

# Sponsorship opportunities

**#ABC2019**

**Artificial and Biological Cognition**

12-13 September 2019

Cambridge, UK

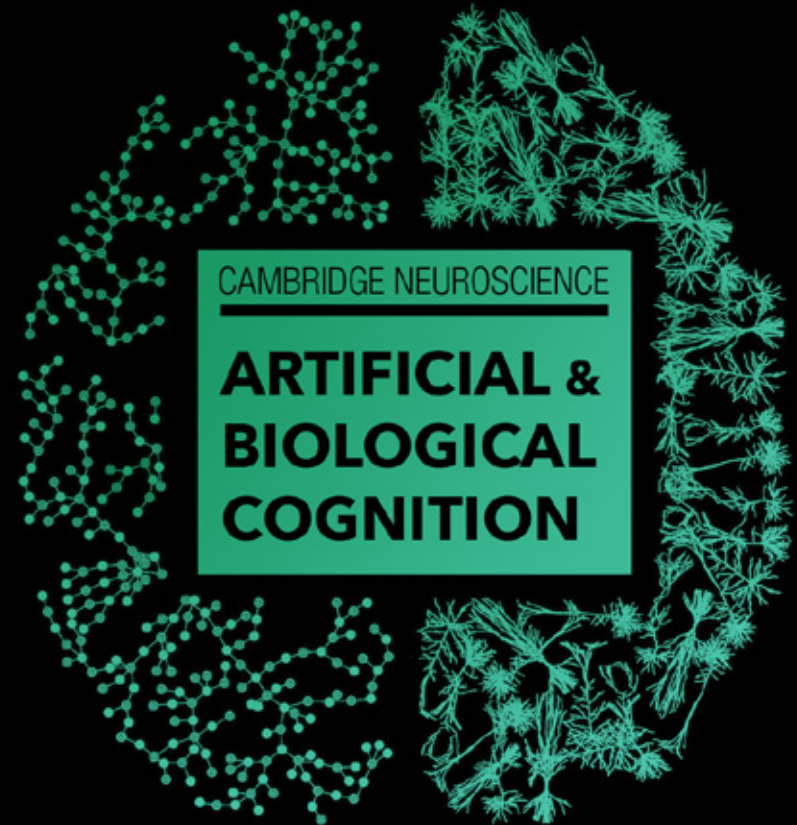
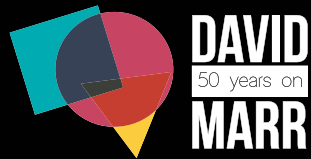
*Satellite Meeting*

**#Marr2019**

**David Marr, 50 years on**

11th September 2019

St John's College, Cambridge, UK





**#ABC2019**  
**Artificial and Biological Cognition**  
**12-13 September 2019**  
**Cambridge, UK**

Scientific Programme Committee

Professor Ole Paulsen (Physiology, Development and Neuroscience - Chair)  
Dr Dervila Glynn (Cambridge Neuroscience)  
Professor Paul Fletcher (Psychiatry)  
Dr Stephen Eglan (Maths and Theoretical Physics)  
Dr Tim O'Leary (Engineering)  
Dr Paula Buttery (Computer Laboratory)  
Dr Elisa Galliano (Physiology, Development and Neuroscience)  
Professor Zoe Kourtzi (Psychology)  
Dr Marco Tripodi (MRC Laboratory of Molecular Biology)  
Professor Matthew Botvinick (DeepMind)

The 7th Cambridge Neuroscience Symposium “**Artificial and Biological Cognition**” is an international meeting, which will take place on September 12-13th 2019 at the University of Cambridge.

*Why is Artificial Intelligence (AI) such a hot topic now?  
What does Cambridge have to offer?*

Our researchers in a multitude of different disciplines are creating innovative applications of AI in diverse areas. Cambridge is unique in that brings mathematicians, computer scientists and engineers together, alongside basic, translational and clinical scientists. Cambridge philosophers and humanists are asking fundamental questions about the ethics, trust and humanity of AI system design. We are well placed both geographically and academically to lead the revolution that is happening in this exciting field, specifically in relation to neuroscience.

