environments. Our society enables interactions and links between experienced and young scientists, and between neuroscientists and the public to embrace the wonder of, and challenges posed by, the human brain and nervous system. Don't miss the exciting opportunity to partner your organisation with ANS for 2018.

We are highly respected internationally as a leading organisation, particularly in the Asia-Pacific region. We have joint arrangements to promote neuroscience in the region with the Federation of Asian-Oceanian Neuroscience Societies (FAONS) and the Asia-Pacific regional committee of the International Brain Research Organisation (IBRO). More broadly, ANS has close links with the Federation of European Neuroscience Societies (FENS) and the Society for Neuroscience (SfN) in the USA.

The information in this prospectus highlights the initiatives undertaken by ANS to achieve our aim to lead and foster excellence in neuroscience research and teaching, and to promote the application of neuroscience discoveries for the benefit of society. As the peak neuroscience body in Australia and New Zealand it is important for us to continue to create opportunities for researchers and to serve the intellectual and operational needs of our members.

Our member's training and scientific discoveries are underpinned by the critical support of corporate organisations and scientific companies which provide the equipment and resources for scientists to do their work.

We invite you to take some time to read through this information and find out about the work we do, and how you can contribute to a brighter future for Australian and New Zealand brain science. We want to enhance the quality of life for our citizens through advances in understanding of the nervous system, and with your help, we can.

ANS oversees many areas in which your support will enable us to grow and develop –

- Public outreach, advocacy, recognition of excellence in research, equity and diversity, research ethics, and student and early career scientist mentorship and career progression
- Annual conference
- Australian Course in Advanced Neuroscience (ACAN)
- Australian Brain Bee Challenge (ABBC)

Sponsorship with a difference:

ANS's unique position as the leading association of neuroscientists in Australasia makes it a highly valued partner for companies and individuals seeking a targeted impact with their sponsorship investment.

ANS provides services and solutions to scientists and health professionals who study the brain and nervous system and who are actively involved in research and teaching professions. Access to this cohort will provide sponsors with the opportunity to gain significant market intelligence. Partnership with ANS will enable sponsors to develop platforms from which to promote products and services and, ultimately, to increase market penetration.

ANS sponsorship is far more than just a marketing exercise. Our sponsorship partners are highly motivated by the opportunity to actively demonstrate their commitment to brain research and education by investing in a portfolio of ANS activities that are detailed in this document.

Every dollar invested helps ANS grow and evolve to meet the needs of our dynamic professionals.

The Benefits

Sponsors of ANS receive continuous benefits including –

- Name and logo recognition exposure on the ANS website
- Ongoing affiliation with a highly-respected peak industry association
- Acknowledgement and brand presence at ANS events
- Networking opportunities
- Continuous exposure to over 700+ members and partners
- Promotional opportunities at a wide range of events, including the annual conference, seminars, forums and awards
- Access to a network of industry leaders

The Categories

There are four levels of sponsorship, each with an impressive suite of opportunities and benefits across numerous platforms, providing excellent value for your investment.

All sponsorships are for one year (January - December) and the table below outlines the inclusions for each package.

- Platinum Partners
- Gold Partners
- Silver Partners
- Bronze Partners

Importantly, we can tailor sponsorship packages to suit your needs if the benefits of sponsorship are multifaceted. They can include, for example:

- increased opportunities for brand impact
- commitment to professional excellence in neuroscience
- investment in a growing peak body.

Becoming an ANS partner will position you and your business as an engaged leader in the sector. You can gain respect and credibility by standing out from the crowd and prominently displaying your products, services and marketing materials. Rather than simply attending an event and looking for opportunities to share your business card, association sponsorship brings attendees who are eager to find out about your business.

Multi-Year Discounts

It is our pleasure to offer a 20% discount on the additional year's sponsorship package (on the published 2019 rates) if partners sign up for a two-year multiyear deal and pay for the 2018 package before the end of May 2018.

