



# What Is BRAINWeek?

**BRAINWeek** will be convened September 6–8 at The Cosmopolitan of Las Vegas. The national conference offers an expansive CME agenda designed for a multidisciplinary audience of specialists and frontline practitioners managing CNS/neuropsychiatric disorders.

Developed by the PAINWeek organization, it was first launched in May 2021 as a live virtual conference and presented as a live in-person conference September 2022.

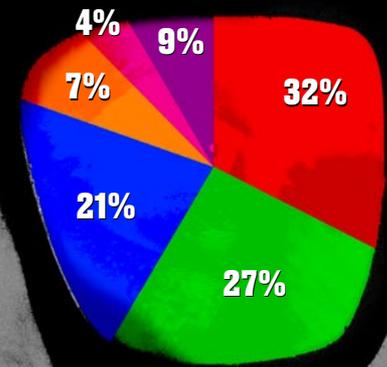
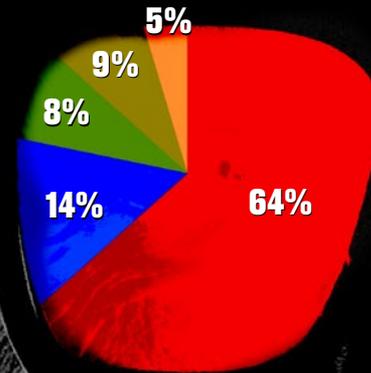
## Target Audience

- Internists
- Neurologists
- Advanced Practice Providers
- Primary Care Physicians
- Psychiatrists

## Key Topics

- Auditory Neuropathy (HearingLoss)
- Cognitive Disorders
  - Alzheimer's Disease
  - Lewy Body Dementia
  - Non-Alzheimer's Dementia
- Demyelinating Disorders
  - Chronic Inflammatory Demyelinating Polyneuropathy
  - Multiple Sclerosis
- Epilepsy
- Migraine/Headache
- Mood Disorders
- Movement Disorders
  - Ataxia
  - Dyskinesia
  - Parkinson's Disease
  - Restless Legs Syndrome
- Neuromuscular Disorders
- Neuropsychiatric Disorders
  - ADHD
  - Bipolar Disorder
- Sleep Disorders

# BRAINWEEK DEMOGRAPHICS



## Registration Types

- MD/DO 64%
- Advanced Practice Nurse 14%
- HCPS: Pharmacist, PT, Podiatrist, Psychologist, Social Worker 8%
- Other 9%
- Industry/Nonhealthcare 5%

## Prescriber Specialties

- Internal Medicine 32%
- Psychiatry 27%
- Neurology 21%
- Physical Med/Rehab 7%
- Anesthesiology 4%
- Other 9%



# Exhibit, Experience, & Engage!

Visibility and credibility go hand in hand. BRAINWeek provides you with the opportunity to engage with your targets and allow them to interact with your brand.

## Who Should Exhibit?

- Pharmaceuticals
- Medical Devices
- Consumer/OTC Products
- Alternative Therapies
- Diagnostic Services
- Compounding Pharmacies
- Digital Health and Therapeutics
- Practice Management
- Telehealth Providers
- EMR Providers
- Insurance/Finance Providers