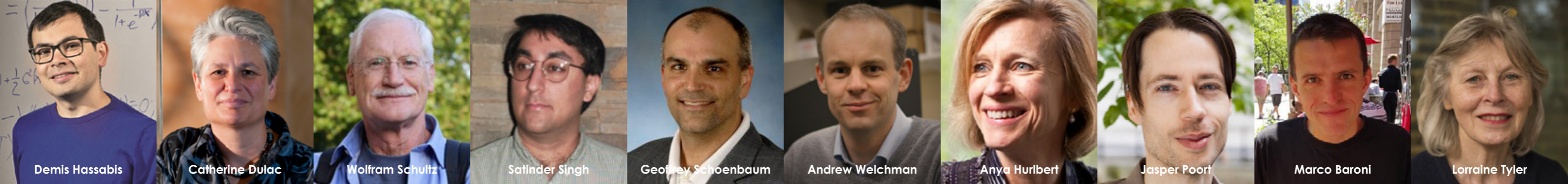
Sponsoring ABC2019 will:

- Provide the perfect opportunity for you to promote your organisation to a passionate audience of neuroscientists across a wide range of disciplines
- Provide excellent networking opportunities, giving you the chance to make contact with potential employees, partners and customers and form strategic alliances
- Ensure that your organisation is at the forefront of AI and neuroscience in the UK and worldwide

Our speakers will attract an international audience of up to 500 delegates.

In addition, we are hosting a special satellite meeting to celebrate David Marr, one of the founding fathers of computational neuroscience, on the 50th anniversary of his thesis.

Come join us on Wednesday 11th September 2019 for ‘**David Marr, 50 years on**’.



Demis Hassabis

Catherine Dulac

Wolfram Schultz

Satinder Singh

Geoffrey Schoenbaum

Andrew Welchman

Anya Hurlbert

Jasper Poort

Marco Baroni

Lorraine Tyler



Carl Rasmussen

Andrea Banino

Julija Krupic

Nachum Ulanovsky

Leslie Kaelbling

Hannah Clarke

Michaël Browning

Paul Fletcher

Barbara Sahakian

Ann Copesfaké



Barbara Webb

Halice Gunes

Anthony Movshon

Karina Vold

CAMBRIDGE NEUROSCIENCE

**ARTIFICIAL &  
BIOLOGICAL  
COGNITION**

Bill Byrne

Tom Feilden

Our 2019 'Artificial & Biological Cognition' Headline Sponsor has an unprecedented opportunity to align itself with the biggest, brightest and best symposium we have organised to date.

**£15,000 - 1 opportunity available**

The **Headline Sponsor** will benefit from:

#### Exhibit

- Exhibition and banner space prominently placed next to registration desk (3m x 2m)

#### Acknowledge

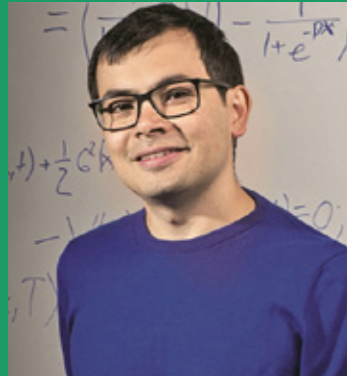
- Significant acknowledgement of your company in the Vice Chancellor's opening address and at the after-dinner speeches
- Acknowledgement as 'Headline Sponsor' and your company's logo to feature as the most prominent sponsor on all marketing material leading up to, during and following the event (including programme, online advertisements, e-marketing, media coverage, conference website, holding slides and brochure)

#### Register

- Free registration for company employees (5 tickets)
- Invitation to drinks reception and Gala dinner at Trinity College on Thursday 12th September (5 tickets)

#### Promote

- Full-page (A4) colour advertisement in conference brochure (inside front cover)
- Full-screen colour advertisement on holding slides
- The opportunity to include promotional materials in delegate packs
- The opportunity to include your logo on delegate badges



