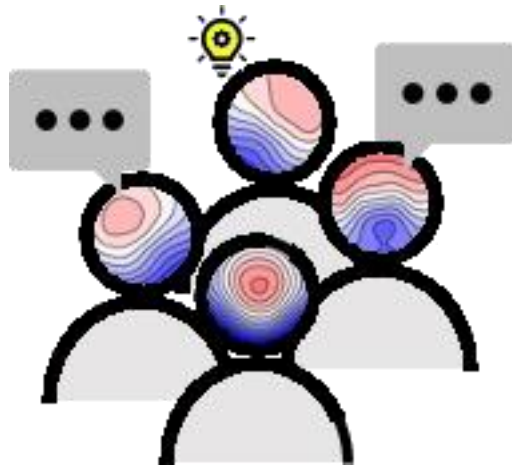


# Sponsorship & Exhibition Kit

## The 2<sup>nd</sup> international EEG Microstate Conference & Electrical Neuroimaging Symposium

09-12 July 2024, Geneva, Switzerland



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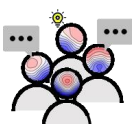
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## Welcome to Geneva

### Dear Colleagues and Friends,

We are delighted to invite you to the 2nd International Conference on EEG Microstates, where we will delve into the fascinating realm of brain dynamics. This groundbreaking event follows the very successful first meeting held in Bern in 2022. It will take place from July 9 to July 12, 2024, in the vibrant city of Geneva. The conference will include a special symposium on Electrical Neuroimaging, featuring discussions on its historical evolution, current applications, and future directions to celebrate the academic retirement of Christoph Michel. Join us in the quest to unlock the secrets of the human brain through modern EEG methodologies. We look forward to your participation in this exciting journey of exploration, discovery, and collaboration.

EEG (Electroencephalography) Microstates have emerged as a powerful tool for understanding the complex and intricate workings of the human brain. These rapidly fluctuating, momentary patterns of brain activity offer a unique perspective into the temporal organization of neural networks. The last few years have seen a massive growth of research on EEG and ERP microstates, demonstrating their potential to revolutionize our understanding of cognitive and emotional processes, as well as their ability to detect and differentiate neuropsychiatric disorders and monitor treatment effects.

The conference will bring together the EEG/ERP microstate community to discuss recent discoveries, new methodologies and open questions. The meeting will promote interactions and create new collaborations and relations. It will also bring the research field on a level of visibility that might stir interest of public and private sponsors on the importance of electrical neuroimaging in the currently occurring paradigm shift from pure localization of brain functions to the study of dynamics of large-scale brain networks.

**We are looking forward to an exciting meeting in Geneva.**



Christoph Michel  
University Geneva



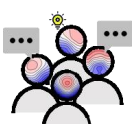
Thomas König  
University Bern



Lucie Bréchet  
University Geneva



Bastian Schiller  
University Freiburg



## Preliminary Program

- One-day pre-conference workshop and hands-on courses on July 9.
- 7 Keynote lectures
- 8 Symposia with selected abstract presentations
- Special Symposium on Electrical Neuroimaging
- Poster Sessions

### Confirmed keynote speakers (status: on March 1st, 2024):

Mark Woolrich, Oxford, UK

Frederic Von Wegener, Sydney, Australia

Ratna Sharma, New Delhi, India

John Foxe, Rochester, USA

Pedro Valdes Sosa, Havana, Cuba

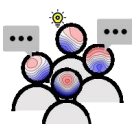
Viktor Jirsa, Marseille, France

Gregor Thut, Glasgow, UK

## Topics

- Microstates in altered states of consciousness
- Microstates and Sleep
- Microstates as Biomarkers in Psychiatric diseases
- Changes of Microstates in neurodegenerative diseases
- Effects of Brain Stimulation on EEG Microstates
- EEG Neurofeedback using Microstates
- The sources of EEG Microstates
- The functional significance of EEG microstates
- ERP Analysis using Microstates
- Relation of oscillatory activity and EEG microstates
- Resting state activity at different time scales
- More to come...

Registrations and abstract submissions is available on-line at  
<https://www.microstates-conference.com/>



Given to the number of participants of the previous meeting in Bern, we assume that this meeting will attract around 100-150 researchers and clinicians from all over the world. We believe that this number is of interest for companies that manufacture EEG and brain stimulation devices and signal processing software, as well as for pharmaceutical companies developing drugs for neurological and psychiatric diseases. Also publishing houses with books and journals in the field of computational, cognitive, and clinical neuroscience and imaging will find an interested audience.

