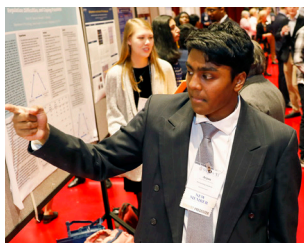
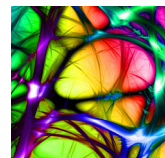
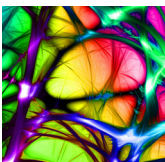


# 2020 SPONSORSHIP PROSPECTUS

Virtual  
Event!



## HACKING the

# BRAIN

The Intersection of  
Art and Neuroscience

What art and science achieve together that neither could accomplish alone

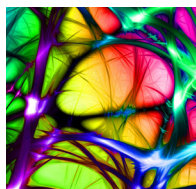
November 5–8, 2020

[www.sigmaksi.org/amsrc20](http://www.sigmaksi.org/amsrc20)

 Sigma Xi Annual Meeting  
& Student Research Conference



**SIGMA XI**  
THE SCIENTIFIC RESEARCH HONOR SOCIETY



## 2020 SPONSORSHIP PROSPECTUS

**SMART INVESTMENT: Don't miss this opportunity to become a Sigma Xi sponsor and connect with the best and brightest in Science, Engineering, and Technology**

### WHO WE ARE

Sigma Xi was founded in 1886 as an honor society for research scientists and engineers. Its mission is to enhance the health of the research enterprise, foster integrity in science and engineering, and promote the public's understanding of science for the purpose of improving the human condition.

We fulfill our mission through:

- A network of over 500 chapters at universities and colleges, government laboratories and industry research centers in North America and around the world
- Programs that recognize scientific achievements, including Sigma Xi Prizes and Awards and Distinguished Lectureships
- Offering micro-grants to undergraduate and graduate student researchers across STEM disciplines
- Providing emerging researchers virtual and in-person opportunities to showcase their research and network with peers and professionals

Dear Potential Sponsor,

On November 5–8, Sigma Xi, The Scientific Research Honor Society will convene its network of distinguished scientists, engineers, educators, students, and affiliates for the 2020 Virtual Annual Meeting and Student Research Conference. This meeting is the Society's premiere event for recognizing and promoting excellence in science and engineering.



Sonya Smith

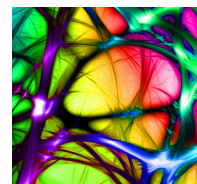
The theme for the 2020 meeting is **Hacking the Brain: The Intersection of Art and Neuroscience**. The conference is a unique digital experience that will showcase scientific and engineering advancements and the talented artists who creatively translate and transform how science is conducted and taught.

Your sponsorship includes access to hundreds of the world's preeminent scientists, engineers, thought leaders, entrepreneurs, and emergent talent. By becoming one of Sigma Xi's exclusive conference sponsors today, you will have the opportunity to reach this uniquely targeted audience, showcase your products and services, express your commitment to excellence in scientific research, and show your support for the next generation of problem solvers.

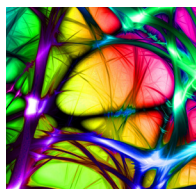
Don't miss this unique opportunity to feature your company as a sponsor of the 2020 Sigma Xi Annual Meeting and Student Research Conference!

*Sonya Smith*

President and General Conference Chair



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## 2020 SPONSORSHIP PROSPECTUS

# CONFERENCE COMPONENTS

## REASONS TO SPONSOR

- Get exposure and access to potential customers and clients, who may benefit from using your products or services to develop next-generation scientific solutions and technologies
- Take advantage of the virtual format to strengthen your brand by connecting with a global network of scientists, engineers, educators, and students who are advancing science, improving STEM education, and developing the knowledge and technologies that will define our future
- Position your organization as a thought leader, supporter, and potential partner



### Sessions

on science communication, research ethics, professional development, and science policy



### Discussions

on interdisciplinary research, creative art therapies, brain's response to music, neuroscience of aesthetic experience, and so much more.



### Student Research Conference

featuring presentations by exceptional high school through graduate school students



### STEM Art and Film Festival

featuring a variety of films and visual and performing arts

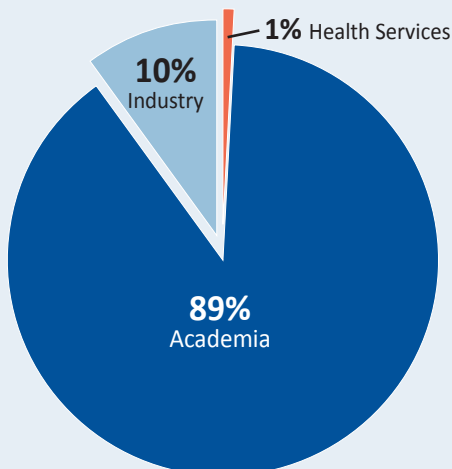


### Networking opportunities

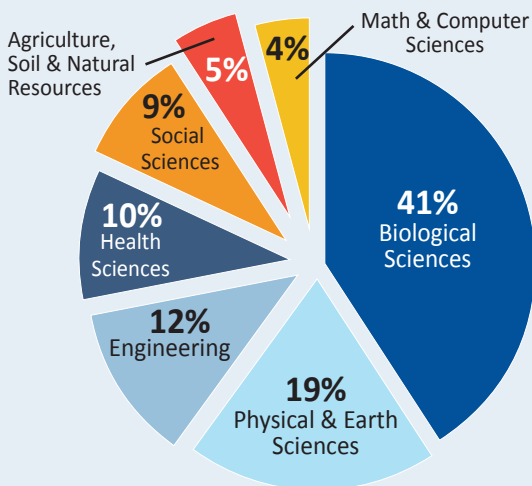
and College and Graduate School Fair

## OUR ATTENDEES

### Employment Sector

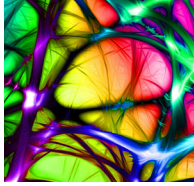


### Discipline Distribution



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## 2020 SPONSORSHIP PROSPECTUS

### GOLD KEY AWARD



#### WALTER E. MASSEY

Sigma Xi is pleased to have Dr. Walter E. Massey as a Plenary Speaker at the our Annual Meeting and Student Research Conference.