**2019: Demis Hassabis, DeepMind**

Previous Alan Hodgkin Plenary Lectures  
 2017: Ed Callaway, The Salk Institute  
 2015: Winfried Denk, Max Planck, Germany  
 2013: Bert Sakmann, Max Planck, Germany  
 2011: Fiona Doetsch, Columbia University  
 2009: Daniel Weinberger, NIH  
 2007: Linda Buck, University of Washington



**2019: Catherine Dulac, Harvard**

Previous Andrew Huxley Plenary Lectures  
 2017: Bill Seeley, UCSF  
 2015: Xiaowei Zhuang, Harvard University  
 2013: Karl Deisseroth, Stanford University  
 2011: Rusty Gage, Stalk Institute  
 2009: Nora Volkow, NIDA  
 2007: Tom Jessell, Columbia University

The Alan Hodgkin and Andrew Huxley plenary lectures are a major feature within the programme. We are delighted to welcome Demis Hassabis and Catherine Dulac to Cambridge.

**£5,000 - 2 opportunities available**

**Plenary Lecture Sponsors** will benefit from:



#### Exhibit

- Exhibition space prominently placed within the poster and refreshment area (3m x 2m)

#### Acknowledge

- Naming of the lecture e.g. *The Alan Hodgkin Plenary Lecture in association with {Company name}*
- Significant acknowledgement of your company in the Vice Chancellor's opening address and at the after-dinner speeches
- Acknowledgement as 'Plenary Lecture' sponsor on all marketing (including programme, online advertisements, e-marketing, media coverage, conference website and brochure)
- Prominent display of your company's logo on event website, on holding slides, and in conference brochure
- Your company's logo to feature at the beginning of appropriate lecture

#### Register

- Free registration for company employees (4 tickets)
- Invitation to drinks reception and Gala dinner at Trinity College on Thursday 12th September (4 tickets)

#### Promote

- Full-page (A4) colour advertisement in conference brochure
- Full-screen colour advertisement on holding slides
- The opportunity to provide promotional material for delegate registration packs

Robotics

Reinforcement Learning

Navigation

Communication

Mental Health

Vision

Neuroethics of Artificial Intelligence

The theme for this symposium is 'Artificial & Biological Cognition' comprising seven sessions:

**£2,500 - 7 opportunities available**

The '**Symposium Session**' Sponsor will benefit from:

**Exhibit**

- Exhibition space prominently placed within the poster and refreshment area (3m x 2m).

**Acknowledge**

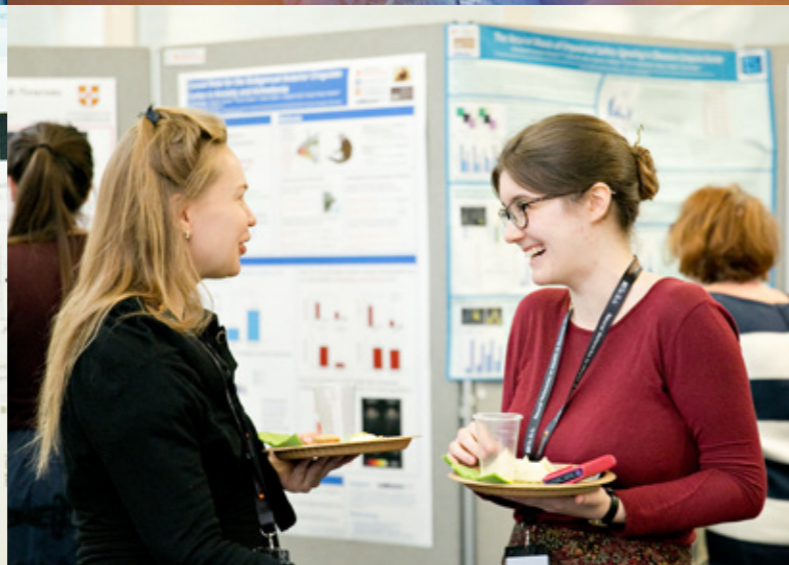
- Choice of seven sessions
- Naming of the session e.g. *Navigation in association with {Company}* as appropriate and display of company's logo before, during and following the relevant session
- Acknowledgement as 'Session Sponsor' (including logo) on all marketing (to include the programme, online advertisements, e-marketing, holding slides, conference website and brochure)
- Display of company's logo on event website, on holding slides and in conference brochure