## 2023 Exhibit Dates & Hours

**Setup:** Tues/Wed  
8:00a – 4:00p

**Exhibit Hall Opening/  
Welcome Reception:** Wed  
6:00p – 8:00p

**Exhibit:** Thur  
10:30a – 6:30p

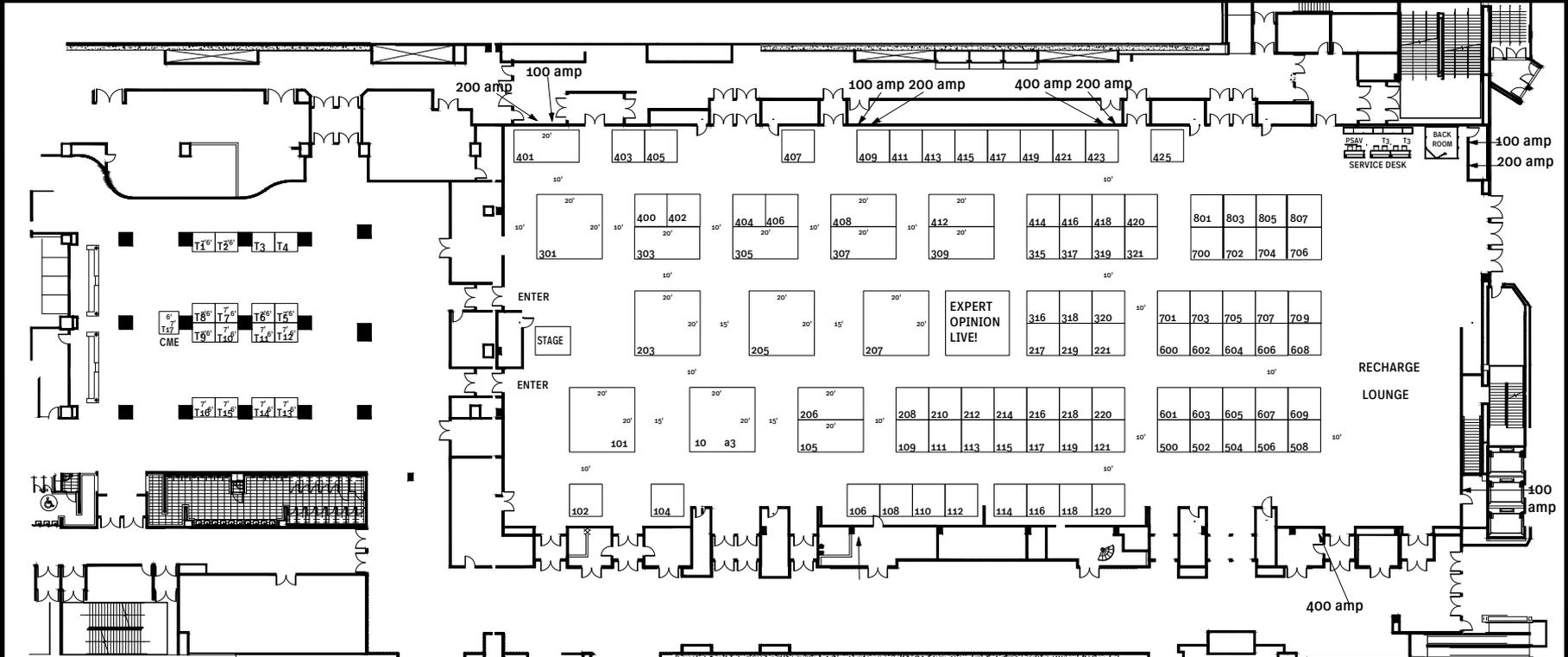
**Exhibit:** Fri  
10:30a – 2:00p

**Breakdown:**  
Sat 9:00a – 12:00p



# Exhibit Hall Floor Plan

To reserve a booth: **Phone:** (973) 233-5572 **Email:** [cat@tarsuscns.com](mailto:cat@tarsuscns.com)

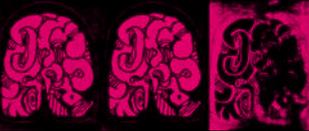


Please note that BRAINWeek 2023 will be convened during the national PAINWeek conference. While they will both have a presence at the Level 4 Exhibit Hall, they will remain separate conferences, with different courses, faculty, attendees, and sponsored programs.



