

HBI Research Day 2025 Sponsorship Opportunities



HOTCHKISS
BRAIN INSTITUTE



**UNIVERSITY OF
CALGARY**

HBI Research Day 2025 Sponsorship Package

Libin Theatre
HRIC Atrium

Thursday June 12, 2025
8:30 am - 5 pm



The **Hotchkiss Brain Institute** (HBI) is proud to host the **21st Annual HBI Research Day**, bringing together approximately **400 attendees, including leading experts** from academia, healthcare, industry, and the broader community. This flagship showcases groundbreaking neuroscience research, fosters collaboration among scientists, trainees, and industry leaders, and provides an excellent opportunity for industry engagement.

HBI Research Day 2025 will feature **dynamic speaker sessions, networking opportunities, and an interactive poster session** with over 100 trainees presenting their research. The event will culminate in a keynote address by **Dr. Ben Deneen**, Professor and Dr. Russell J. and Marian K. Blattner Chair at Baylor College of Medicine in Houston, Texas.

Why Sponsor HBI Research Day 2025?

Sponsoring HBI Research Day provides your organization with direct access to a dynamic and engaged audience of leading neuroscience and mental health researchers, clinicians, and trainees. Through thought-provoking presentations and invaluable networking opportunities, this event offers exceptional brand visibility and the chance to connect with key members of the neuroscience community. This is a unique opportunity to witness groundbreaking advancements in neuroscience that are driving innovation in Alberta and beyond.

Sponsors with exhibitor space will have dedicated opportunities to engage with attendees during the networking and exhibitor session, providing a platform to share insights and build meaningful connections. However, sponsors are not permitted to sell products or services; only value-neutral product and service information may be shared.

Sponsorship Opportunities

Presenting Sponsor - \$15,000 (Exclusive Opportunity)

- Exclusive recognition as “**HBI Research Day, presented in partnership with [Sponsor Name]**” on the **event cover page, website, and event signage**
- **Priority exhibitor booth placement**
- **Four delegate tickets & VIP reserved theater seating** providing full-day access to sessions
- Special opportunity to **introduce the keynote speaker**
- **Two dedicated social media posts** recognizing your sponsorship
- **Exclusive invitation for two representatives to attend a private networking dinner** with the keynote speaker, event and HBI leadership, and other distinguished guests.

Platinum Sponsor - \$10,000 (2 Available)

- **Half-page ad and logo placement** in the event program, website, and event signage
- **Prime exhibitor booth placement**
- **Three delegate tickets & priority reserved theater seating** providing full-day access to sessions
- **Opportunity to introduce** a speaker session
- **One dedicated social media post** recognizing your sponsorship
- **Exclusive invitation for one representative to a private networking dinner** with the keynote speaker, event and HBI leadership, and other distinguished guests.

Gold Sponsor - \$5,000 (3 Available)

- **Quarter-page ad and logo placement** in the event program, website, and signage
- **Standard exhibitor booth placement**
- **Two delegate tickets & reserved theater seating** providing full-day access to sessions
- **One dedicated social media post** recognizing your sponsorship

Sponsorship Opportunities

Silver Sponsor - \$3,000 (2 Available)

- **Logo placement** in the event program and signage
- **Standard exhibitor booth placement**
- **Two delegate tickets & reserved theater seating** providing full-day access to sessions

Bronze Sponsor - \$1,000 (2 Available)