Sponsorship with a difference:

PARTNER PACKAGES	PLATINUM	GOLD	SILVER	BRONZE
Per annum cost + GST	\$30,000	\$15,000	\$10,000	\$5,000
Inclusions listed below for each package				
ASSOCIATION				
Logo on all member emails (excluding job ads, AGM and Executive and Council forums)	✓	✓	✓	✓
Logo on quarterly newsletter	✓	✓	✓	✓
Logo sponsors hyperlinked to sponsorship page on ANS website	✓	✓	✓	✓
Discount on placing a job advertisement on the ANS website	15%	10%	5%	2.5%
Ability to advertise your own events on the ANS website	✓	✓	✓ *	
Discount on placing advertisements on the ANS website	15%	10%	5%	2.5%
Logo to be placed on 6 educational modules that are distributed to schools in Australia and NZ	✓	✓	✓ *	
CONFERENCE 2018				
Visibility:				
Announcement of your brand as a Platinum sponsor at start of conference	✓			
Hosting opportunity for a plenary session (as programmed by ANS)	✓			
Hosting opportunity for a breakout session (as programmed by ANS)		✓	✓ *	
Hosting opportunity for a Special Interest Networking session (as programmed by ANS)	✓	✓		
Opportunity for sponsor to submit a speaker/panellist for a breakout session - with topic provided by ANS (as programmed by ANS)			✓	
Opportunity to co-host an ACAN Alumni evening networking session		✓		
Marketing message on the conference app	✓	✓		
Logo on conference banners	✓	✓	✓	✓
Company banner displayed in foyer	✓			
Reserved conference booth at the annual conference (space and booth additional cost for Gold, Silver and Bronze)	Complimentary booth	50% off advertised booth rate	25% off advertised booth rate	Advertised rate
Sponsor acknowledgement before and during event	✓	✓	✓	✓
CONFERENCE PROMOTION, PRE & POST				
Logo on conference promotional emails	✓	✓	✓	✓
Logo on conference website	✓	✓	✓	✓
Acknowledgement as Association sponsor on all conference social media releases	✓	✓		

* Only available to Academic Institutes/Universities

Sponsorship with a difference:

PARTNER PACKAGES	PLATINUM	GOLD	SILVER	BRONZE
Inclusions listed below for each package				
CONFERENCE ATTENDANCE				
Complimentary full conference registrations	4	3	2	1
Reserved seats at plenary session to invite registered guests	Every session	Opening session		
Reserved table at gala dinner to invite registered guests (dinner tickets are additional costs)	✓			
10% discount on delegate registrations (limited to 10 registrations)	✓			
Priority access to early bird conference rates - 1 week	✓	✓	✓	✓
ACAN 2018				
Sponsorship of the 2018 Australian Course in Advanced Neuroscience	✓	✓	✓	✓
Opportunity to provide equipment to the course (at sponsor's cost)	✓	✓	✓	✓
Acknowledgement on all course advertising material	✓	✓	✓	✓
Logo acknowledgement on course website	✓	✓	✓	✓
Logo acknowledgement in student and faculty handbooks	✓	✓	✓	✓
Acknowledgement in ACAN Annual Report	✓	✓	✓	✓
Open invitation to attend ACAN as a visitor	✓	✓	✓	
BRAIN BEE CHALLENGE 2018				
Company logo and name acknowledgement on ABBC website	✓	✓	✓	✓
Company posters/banners prominently displayed at Australia-New Zealand National Final	✓			
Web link to company website on ABBC Website	✓	✓	✓	
Logo on State/Island and National finals ABBC and NZBBC Achievement / Participation Certificates	✓			
Logo and name on "thank-you" Power-point slide at prize-giving ceremony	✓	✓	✓	✓
Company logo and name in Australia-New Zealand National Final Program/Student Profile Booklet – hard copy/web	✓	✓	✓	✓
Logo and sponsorship acknowledgement on Australian brochures distributed to all national finalists	✓	✓	✓	✓
Company brochure (or similar) to be included in the information bags given to all registrants	✓	✓	✓	✓
Provision of photographs and other relevant materials that the company may use for marketing purposes	✓	✓		
Invites to the National Final with opportunity for a company representative to present/co-present prizes/certificates	✓			

ANS Overview

The 2018 ANS Executive



Professor Linda Richards
President



Professor Gary Egan
Treasurer



A/Prof Helen Cooper
Editor



A/Prof Kay Double
Secretary



Professor Cliff Abraham
President Elect

Association

With 700+ members, ANS is the peak neuroscience society in Australasia. Our members play an active role in helping to lead and develop our society and its membership.

We actively communicate with our members via quarterly newsletters, regular emails and updates on the website. Our members also have access to our online ANS community forums, and are able to initiate their own ANS forums. These resources have many applications, including the ability to foster the next generation of researchers. The website also

allows members and sponsors to advertise their own events, and to promote job opportunities to our membership

ANS has high visibility among the power-brokers at the peak of Australasian science. The Chief Scientist of Australia, Dr Alan Finkel, is a neuroscientist and a member of ANS. With the enthusiastic support of the Australian Academy of Science, ANS is leading an effort to lobby the government for a large increase in funding for brain research. Sponsors will have the opportunity to leverage off this visibility.