# Exhibit Fees



	10'x10'		10'x10' Corner		10'x20'		20'x20'		20'x30'	
	Standard	Premiere	Standard	Premiere	Standard	Premiere	Standard	Premiere	Standard	Premiere
	\$4,950	\$10,450	\$5,775	\$11,275	\$8,800	\$13,750	\$27,500	\$33,000	\$38,500	\$44,000
Carpet	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
1 Draped Table	✓	✓	✓	✓						
2 Draped Tables					✓	✓				
2 Chairs	✓	✓	✓	✓						
4 Chairs					✓	✓				
Listing on Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Listing in Program Book	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
24-Hour General Security	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Exhibit Badges	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>12</b>	<b>14</b>
Lead Retrieval		✓		✓		✓		✓		✓
Preconference Registration List		✓		✓		✓		✓		✓
Conference Tote Bag Insert		✓		✓		✓		✓		✓
Premiere Exhibit Listing on Passport		✓		✓		✓		✓		✓



# PDMs

Product, Disease Awareness, and Medical Information Programs

## Seating Setup

Set banquet-style in full rounds. Due to room size, crescent rounds are not available.

## Attendance

Meal rooms may be set for 300 or 400 participants.

Minimum 300 attendees expected per PDM program.

## Time Slots/Fees\*

### Breakfast

8:30a – 9:30a  
**\$65,000**

### Lunch

12:30p – 1:30p  
**\$65,000**

### PM Break

3:40p – 4:30p  
**\$30,000**

\*Does not include food and beverage (F&B). Sponsors will purchase and coordinate F&B services directly with the hotel.

## What's included

- 1 preconference email to promote your product theatre
- 1 full-page ad in the onsite program book
- Lead retrieval for your program
- AV package (see below)
- First right of refusal for encore PDM programs at BRAINWeek National and BRAINWeekEnd Regional Conferences

## AV includes

- Dual-screen projection on left and right side of the stage
- Pipe and drape
- Stage riser and stairs
- Front screen projection
- 9' x 12' LCD projector, podium, handheld microphone
- Sound kit with 6–8 channel mixer
- 1 slide advancer
- 1 laser pointer
- 1 slide show laptop
- 1 AV tech

**Please note:** The AV tech is provided for 60 minutes before and throughout the entire program to work with included AV. You will need an additional AV tech if you need additional equipment.

## All-Inclusive Sponsorship Packages

Unlike other national conferences, BRAINWeek offers optional program management for satellite events.

## Contact

Robert McCarry at [rm@tarsuscns.com](mailto:rm@tarsuscns.com) or Drew Wilson at [drew@tarsuscns.com](mailto:drew@tarsuscns.com) for additional information on all-inclusive packages, smaller speaking opportunities, advisory boards, receptions, and meeting space.



# Marquee Sponsorships

## Topic Themed Conference Day \$55,000

Consolidate all topical CME sessions and related events to maximize exposure and focus from conference attendees, *Migraine Day* or *app Day*, etc.

## Conference Tote Bags \$22,000

Includes full color brand or company logo. Provided to all attendees at conference registration.

## Conference Lanyards \$19,250

Great brand visibility. Provided to all attendees, faculty, and exhibitors.

## BRAINWeek Mobile App \$22,000

99% usage rate among conference attendees, this sponsorship guarantees exposure and impressions for your company or brand. Sponsorship includes 100% SOV for advertising within the app.

## BRAINWeek Program Guide \$33,000

The go-to onsite resource for attendees and where all onsite artwork is memorialized. Sponsorship includes brand or company logo on the cover, and ad placements on all covers plus an ROB placement.

## BrainBuzz Café Coffee Breaks

*Pricing available upon request*

Be a hero to every attendee by offering unopposed, branded coffee breaks each morning. Sponsorship includes prominent signage, push notification, and branded coffee cups. Sponsors are encouraged to scan badges and engage while serving attendees.

## Welcome Reception \$40,000

Showcase your standing in the CNS landscape by sponsoring the Exhibit Hall opening Welcome Reception. This is THE marquee sponsorship that emphasizes your vision and commitment to frontline practitioners!