**Register**

- Free registration for company employees (2 delegates)
- Invitation to the drinks reception and conference dinner (2 tickets) at Trinity College on Thursday 12th September (further tickets available at a discounted rate)

**Promote**

- Half page colour advertisement in conference brochure or promotional material (1 flyer) inserted into delegate packs



## Poster Prize & Data Blitz Sponsorship Package

CAMBRIDGE NEUROSCIENCE  
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BIOLOGICAL  
COGNITION

Two prizes will be awarded to Early Career Researchers for the best poster presentations.

**£2,500 - 1 opportunity available**

**Early Career Researcher Poster Prizes & Data Blitz Sponsors** will benefit from:

### Exhibit

- Exhibition and banner space prominently placed next to registration desk (1.8m x 1.5m)

### Acknowledge

- Acknowledgement as sponsors of Early Career Researcher Poster Prizes and Data Blitz on all marketing (to include the programme, online advertisements, e-marketing, holding slides, conference website and brochure)
- Display of company's logo on event website, on holding slides, award certificates and in conference brochure
- Display of company's logo before, during and following the Data Blitz session

### Register

- Free registration for company employees (2 delegates)
- Invitation to the drinks reception and conference dinner (2 tickets) at Trinity College on Thursday 12th September (further tickets available at a discounted rate)

### Promote

- Opportunity to present poster prizes at close of symposium
- Half page colour advertisement in conference brochure or promotional material (1 flyer) inserted into delegate packs



## Friends Sponsorship Package

CAMBRIDGE NEUROSCIENCE  
**ARTIFICIAL &  
BIOLOGICAL  
COGNITION**

Our 2019 'Artificial & Biological Cognition' Entry Level Sponsors have the opportunity to network and exhibit at the biggest, brightest and best symposium we have organised to date.

**£1,500 - 5 opportunities available**

**Entry Level sponsors** will benefit from:

### Exhibit

- Exhibition space prominently placed within the poster and refreshment area (1.8m x 1.5m)

### Acknowledge

- Acknowledgement as sponsors on all marketing (to include the programme, online advertisements, e-marketing, holding slides, conference website and brochure)
- Display of company's logo on event website, on holding slides, and in conference brochure

### Register

- Free registration for company employees (2 delegates)
- Invitation to the drinks reception and conference dinner (1 ticket) at Trinity College on Thursday 12th September (further tickets available at a discounted rate)





As part of ABC2019, we are hosting a careers fair at which employers, professional organisations, students and graduates can meet. We will help build connections between our scientists and potential employers. Our vision is to provide career-minded research scientists with a platform to seamlessly connect with employers. This careers workshop will be advertised in advance to registered delegates and lunch can be provided. Please get in contact for more information or to discuss your requirements in further detail.

**£5,000**

**Participating companies** will benefit from:

### Exhibit

- Exhibition/Banner space at specific career workshop (held at lunchtime during the symposium)
- Exhibition space at main meeting

### Acknowledge

- Acknowledgement as sponsor (including logo) on all marketing (to include the programme, online advertisements, e-marketing, holding slides, conference website and brochure)

### Register

- Free registration for company employees (2 delegates, further tickets available at discounted rate)
- Invitation to the drinks reception and conference dinner (2 tickets) at Trinity College (further tickets available at discounted rate)

### Promote

- Opportunity to deliver career based talks at lunch time career workshop
- Company profile in the printed event programme
- Full page colour advertisement in conference brochure or promotional material inserted into delegate wallets

**Tailor made Workshop Sponsorship Package**

£POA

We invite exhibitors to propose suggestions for workshops that can be planned during the symposium. These can be tailor made to your specific requirements and can take the format of a lunchtime interactive workshop (during the symposium) to demonstrate your equipment. These can be advertised in advance to registered delegates and lunch can be provided. Please get in contact for more information or to discuss your requirements in further detail. Exhibitors taking advantage of this package will need to purchase one of our other packages.