The ANS Annual Meeting – 37 years and going strong

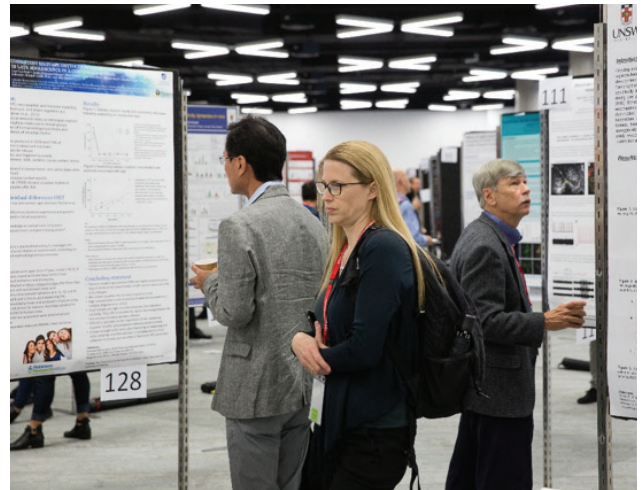
The ANS Annual Meeting is one of the largest annual biomedical conferences held in the Australasian region. The meeting rotates between Australia's state capitals and New Zealand. What started out four decades ago as a 150-person meeting has grown into a major convention of up to 1,000 delegates attending presentations by numerous highly acclaimed national and international experts.

A particularly strong element of the ANS meetings is its student involvement, ranging from secondary school students at the Australasian finals of the International Brain Bee competition to the huge contribution of oral and poster presentations made by PhD students and postdoctoral researchers. The range of interest of our participants is very diverse – from experts in neurology, psychiatry, psychology and neurosurgery (the Neurosurgical Society of Australasia co-sponsors the meeting's annual Eccles Plenary Lecture), to researchers working in neurogenetics, neurophysiology or even at the interface between insect vision and computing.

The 2018 event will be held at the Brisbane Convention and Exhibition Centre (BCEC). Opened in 1995, BCEC is one of Australia's premier venues for events, exhibitions and conferences. Located at the heart of Brisbane's South Bank cultural precinct, the venue will be a drawcard for delegates and visitors attending the ANS 2018 conference.

Don't miss the exciting opportunity to showcase your organisation at this national meeting. The current and next generation of Australasia's brightest minds will be there to meet you.

ANS Overview



ANS Teaching and Training

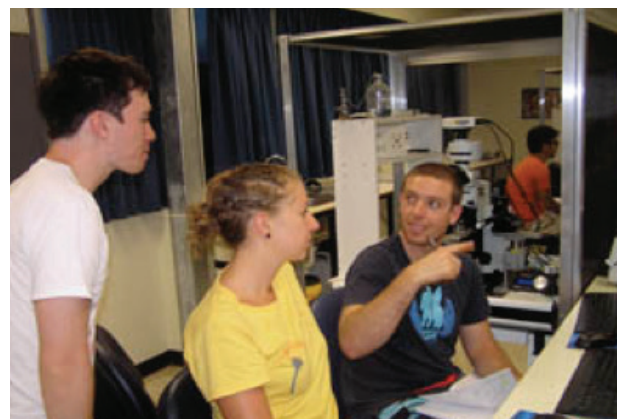
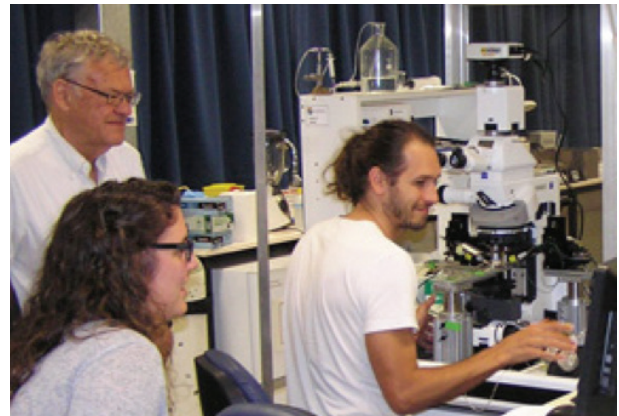
The Australian Course in Advanced Neuroscience

The Australian Course in Advanced Neuroscience (ACAN) is ANS' flagship research training course held every year on North Stradbroke Island near Brisbane. Investigating how the brain works requires the use of sophisticated methods matched by a high level of technical and theoretical know-how. The ability for Australia and New Zealand to maintain international competitiveness in neuroscience is critically dependent on the technical proficiency of researchers in this field, which bridges biology and bioengineering. Researchers can only be effective if they are well trained, not just in the science, but also in advanced research techniques.