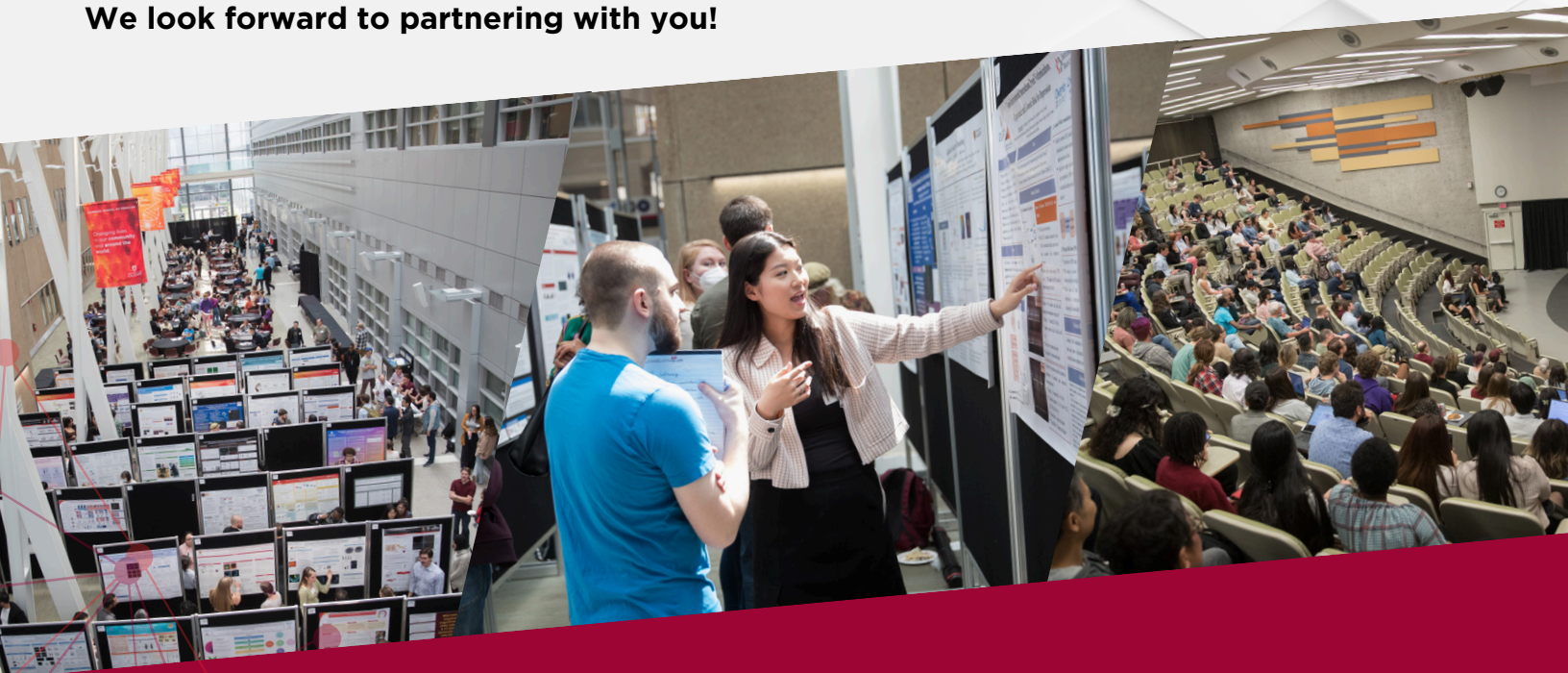
- **Logo placement** in the event program and signage
- **Two delegate ticket & reserved theater seating** providing full-day access to sessions

Confirm Your Sponsorship

If you are interested in supporting HBI Research Day 2025, please contact Addison, hbi@ucalgary.ca, to discuss sponsorship opportunities.

Your partnership contributes to the success of this event and supports the ongoing advancement of neuroscience while providing valuable visibility for your organization.

We look forward to partnering with you!



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Program at a Glance

8:30 - 9:00 am	Registration
9:00 - 10:30 am	Session 1 - Mixed Faculty Talks
10:30 - 11:15 am	Coffee & Breakfast Break & Exhibitor Networking Session
11:15 - 12:20 pm	Session 2 - Mixed Talks: Basic & Clinical
12:20 - 1:30 pm	Lunch & Trainee Poster Session
1:30 - 2:15 pm	Session 3 - Hot Topic Debates
2:15 - 3:00 pm	Session 4 - Trainee Talks & Awards
3:00 - 3:15 pm	Afternoon Break
3:15 - 4:15 pm	Session 5 - Keynote Presentation by Dr. Ben Deneen
4:15 - 4:30 pm	Closing Remarks
4:30 - 5:30 pm	Reception & Networking
6:00 - 7:30 pm	Private Dinner (Keynote, HBI leadership, & distinguished guests)

Event Highlights

Coffee, Breakfast, & Exhibitor Networking*

Attendees explore sponsor exhibits while networking with researchers and industry professionals.

Keynote Address

Dr. Ben Deneen, PhD, Professor and Dr. Russell J. and Marian K. Blattner Chair, Director, Center for Cancer Neuroscience, Baylor College of Medicine.

Speaker Sessions

Expert-led discussions and talks from HBI Members & Trainees.

*No sales or marketing permissible by exhibitors

Lunch & Group Poster Session

100+ trainees present and discuss their research with faculty, industry representatives, and peers. Lunch provided.

Networking Reception

A catered networking opportunity for attendees to connect, exchange ideas, and foster new collaborations.