**Drinks reception sponsor (2 opportunities available)**

£1500

You will have full branding opportunities in the drinks reception area and special thanks made on the evening during presentations for your support, raising your brand awareness to guests.

**Dinner sponsor (1 opportunity available)**

£7,500

We are offering the opportunity to companies to subsidise speakers' and delegates' costs for attending our Gala dinner at Trinity College. Please contact us to discuss this opportunity in more detail.

**Conference Bag Sponsorship Package**

£POA

We are offering the opportunity to companies to sponsor delegate bags that will be provided for each delegate. The bag will display your company logo in addition to the *Cambridge Neuroscience* logo.

**Lanyard Sponsorship Package**

£POA

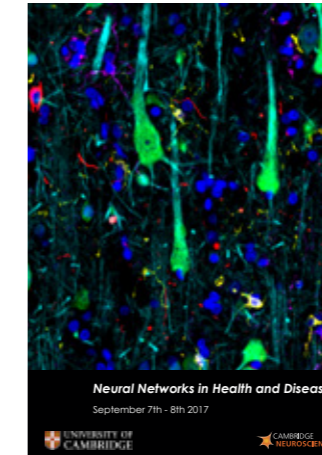
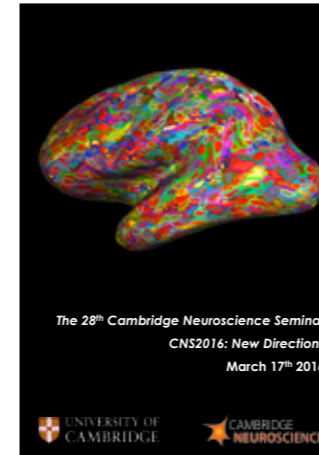
We are offering the opportunity to companies to sponsor lanyards that will be provided for each delegate. The lanyard will display your company logo in addition to the *Cambridge Neuroscience* logo.

A4 advert in the onsite printed event programme

- £500 inside front cover (unless reserved for Headline Sponsor)
- £500 inside back cover
- £400 internal

Flyers

- £500 A4 flyers (to be provided by your organisation) inserted in delegate packs



**Flyers for delegate wallets:** Some of you will be providing flyers for the delegate wallet (as per arrangement). Your flyers will need to be delivered to the address on the reverse of the booklet by Friday 30th August 2019. Flyers delivered after this time may not be included in delegate wallets.

**Your stand:** Regarding your exhibit, there will be tables and chairs available with access to a power supply. Tables are approximately 90cm in length and generally exhibitors require two. The space allocated to your company will differ depending on the level of sponsorship agreed. However, all stands will be a minimum of approximately 1.8m wide by 1.5m deep (max 3m x 2m).

**Registration:** All attending delegates (agreed number) will need to pre-register online indicating whether they are attending the Gala dinner and reception. Additional delegates are entitled to attend at reduced rates. Delegates will be required to pick up their badges and delegate pack from the registration desk on Thursday 12th September, which is in the foyer of the West Road Concert Hall (registration opens at 08:00), where many of exhibitor booths will be situated. Please wear your badge during the day - it is not possible to attend the lectures without a badge.

**Programme:** The final programme is available on [www.neuroscience.cam.ac.uk](http://www.neuroscience.cam.ac.uk) All exhibitors and sponsors are welcome to attend the talks, which will cover a range of topics. Note that the first break will be at 10:20 although registration will open from 08:00 (refreshments will be available from this time). Please ensure that your exhibition stand is ready for the first break. The poster session and catering for lunch and breaks will be served in the space where you will be exhibiting (foyer and recital room).

**Setting up:** The exhibition space has been reserved for Wednesday September 11th from 14:00-17:00 where exhibitors will be allowed to set up. Alternatively, the venue will open at 07:00 on Thursday 12th September. Please note that registration opens at 08:00 and so delegates will be present from then. Please get in contact regarding courier deliveries direct to the venue.