ACAN draws together experts from around Australia and the world to teach 12 exceptional students the theory and practice of neurophysiology and fluorescence imaging of brain cells. ACAN helps young neuroscientists at the start of their career to rapidly learn the latest and most important research techniques that will increase their lifelong research effectiveness. Here the students are immersed in neuroscience for three weeks, staying on site with access to dedicated state-of-the-art equipment. A bonus of this intense course is that instructors and students have the opportunity to brainstorm their ideas face to face. The course has run for over a decade and many neuroscience leaders in Australia and New Zealand have attended.

ACAN is unique in the southern hemisphere and its high standard is equal to similar courses offered in the USA and Europe. Instructors are passionate about the course and donate their time, and all items of equipment are lent to the course, rent free, by major companies in the field. The assistance of our sponsors ensures we are able to run the three-week residential course, rent labs and provide accommodation and food, shipping, insurance costs and travel for instructors.

Supporting ACAN will fast-track the careers of our young researchers, and help to build a critical mass of trained neurophysiologists in Australia and New Zealand to keep us at the forefront of neuroscience endeavours.



Testimonials

"Have already told the new PhD students they MUST apply for next year. It was such a fantastic course, touching on all areas of cellular physiology. I couldn't believe how much we learnt in three weeks, both in the labs and just interacting with the incredible academics."

"ACAN was without a doubt the single most important experience of my PhD and research career to date. It was also a fantastic opportunity to network with internationally recognised researchers and I've definitely made some friends for life."

ANS Teaching and Training

Brain Bee Challenge

The Australian and New Zealand Brain Bee Challenge (ABBC) is an exciting and popular competition that has been running since 2006. The competition is for high school students in year 10 in Australia and Year 11 students in New Zealand to learn about the brain and its functions, neuroscience research and the latest advances in neuroscience. It also provides them with the opportunity to find out about careers in neuroscience and gain insights into neurological and mental illnesses.

The ABBC and NZBBC commence with a Round 1 on-line quiz taken in-school under exam conditions with questions about the structure and function of the brain. The highest scoring students go on to participate in regional finals in each state and territory in Australia and on the North and South Islands in New Zealand. The ABBC and NZBBC culminate locally in the National Finals where eight Australian and two New Zealand regional winners compete to become the National Champion for their respective countries. These champions then represent their country in the International Brain Bee (IBB) which takes place at an international neuroscience/psychology conference, in the past held in places such as the USA and Europe.

By fostering a passion for neuroscience – and for science more generally – among school-age students, the Brain Bee Challenge helps to ensure that Australia and New Zealand will be well served by future generations of scientists and engineers.



ANS 2018 Partnership Application Form

All sponsorship amounts are in Australian dollars and are EXCLUSIVE of GST

Contact:		
Position:		
Company:		
Address:		
Suburb:	State:	Postcode:
Telephone:	Mobile:	
Email:		

Partnership Opportunities

Platinum Sponsor	\$30,000 + GST	<input type="radio"/>
Gold Sponsor	\$15,000 + GST	<input type="radio"/>
Silver Sponsor	\$10,000 + GST	<input type="radio"/>
Bronze Sponsor	\$5,000 + GST	<input type="radio"/>

It is our pleasure to offer you a 5% discount on the above 2018 sponsorship packages if you sign up and pay before the end of May 2018.

Signed:

Date:

Please complete and forward application to:

Seb Bown
ANS 2018 Secretariat
C/- The Association Specialists Pty Ltd
PO Box 576, Crows Nest NSW 1585 AUSTRALIA

Tel: +61 2 9431 8600
Fax: +61 2 9431 8677
E: secretariat@ans.org.au

Terms and Conditions

Partnership will only be allocated on receipt of the signed partnership application form. A letter of confirmation will be provided to confirm the entitlements, together with a Tax Invoice for the total amount of the investment, which must be paid within 30 days of invoice. In the event of cancellation, a 30-day notice period is required, and a service fee of 25% applies for any cancellations on activities not executed. No refunds will be made for cancellations after this date.

ANS 2018 Partnership Prospectus