Dr. Massey will be presented Sigma Xi's Gold Key Award during the conference.

The Sigma Xi Gold Key Award represents the highest honor presented to a member who has made extraordinary contributions to his or her profession and has fostered critical innovations to enhance the health of the research enterprise, to cultivate integrity in research, or to promote the public understanding of science for the purpose of improving the human condition. Past recipients of the Gold Key Award are Norman Augustine and Gordon Moore.

### KEYNOTE SPEAKERS



#### ANJAN CHATTERJEE

Professor of neurology, psychology, and architecture at the University of Pennsylvania and the Founding Director of the Penn Center for Neuroaesthetics

**Talk:** The Aesthetic Brain: On Beauty, Buildings, and Art



#### RACHAEL CUSICK

Associate Producer at *Radiolab*, a Peabody Award winning public radio program that explores the world through science, sound, and character-driven narratives.

**Talk:** Search for Genius



#### BARBARA LANDAU

Dick and Lydia Todd Professor of Cognitive Science, Johns Hopkins University

**Talk:** Unforgettable: When an Amnesic Artist Remembers

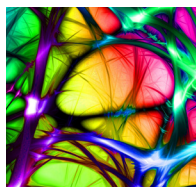


#### LARRY S. SHERMAN

Professor of neuroscience at the Oregon Health & Science University and the Oregon National Primate Research Center, and President of the Oregon and Southwest Chapter of the Society for Neuroscience

**Talk:** Every Brain Needs Music: A Lecture and Performance

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## 2020 SPONSORSHIP PROSPECTUS

# STUDENT RESEARCH CONFERENCE

This year, students from around the world will come together to discover new ideas and share their research.

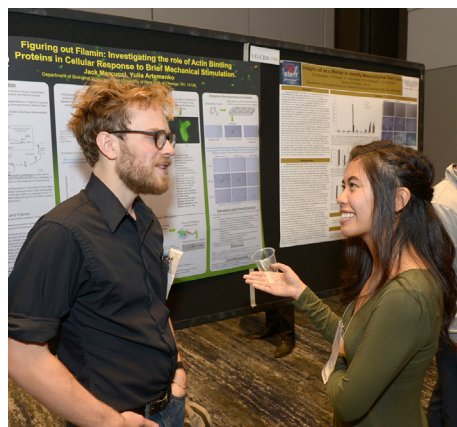
The conference is an opportunity for high school, undergraduate, and graduate students world-wide to showcase their research results; understand the practical applications of their work; exchange ideas and network with government, academic, and industry luminaries; explore career opportunities; and gain recognition.



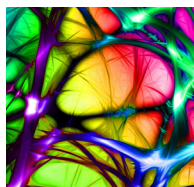
*"The feedback I received on my experiment was really valuable and worthwhile."*  
-Student Presenter



*"The Student Research Conference has an atmosphere unlike other conferences...the researchers, facilitators, and judges are very encouraging and genuinely interested in the students' research"*  
- Student Presenter



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## 2020 SPONSORSHIP PROSPECTUS

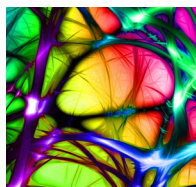
# SPONSORSHIP PACKAGES

*Choose a sponsorship package that will maximize your opportunity to promote your organization and support scientific research.*

	da Vinci \$3000	Sibylla Merian \$1500	Cajal \$700
<b>LOGO DISPLAY</b>			
Logo on Sigma Xi Online Showroom for one year	X	X	X
e-Newsletter acknowledgement	X	X	X
Social media posts	X	X	
Specified E-blasts	X	X	
<b>VERBAL RECOGNITION</b>			
During welcome remarks and keynote sessions	X	X	
<b>ADVERTISING</b>			
American Scientist magazine	Full Page	Half Page	Third Page
<b>VIRTUAL CONFERENCE PLATFORM</b>			
Rotating Banner image/ad (10 available)	X		
Logo on landing page of the event	X	X	
Sponsored posts	X	X	X
Sponsor listing with strategic logo placement	X	X	X
Detailed analytics	X	X	
<b>ADDITIONAL BENEFITS</b>			
Conference passes	3	2	1
Conference t-shirt	3	2	1
Slide with your logo and message or ad to be shown 30 minutes before opening sessions start	X		
Virtual booth in Exhibit Hall	X	X	
<b>ADD ONS (add to your package or purchase alone)</b>			
Student's registration fee	\$100/student (Receive recognition at Student Research Conference)		
Rotating banner/ad image	\$500		
Exhibitor booth	\$250		

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## 2020 SPONSORSHIP PROSPECTUS

### OUR REACH IN 2019

#### Followers



313K impressions  
on Facebook



660K impressions  
on Twitter



9.2K views of our  
YouTube videos

*American  
Scientist*

45,500  
Readership

#### Media Reach

One **BILLION** impressions on newspapers, radio, and blogs  
162,000 visitors to the website

e-Newsletter

40,000  
Readership

## 2019 SPONSORS AND EXHIBITORS



Drs. John C. Nemeth &  
Grace T. Edwards  
Education and Research  
Consulting



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UNIVERSITY  
of MEDICINE AND SCIENCE  
SCHOOL OF GRADUATE  
AND POSTDOCTORAL STUDIES



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