## Top 6 Reasons to Sponsor & Exhibit

- 1 **Support** the need for exemplary CNS education
- 2 **Showcase** your products and services
- 3 **Reach** target customers face to face
- 4 **Generate** and acquire new sales leads
- 5 **Gain** the competitive edge
- 6 **Build** brand awareness



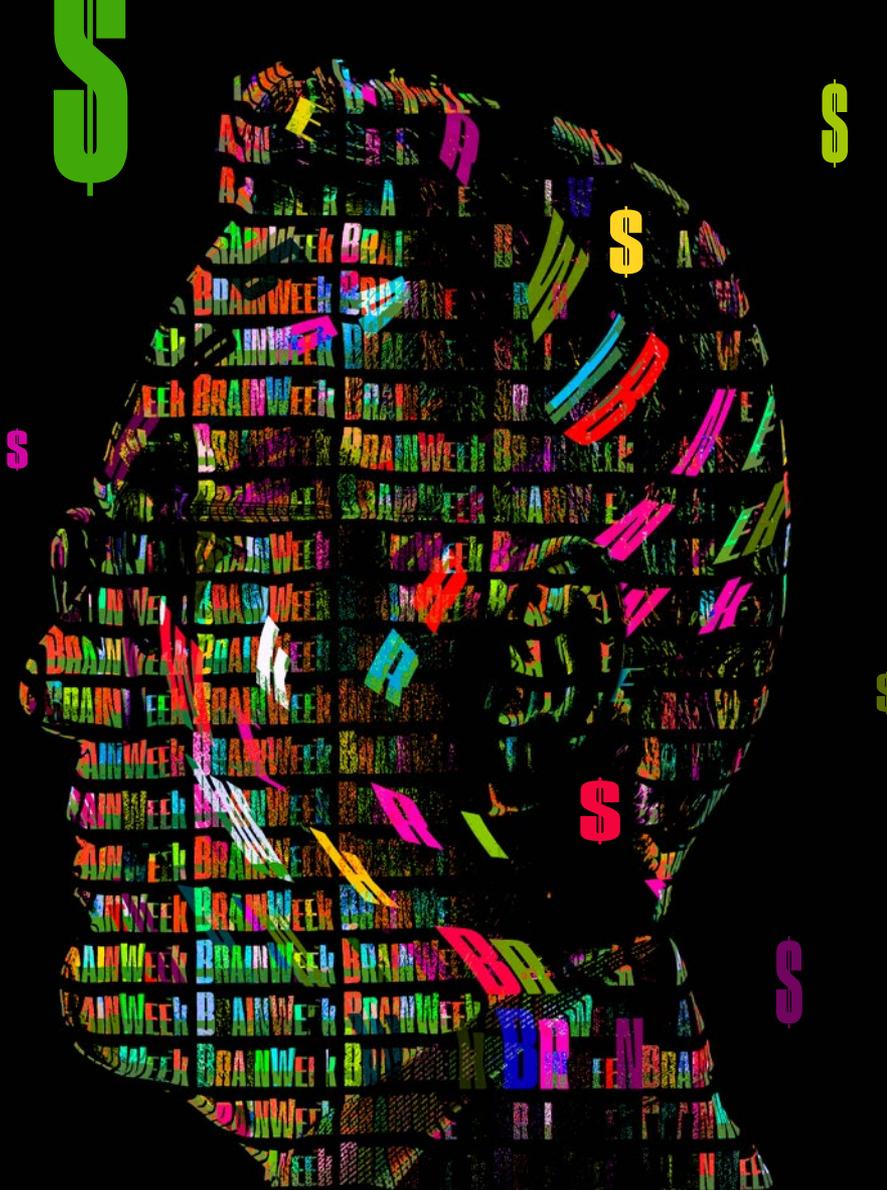
# Sponsorship Packages

The most efficient approach for enhancing brand recognition and retention are sponsorship packages. These tactics deliver information to your targets 365 days/year.

See sample package below.