**Directions and Parking:** Please find directions to the West Road Concert Hall on the following link <http://www.westroad.org/visit/directions/>

Drop off is available at the venue but there is no parking onsite. Pay & display parking on West Road costs 50p per 30 mins Monday-Sunday from 09:00-17:00, max 4hr stay (payable over mobile phone or by cash). 2 bays for blue badge holders are available on the Sidgwick Site, on a first come first served basis. The nearest unregulated streets are Herschel, Adams and Cranmer Roads. Free parking (1 car per company) will be provided by *Cambridge Neuroscience* and details will be made available closer to the time.

**Wi-Fi:** Each external delegate requiring Wi-Fi needs to be approved when visiting the University of Cambridge (unless you already have access to Eduroam). Wifi details will be made available at the registration desk.

**Close of exhibition:** Exhibitors can dismantle their stands after the afternoon break on Friday afternoon. Please arrange for your courier to collect your equipment after this time. The venue will close at 19:00 that evening and all equipment must be removed by this time.

\*Practical arrangements were correct at time of going to print. An up to date schedule will be circulated prior to the event.

**#Marr2019**  
**David Marr, 50 years on**  
**Old Divinity School**  
**St John's College**  
**September 11 2018**

Scientific Programme Committee

Dr Elisa Galliano, Chair, Physiology, Development and Neuroscience  
 Dr Dervila Glynn, Cambridge Neuroscience  
 Dr Steve Edgley, Physiology, Development and Neuroscience  
 Professor Ole Paulsen, Physiology, Development and Neuroscience  
 Professor Máté Lengyel, Engineering,  
 Dr Stephen Eglén, Applied Maths and Theoretical Physics  
 Professor Tom Otis, Sainsbury Wellcome Centre – University College London  
 Dr Marco Tripodi, MRC Laboratory of Molecular Biology, Cambridge

David Marr stands as a giant in the development of neuroscience, where he brought his insights from mathematical theory to a largely experimental subject in which dramatic new findings were being made. After reading Mathematics at Trinity College and being exposed to biological research at the Laboratory for Molecular Biology, Marr decided to attempt a merger of the two disciplines a computational model of learning in three well-defined neural networks: cerebellum, hippocampus and neocortex. The impact of the three resulting papers, which constituted his doctoral thesis and have been cited more than 6000 times, cannot be overstated. After completing his PhD, he moved to MIT and had a major impact on thinking in relation to visual information processing. Tragically, Marr died of leukaemia at age of 35.



To celebrate the 50th anniversary of the publication of David Marr's first paper of the Cambridge trilogy, we will hold a one-day meeting that takes a contemporary look at the fields in which Marr published these papers.

To cover the full scope of Marr's graduate work while in Cambridge, the meeting will be divided into three sessions which focus on the cerebellum, hippocampus and neocortex. The initial talk for each session, given by an established neuroscientist within the relevant field, will put Marr's overall conceptualisation of that system into the perspective of the day and indicate how this influenced modern research. The second and third presentations, delivered by experimental and theoretical neuroscientists who can reinforce Marr's ideas, will put them into the current context and speculatively discuss future relevance. To conclude, we will host an informal and interactive debate on his world-famous "three levels of analysis".



