



CogSci 2020

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

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
Toronto

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**



CogSci 2020 Toronto

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



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



Add Stream Sponsor Logo

- 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***



Add Session Sponsor Logo

**indicates an opportunity for exclusive sponsorship*

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+ | ✓ | 2 | ✓ | ✓ | ✓ | ✓ |
| Gold \$7,000 - \$9,999 | | 1 | ✓ | ✓ | ✓ | ✓ |
| Silver \$4,000 - \$6,999 | | | | ✓ | | |
| Bronze \$1,000 - \$3,999 | | | | ✓ | | |

EXHIBIT OPPORTUNITIES



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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 [website](#) 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:

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Email: jude@podiumconferences.com

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