## Gold Package

<b>20' x 20' Exhibit Booth</b>	<b>\$27,500</b>
<b>A 15-minute sponsored Expert Opinion video interview</b> deployed on e-newsletter and on brainweek.org	<b>\$8,250</b>
<b>1 Conference Day e-blast</b>	<b>\$3,300</b>
<b>1 Pre-Event Sponsored Email</b>	<b>\$3,850</b>
<b>1 Tote Bag Insert</b>	<b>\$2,750</b>
<b>1 Preconference Survey</b>	<b>\$3,850</b>
<b>1 Postconference Survey</b>	<b>\$3,850</b>
<b>Banner advertising on Daily Dose e-newsletter</b> (4x/month for 3 months)	<b>\$9,075</b>
<b>Lanyards (n=2M)</b>	<b>\$19,250</b>
<b>1 Lunch or Breakfast Product Theatre (PDM)</b> Sponsor receives recognition on brainweek.org, Eventscribe site, selected column wraps, onsite program guide, Exhibit Hall entrance area, premiere mobile site listing (logo on the floorplan)	<b>\$65,000</b>
<b>Subtotal</b>	<b>\$146,675</b>
<b>25% Discount</b>	<b>\$36,669</b>
<b>Total</b>	<b>\$110,006</b>



# PACKAGES EQUAL SAVINGS



# À La Carte Sponsorship Opportunities

## Onsite Photo Booth/ Social Media Cutouts

**\$5,500**

Always popular, our onsite photo booth can feature your company or brand logo or incorporate your campaign imagery.

## VIP Networking Lounge or Hospitality Suite

Starting at **\$2,750**

A more intimate option for your company to host attendees and faculty. Highly customizable based on function and need.

## General Session Highlights

*Contact us for pricing*

Promote your exhibit or PDM program within our housekeeping slides displayed in all session rooms between CME courses.

## BRAINWeek Video Wall Promotion

**\$5,500** per spot

Run a 60–90 second video or animation on our 20' Wide Emotion video screen. Placed in our main common area, this is a perfect vehicle to leverage existing video assets.

## eNewsletter Sponsorship

**\$1,650** per send

Run display ads in all email communications before, during, and after the conference.

