THE INTERNATIONAL CONFERENCE ON LEARNING AND MEMORY

April 26-30, 2023
The Waterfront Beach Resort
Huntington Beach, CA

2023
PARTNERSHIP GUIDE
We are delighted to invite you to join us at the 2023 International Conference on Learning and Memory #LEARNMEM2023 on April 26-30, 2023 at The Waterfront Beach Resort in Huntington Beach, California. 

#LEARNMEM2023 offers a number of opportunities to advertise your brand or business, exhibit during the conference to attendees, or to sponsor/underwrite a portion of the meeting.

This year’s conference is held in celebration of the 40th Anniversary of the UC Irvine Center for the Neurobiology of Learning and Memory (CNLM), an organization committed to supporting research, education and advocacy in brain and mental health.

Visit learnmem2023.org for information about the conference and a list of speakers.

Why Learning and Memory?

One in every four individuals struggles with mental illness. More than 58 million Americans currently struggle with a mental disorder. These disorders take an enormous toll on public health and the global economy. Understanding how the brain learns and remembers experiences paves the way to treating depression, post-traumatic stress disorder, anxiety, drug addiction, Alzheimer’s disease, among other illnesses.

Who attends the Conference?

- Faculty at Top Colleges and Universities
- Physicians and Clinical Practitioners
- Basic Researchers and Educators
- Clinical Researchers
- Academic Administrators
- Business and Management Consultants
- Students and Postdoctoral Fellows
- Academic and Scientific Publishers
- Technology Companies
- Pharmaceutical Companies
- Government Agencies
- Data and Research Service Providers
- Scientific Societies and Organizations
- Local and National Public Officials

2018 Conference Statistics At-A-Glance

- 1034 Attendees
- 6 Continents
- 35 Countries

Why Sponsor?

Connect with distinguished and emerging scientists

Scientists from numerous branches of neuroscience and from all around the world will attend the conference.

Expanded reach with premium branding and positioning

As a conference sponsor, your brand will have worldwide reach to over 10,000 members of the global brain research, education, advocacy, and policy community.

Face time with local and regional audiences in mental health

Increase your company’s brand recognition while introducing new products to the local and regional communities.
The Waterfront Beach Resort is located on the picturesque coastline of Southern California, in the heart of Surf City. It features a 30,000 sq. ft. state-of-the-art indoor/outdoor conferencing facility, stylish accommodations, captivating ocean views, as well as walking distance proximity to Pacific City restaurants, shopping, and entertainment.
SPONSORSHIP OPPORTUNITIES

Headlining Sponsor . . . . . . . . . . . $30,000

This is an exclusive opportunity for a single sponsor. Your company’s name and logo will appear prominently on all signage including the hotel entrance and will be co-branded with the name of the conference. All signage and printed/digital media will read “Conference presented by [Your name]”. Also includes:
• Full two-page color spread in printed program
• Exclusive logo placement on program cover and all signage
• Logo, company name, and link added to website
• Display ad/link in ten Listserv emails to the meeting database

Attendee Wireless Sponsor . . . . . . $20,000

We are offering premium attendee wifi services. This is an opportunity to have direct access to attendees. Have your logo displayed on the splash screen log on. Also includes:
• Full page color ad in printed program
• Premium logo placement in program and onsite signage
• Logo and company name on website with link to website
• Display ad/link in five Listserv emails to the meeting database

Welcome Reception Sponsor . . . . . . $15,000

We will host a welcome reception on the first evening of the conference to welcome attendees to the conference. This is a rare opportunity to introduce attendees to your brand. Onsite signage with your name will be highly visible. Also includes:
• Full page color ad in printed program
• Premium logo placement in program and onsite signage
• Logo and company name on website with link to website
• Display ad/link in three Listserv emails to the meeting database

Keynote Sponsor . . . . . . . . . . . . . . . $10,000

Your signage exclusively displayed at a keynote talk and broadcast on the big screen before the talk. In addition this package includes:
• Half page color ad in printed program
• Premium logo placement in program and onsite signage
• Logo and company name/link on website
• Display ad/link in two Listserv emails to the meeting database

Registration Tote Bags . . . . . . . . . . . $8,000

Each meeting attendee will receive a tote bag to hold their registration materials. Your company can have the line “Sponsored by [Your name]” and your logo added to the bag.

