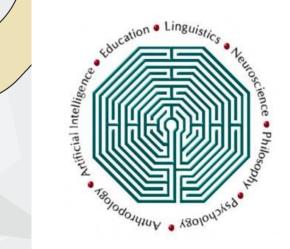


Developing a Mind: Learning in Humans, Animals, and Machines



Virtual Sponsorship Prospectus 2020

Dear Collaborators and Industry Partners,

The Society invites you to support **CogSci 2020**, taking place virtually, from July 29 – August 1. This is our first virtual event, where we hope to **extend our global reach like never before**, connecting with researchers not previously able to attend. Our conference will provide you with great opportunities to showcase your products and interact with many researchers and clients on an **international scale**.

The Annual Meeting of the Cognitive Science Society is the world's premiere annual conference for the interdisciplinary study of cognition. Cognitive Science draws on a broad spectrum of disciplines, topics, and methodologies, in addition to the full breadth and diversity of research topics offered by the society's membership.

Advertise in our digital congress program, be a virtual exhibitor and display your product, or sponsor a portion of the congress and receive extended exposure, to what we anticipate will be a **record number of attendees**, **exceeding all past events (1500+)** and reflecting **our highest membership to date of 3,500 and rising!**

Your presence at our conference is a much-appreciated demonstration of your support for **CogSci 2020**.

Sincerely, The CogSci 2020 Organising Committee



CogSci 2020 is the 42nd Annual Meeting of the Cognitive Science Society, to be held virtually from **July 29th – Saturday August 1st.**

This year's conference highlights research on the theme, **Developing a Mind: Learning in Humans, Animals & Machines**, in addition to the full breadth and diversity of research topics offered by the society's membership.

Keynote speakers include:

- Cecilia Heyes, Oxford University
- Geoffrey Hinton, University of Toronto
- > Janet Werker, University of British Columbia



CogSci 2020 is being organized under the leadership of the CSS Chair, Asifa Majid, with support from the Board of Directors and multiple sub-committees.

The **Program Committee** is co-chaired by:

Stephanie Denison | Michael Mack | Yang Xu | Blair C. Armstrong



Who Attends:

The conference draws principal investigators, post-doctoral fellows and grad students actively engaged in cognitive science as a discipline.

Our **anticipated record attendance** is global, including the USA, Canada, Europe, Australia and Asia.

Past conferences have drawn **scientists**, **postdoctoral fellows and students** along with industry and governmental representatives.

Why They Will Attend:

- High quality, well-timed content
- Ease of attending No travel is required, which suits demanding schedules
- Ability for primary investigators to send more members of lab due to lower cost
- The ability to interact and connect with peers from all over the world



What is a Virtual Booth?

All sponsors receive a virtual booth, which is a virtual space where you can offer live and on-demand content, schedule demos, interact with attendees via live chat and download real time reports. Tell your story, educate potential users about your company and share more about your products & services.

Virtual booths are grouped in a virtual exhibitor space clearly identified and accessible from the virtual lobby. You have full control of the booth branding and design (images, logo, colors, videos, handouts etc.) to create a unique and compelling experience.

Booth representatives can easily **engage with booth visitors** with powerful chat tools whether you're live "in" your booth or not. The "Ask a Question" function is available post-conference when content is "on-demand" - **extending your reach and interaction**.

The virtual environment also allows you access to robust analytics capturing the data you need to identify leads and nurture them after the event for an **improved ROI**.

WHY SUPPORT COGSCI 2020?



WHY SUPPORT?

Connect with leading and emerging researchers

-Over 900 attendees from the various fields of Cognitive Science attend this annual conference



Premium branding & positioning opportunity

-As a conference sponsor, your brand will be exposed to over 1,500 members of the CogSci community -Choose a sponsorship level to fit your budget



Quality time with leading scientists

-Exhibitor options allow you an opportunity to increase your company's recognition, introduce your new products to the community, and differentiate your company from your competitors

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES

Get maximum visibility in the congress program. Choose from the following options:



- Society and Congress Partner Contact us for more information
- Session sponsorship \$5,000* (per stream/room)
- Symposia session \$2,500 per session
- Workshop session \$2,500 per session
- Poster Session \$2,500 per session
- Chat lounge sponsorship \$2,500*

*indicates an opportunity for exclusive sponsorship



Room 3

SPONSOR LEVELS

Based on the value of your selections, you will be assigned a sponsor level as noted below

Level	Virtual Booth	Complimentary registrations to CogSci 2020	Sponsor recognition in e- communications	Multimedia Recognition At the conference	Session Sponsorship	Exclusive Session Sponsorship
Platinum \$10,000+	V	2	\checkmark	\checkmark	\checkmark	\checkmark
Gold \$7,000 - \$9,999		1	✓	~	\checkmark	\checkmark
Silver \$4,000 - \$6,999				~		
Bronze \$1,000 - \$3,999				~		

EXHIBIT OPPORTUNITIES

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EXHIBIT OPPORTUNITIES

Virtual Booth Space

- Custom design your booth space
- Live chat with delegates who visit your booth
- Set up direct emails for delegates visiting outside exhibitor hours
- Highlight videos, handouts or special deals
- Add multiple booth representatives to be 'onsite' to answer questions

Additions:

- Acknowledgement and exhibitor profile in the virtual congress program
- Acknowledgement via logos throughout the virtual conference space

Cost

- Commercial Organizations \$750
- Publishers \$500
- Non-Profits and Institutions \$300

EXHIBIT BOOKING

To book your booth for the CogSci 2020, visit our <u>website</u> and follow the links to the 2020 Conference Sponsor/Exhibitor online booking tool.

Our online registration system will ask you for the following information:

- Company and Contact Information
- Expo Booth Representative Information
- Company Description
- Payment information

Reservations without payment will not be considered until payment has been received.

HOW TO BECOME A SPONSOR

Should you wish to discuss sponsor opportunities, please contact our Secretariat:

Jude Ross

Podium Conference Specialists

Tel: +44 (0) 141 628 0600 Email: jude@podiumconferences.com Skype: judeross_podium Web: www.cognitivesciencesociety.org