## Premium Onsite Signage

*Contact us for options and pricing*

### Prime signage placement includes:

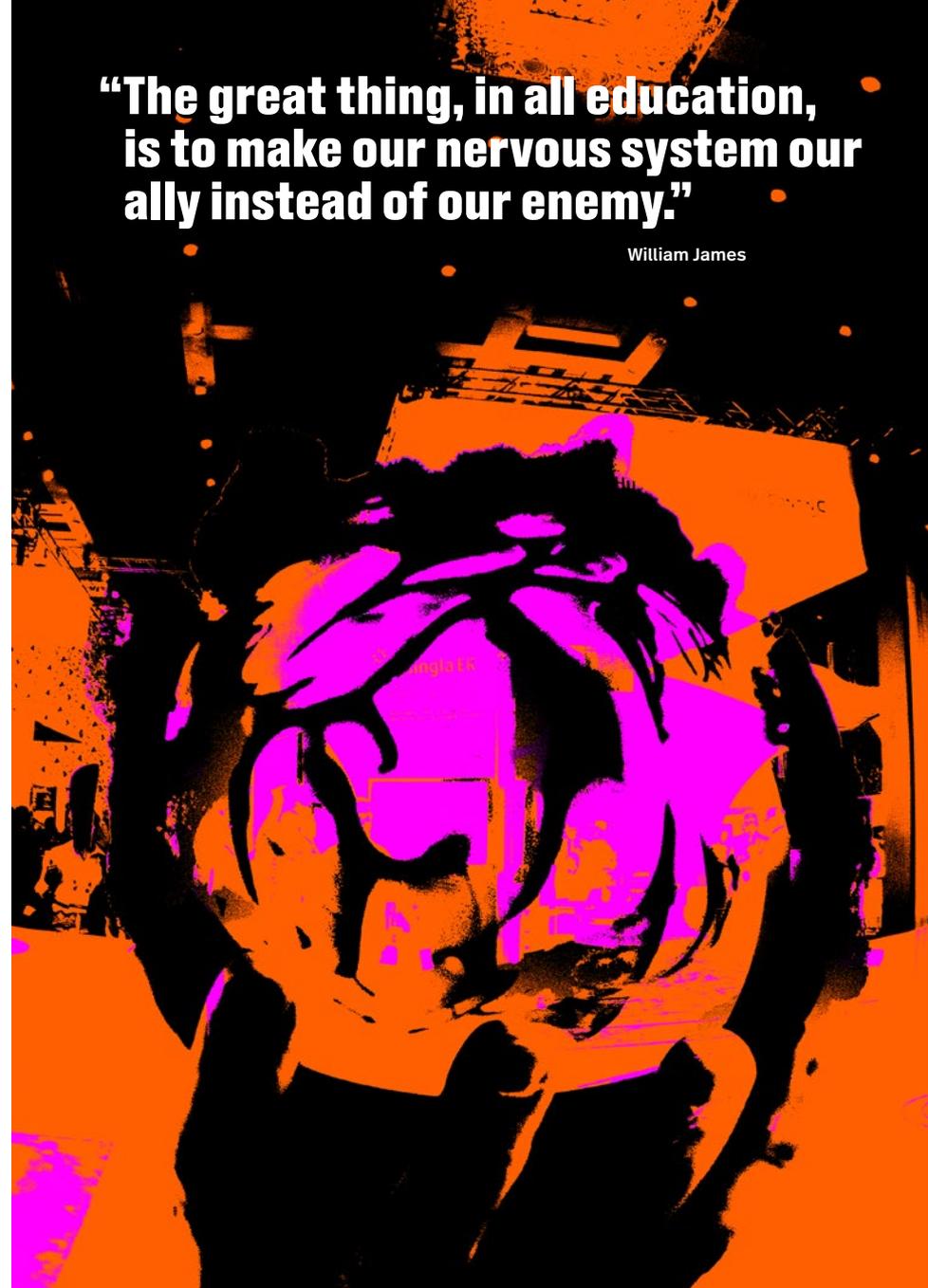
- Mural walls
- Branded cubes
- Escalator signage
- Elevator bank signage
- Registration area signage
- Column wraps
- Exhibit entrance signage
- Keynote room signage

## Additional Advertising Opportunities

Preconference eBlast	<b>\$2,750</b>
Conference Days eBlast	<b>\$3,300</b>
Tote Bag Insert	<b>\$2,750</b>
Premiere Exhibit Passport Listing	<b>\$1,100</b>
Premiere Mobile App Listing	<b>\$1,100</b>
Mobile App Push Notification	<b>\$1,650</b>
Full Page Program Book Ad	<b>\$2,200</b>
Digital Display on BW Website	<b>\$75</b>
(cost per 1,000)	
Display Retargeting	<b>Custom</b>
Custom HTML Emails	<b>Custom</b>
UpFRONT Direct Mailers	<b>\$30,000</b>

**“The great thing, in all education,  
is to make our nervous system our  
ally instead of our enemy.”**

*William James*



# Expert Opinion Live

## Extend Visibility & Engagement Opportunities

EOL is a 20-minute discussion on a single topic followed by a 10-minute Q&A. The EOL “theatre” is placed in the center of the Exhibit Hall for maximum exposure with seating for 25–30 conference attendees.

### Thursday

10:30a – 11:00a

3:30p – 4:00p

4:00p – 4:30p

### Friday

10:30a – 11:00a

### Fees

**\$15,000** per each 20-minute slot (less if part of a package).

Includes push notifications via conference mobile app, 2 Tweets, and signage in EOL designated section of the Exhibit Hall.

**Note:** Slot fee does not include speaker honoraria.

**BRAINWeek connects the narrative among specialists and clinicians by underscoring the importance of continuity and collaborative patient care. It is on the vanguard of an inevitable paradigm shift among practitioners treating CNS disorders.”**

Gregory Pontone MD, Johns Hopkins School of Medicine



**EXPAND  
YOUR  
MIND!**



# BW365 Calendar

1-2 weeks following your sponsored program, begin curating your brand message to frontline practitioner targets with a custom email that underscores your commitment to the best in education.