Registration Badge Lanyards . . . . . . $6,000

Each attendee will receive a lanyard to hold the registration badge. Your company can have the line “Sponsored by [Your name]” and your logo added to the lanyard.

Volunteer T-shirts . . . . . . . . . . . . . . . $2,500

Each meeting volunteer will receive a T-shirt. Your company can have the line “Sponsored by [Your name]” and your logo added to the T-shirt.

Don’t see a sponsorship opportunity that interests you?

Let us know and we can customize your package. Contact us to inquire about more partnership opportunities:
memory@uci.edu | 949.824.5193
ADVERTISING OPPORTUNITIES

Conference Program ................................ rates vary
Advertise in the #LEARNMEM2023 Conference Program and Proceedings which will include abstracts of all presentations. Advertising applications must be received by October 1, 2022. Advertising space is assigned on a first-come, first-served basis.

Color
Back Cover $2,500 2-page spread $1,500
Inside Front cover $2,000 Full Page $1,000
Inside Back cover $1,750 Half Page $750

Black and White

Flyer Insert ......................... $1,500
Flyers (max quantity 1200) are distributed to all conference attendees via insertion in the attendee registration packet. Inserts are limited to one double-sided sheet and not to exceed 8.5" x 11". Shipping instructions will be sent with confirmation of acceptance. Flyer sequence is on a first-come, first-served basis.

Journal/Brochure .................. $1,000
Place your journal and/or brochures (max quantity 1200) for pick-up at the onsite Registration/Check-in Desk for the duration of the meeting. Journal/Brochure should be shipped to CNLM. Shipping instructions will be sent with confirmation of acceptance.

Website/Email Advertising .......... $500
We will upload your advertisement (including a link to your website) to our professionally designed and SEO-optimized conference website and to one conference email that will be sent out to our database of over 10,000 email addresses. Additional emails are charged at the same rate. Ads can be in one of two formats: (336 W x 280 H or 468 W x 60 H pixels).

EXHIBIT WITH US!

Booth Price ......................... $5,000
Specifications
Each booth is 8’ x 8’ and includes a 12” x 48” sign identifying your organization, one 6’ x 30” skirted table, two side chairs, and one small wastebasket. Furniture rental and other exhibitor services will be available through a third party.

Exhibit Includes:
- Up to (3) exhibitor registrations, allowing access to all scientific sessions and the Exhibit and Poster Halls.
- Complimentary breakfast and lunch
- Discounted additional exhibitor registrations
- A convention branded digital “We’re Exhibiting” sticker for online and print marketing

Endcap and Island Booths
More than one booth spaces can be combined to create an endcap or island booth. You will be charged for the number of booth spaces that have to be eliminated.

Location selection will be on a first-come first-served basis!

Don’t miss your chance to exhibit at #LEARNMEM2023

GENERATING BOOTH TRAFFIC

Conference Features
Posters: Exhibits are co-located with posters; there will be multiple poster sessions per day to drive traffic to your booth.

Refreshments: Continental Breakfast and Coffee breaks are held in the Exhibit Hall near exhibits to drive traffic.

Incentives: Attendees are offered incentives and free gifts for visiting the exhibits. We work hard to make sure your exhibit is a success!

Traffic Generating Ideas
Competitions: Offer services around your product as a reward like a free consultation or technical support. Preserve the value of your brand while giving something away.

Don’t be shy!: Choose confident, friendly staff that are happy to talk to strangers.

Food: Serve food and/or beverages from your booth and attract the attention of attendees passing by.

Email us at memory@uci.edu to receive our free report filled with traffic generating ideas!
BENEFITS OF PARTNERSHIP

Directly reach your target market
Unlike TV or radio advertising, partnering with us allows you direct access to hundreds of attendees and thousands more in the extended network, all in your target market.