Tom Otis



Nicolas Brunel



Indira Raman



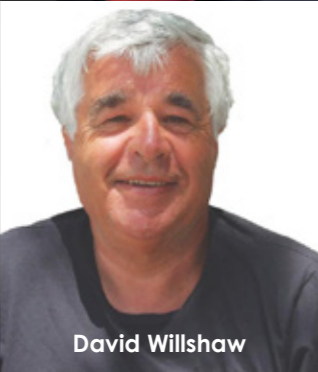
Alessandro Treves



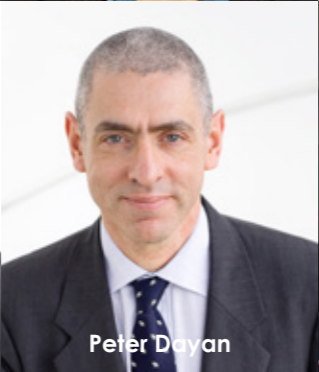
Ila Fiete



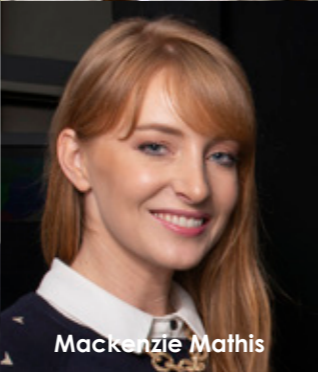
Serena Dudek



David Willshaw



Peter Dayan



Mackenzie Mathis



Máté Lengyel



Jonathan Pillow



Lucia Vaina



DAVID  
50 years on  
MARR

## David Marr, 50 years on

### Session One: Cerebellum

Tom Otis (Sainsbury Wellcome Centre – University College London)

Nicolas Brunel (Duke University)

Indira Raman (Northwestern University)

### Session Two: Archicortex

Alessandro Treves (Scuola Internazionale Superiore di Studi, Trieste)

Ila Fiete (University of Texas/MIT)

Serena Dudek (National Institute of Environmental Health Sciences – NIEHS)

### Session Three: Neocortex

David Willshaw (Edinburgh University)

Peter Dayan (University College London)

Sonja Hofer (University College London)

### Debate on the three levels of analysis

Máté Lengyel (University of Cambridge)

Jonathan Pillow (Princeton University)

**Closing remarks** – Lucia Vaina (Boston University)

### Platinum Sponsor £6000 – (1 exclusive opportunity)

#### Exhibit

- Exhibition/banner space prominently placed within refreshment area

#### Register

- Free registration for company employees (4 tickets)
- Invitation to drinks and dinner on Wednesday 11th September (4 tickets)

#### Acknowledge

- Acknowledgement as Platinum Sponsor on all marketing (including programme, online advertisements, e-marketing, media coverage, conference website and brochure)
- Significant acknowledgement of your company in the opening address and closing remarks
- Display of company's logo on event website, holding slides, and in conference brochure

#### Promote

Full-page colour advertisement in conference brochure and on holding slides

### Gold Sponsor £3000 (3 opportunities available)

#### Exhibit

- Exhibition space prominently placed within refreshment area

#### Register

- Free registration for company employees (2 tickets)
- Invitation to drinks and dinner on Wednesday 11th September (2 tickets)

#### Acknowledge

- Acknowledgement as Gold Sponsor on all marketing (including programme, online advertisements, e-marketing, media coverage, conference website and brochure)
- Display of company's logo before, during and following relevant session
- Display of company's logo on event website, holding slides, and in conference brochure

#### Promote

Half-page colour advertisement in conference brochure

### Silver Sponsor £750 (4 opportunities available)

#### Exhibit

- Exhibition/banner space prominently placed within refreshment area

#### Register

- Free registration for company employees (1 ticket)
- Invitation to drinks and dinner on Wednesday 11th September (1 ticket)

#### Acknowledge

- Acknowledgement as Silver Sponsor on all marketing (including programme, online advertisements, e-marketing, media coverage, conference website and brochure)
- Display of company's logo on event website, on holding slides, and in conference brochure

### Dinner sponsor £5000 (1 opportunity available)

We are offering the opportunity to companies to subsidise speakers' and delegates' costs for attending our dinner and networking event. Please contact us to discuss this opportunity in more detail.



## Further information

Please note all prices stated in this document are ex VAT, and all flyers and advertising are subject to approval by *Cambridge Neuroscience*.

*If you wish to sponsor both meetings, you will be entitled to a 10% discount on the total cost of your package.*

If you would like to discuss alternative options please do not hesitate to contact Dr Dervila Glynn.

Dr Dervila Glynn  
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Department of Pharmacology,  
University of Cambridge,  
Tennis Court Road, Cambridge, CB2 1PD  
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Email: [coordinator@neuroscience.cam.ac.uk](mailto:coordinator@neuroscience.cam.ac.uk)  
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