## 9-12 months before BW

- Banner ads on Gray Matters email
- Expert Spotlight
- Sponsor monthly crossword puzzle

## 6-8 months before BW

- Banner ads on Gray Matters email
- Sponsorship of topic specific Digital Hub (migraine, DPN, osteoarthritis, etc)

## 1-6 months before BW

- Banner ads on Daily Dose email
- Sponsor quarterly Brain By Numbers infographic

## 1-2 days before your event & exhibit

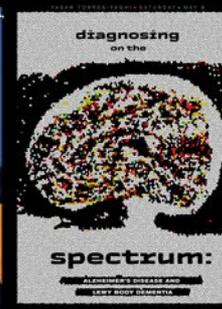
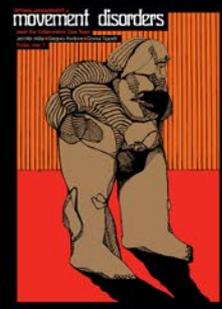
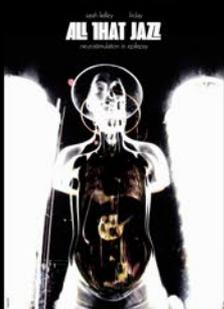
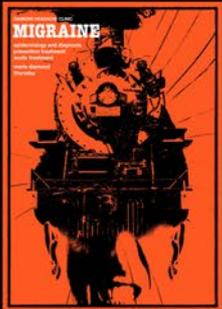
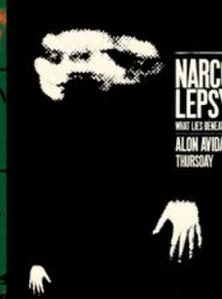
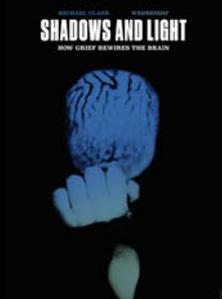
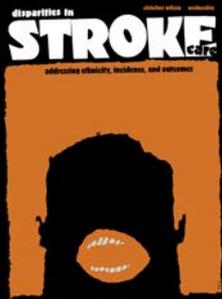
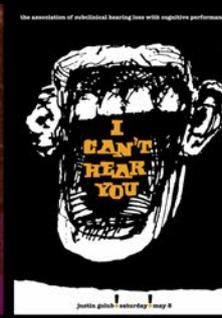
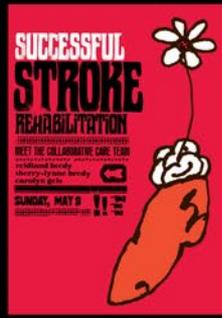
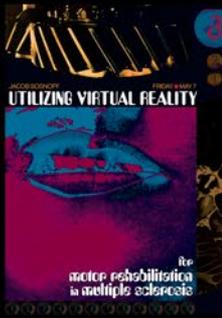
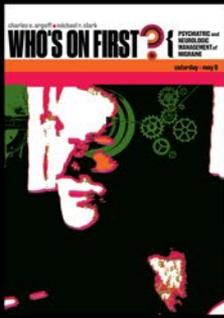
- Sponsor onsite scavenger hunt
- Tote bag insert
- Digital ads on video screen

## 15-30 minutes before your event & exhibit

- Sponsored Tweet
- Sponsored Mobile App Push
- Sponsored Barista Bar



# BW22 Poster Gallery



# Contacts

## EXHIBITS

### **Cat Rogers**

Manager

Exhibits & Sponsorships

(973) 233-5572

cat@tarsuscns.com

## PRODUCT THEATRES & TRAINING WORKSHOPS

### **Drew Wilson**

VP of International Business  
Development & Partnerships

(713) 725-8983

drew@tarsuscns.com

### **Robert McCarry**

Business Development Manager

(617) 921-4926

rm@tarsuscns.com

## CLIENT SERVICES

### **Aria Aloi/Gynna Uribe**

(973) 233-5571

exhibits@tarsuscns.com