Build brand awareness
Give your brand the opportunity to generate awareness, boost the perceived image of your business and gain media exposure.

Increase exposure to new clients
Your exposure goes beyond the meeting’s attendees. We use social media, magazine and newspaper advertising, emails and trade show advertising to promote the event, increasing the potential for brand exposure to new clients.

Face-to-face client contact
You will have the opportunity to speak with some of your current clients by partnering with us. This will give you a greater chance to reconnect and get feedback on how your service or product is performing as well as strengthen your relationship with your client base.

Generate strong leads
Generate quality leads in research, education, and advocacy related to brain science and mental health, as the conference is full of people actively interested in learning about new products and services that improve their operations.

Maximize return on investment
Partnering with us is cheaper and will have a higher return on investment than a TV commercial or other above the line advertising, because of our very specific target market.

Give us a call at 949.824.5193 to discuss partnership benefits.

BUNDLE AND SAVE!
Let us create a custom package that suits your needs and maximizes your return on investment.

GET 15% OFF
Special discounts for academic and scientific publishers, nonprofits, and government institutions. Contact us to see if you qualify!

OC BUSINESS?
Are you local? We promote Orange County businesses by offering special discounted rates on all packages. Contact us to discuss.

MORE WAYS TO PARTNER WITH US

Call us at 949.824.5193 or email memory@uci.edu to discuss additional opportunities to partner with us and actively promote your business or brand at the conference.

In-kind Sponsorship
We welcome in-kind sponsorship and can work with you to tailor a benefits package that matches the value of your contribution.

Category Exclusivity
Interested in being the only featured vendor or service provider within your category? This premium option is available in certain categories.

We want to hear YOUR ideas!
If you have ideas about how we can partner give us a call or shoot us an email. We would love to hear from you!
The International Conference on Learning and Memory

Learning and memory are key to understanding brain function and dysfunction. While there have been extraordinary advances in this area, insufficient emphasis has been placed on vertical integration across approaches. As a result, little progress has been made in translating findings to the treatment of neurological disorders.

This was the motivation behind the 1st International Conference on Learning and Memory (LEARNMEM2018) five years ago, which was a tremendous success, attracting more than 1,000 scientists from 35 countries. The 2nd International Conference (LEARNMEM2023) continues this legacy and celebrates the 40th Anniversary of the UC Irvine Center for the Neurobiology of Learning and Memory (CNLM). The conference will feature plenary talks by distinguished neuroscientists as well as midcareer and early career rising stars, diverse and balanced symposia, short talks, poster sessions, panel discussions, workshops, and professional development opportunities for early-stage investigators. LEARNMEM2023 will have substantial impact on the field by accelerating the pace of team science and providing a unique opportunity to train the next generation of leaders in neuroscience.

Commitment to Diversity, Equity, and Inclusion

We recognize that a commitment to diversity enhances the conference experience. Below are strategies we use to promote equity and diversity:
- Diversity and representational equity are among the criteria for acceptance of symposia;
- Equivalent number of men and women speakers invited to deliver plenary talks;
- Equivalent number of men and women selected to serve on abstract review committee;
- Abstract review committee includes equitable faculty, postdoc and student representation;
- Conference provides access to lactation facilities and childcare resources;
- Conference provides disability accommodations and accessibility features;
- Travel awards available for early career scientists and trainees from underrepresented backgrounds;

Our 2018 list of sponsors includes:

Frontiers
BrightFocus Foundation
The Kavli Foundation
The Allergan Foundation
SciTechEdit International
Plexon
Illumina
My Green Lab
Pinnacle Technology Inc.
Blackrock Neurotech
Tucker - Davis Technologies
SD Instruments
Neuralynx
Femtonics
Spike Gadgets
ThorLabs
IOS Press
Hello Bio
Flywheel
Lafayette Instrument

2018 At a Glance

- 50% of all attendees were women
- 35% were individuals from underrepresented groups

“The diversity was phenomenal, especially the balance of male and female speakers. I wanted to thank the organizers for the effort they put into making that happen. Setting examples by action is way more effective than merely “talking” about the problem.”

- Conference Attendee