## Sponsoring and exhibition packages

### A- Premium Sponsor Package

CHF 6.000.- (Net of VAT)

#### Scope:

- Acknowledgement as Premium sponsor
- Sponsorship of a Keynote Lecture in the plenary meeting room
- Exhibition booth

#### Including:

- Logo with Hyperlink on the conference website
- Badges and lanyards with sponsor's name or logo (to be provided by the company)
- Free inclusion in the conference bags of sponsor's documentation
- Acknowledgement on the Sponsor Board at the conference venue
- Acknowledgement on Sponsors list in the final program
- An exhibition space of 6 sqm in the main hall
- Two full conference registration free-of-charge

### B- Sponsor and Exhibitor Package

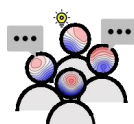
CHF 4.000.- (Net of VAT)

#### Scope:

- Acknowledgement as official sponsor of the 2<sup>nd</sup> EEG microstate conference
- Exhibition booth

#### Including:

- Logo with Hyperlink on Microstate Conference website
- Acknowledgement on the Sponsor Board at the conference venue
- Acknowledgement on Sponsors list in the final program
- An exhibition space of 6 sqm in the main hall
- One full conference registration free-of-charge



### **C - Exhibitor only package**

**CHF 3.000.- (Net of VAT)**

**Scope:**

- Exhibition booth

**Including:**

- List as Exhibitor at the conference venue
- Inclusion in the list of Exhibitors in the final program
- An exhibition space of 6 sqm in the main hall

### **D - Sponsor only package**

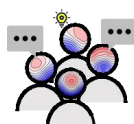
**CHF 2.000.- (Net of VAT)**

**Scope:**

- Acknowledgement as official sponsor of the 2<sup>nd</sup> EEG microstate conference

**Including:**

- Logo with Hyperlink on conference website
- Acknowledgement on the Sponsor Board at the conference venue
- Acknowledgement on Sponsors list in the final program
- One full conference registrations free-of-charge



## Advertising packages

We are also offering the following advertising channels:

### **E - Congress Dinner Package (One sponsor only)**

**CHF 3'000.- (Net of VAT)**

#### **Scope:**

- Acknowledgement
- This is an opportunity to be associated with the Official congress Dinner

#### **Including:**

- Logo with Hyperlink on conference website
- Acknowledgement on the Sponsor Board at the conference venue
- Acknowledgement on Sponsors list in the final program
- Sponsor's name or logo on invitations and menus
- Sponsor's logo at the entrance to congress Dinner

### **F – One-day Coffee breaks**

**CHF 1'000.- (Net of VAT)**

#### **Scope:**

- Acknowledgement
- This is an opportunity to be associated with the Conference Official Coffee Breaks

#### **Including:**

- Logo with Hyperlink on conference website
- Acknowledgement on the Sponsor Board at the conference venue
- Acknowledgement on Sponsor list in the final program
- Sponsor's Logo on all standing tables during both coffee breaks one day

### **G - Conference Bags (One sponsor only)**

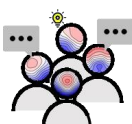
**CHF 2'000.- (Net of VAT)**

#### **Scope:**

- Acknowledgement
- Sponsor is providing the participants' bags. Bags will display Sponsor's & conference logos.

#### **Including:**

- Logo with Hyperlink on conference website
- Acknowledgement on the Sponsor Board at the conference venue
- Acknowledgement on Sponsor list in the final program
- Conference bags with sponsor's name or logo on the conference bag
- Free inclusion in the conference bags of sponsor's documentation



## Exhibition

The exhibition will be held in front of the plenary room.

**Set up times:** Tuesday 9<sup>th</sup> July 15:00-18:00

**Exhibition opening times:**

Tuesday 9<sup>th</sup> July 18:00-20:00 (Get Together)

Wednesday 10<sup>th</sup> July 09:00-18:30

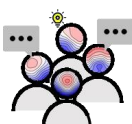
Thursday 11<sup>th</sup> July 09:00-18:30

Friday 12<sup>th</sup> July 09:00-16:00

**Dismantling times:** Friday 12<sup>th</sup> July 16:00-18:00

**Notes :**

- Dates and time will be confirmed at a later stage.
- Space Allocation will be made on a “first come, first served basis”, with priority to the sponsors.
- Exhibitors are free to visit the Campus Biotech venue at their convenience.
- The terms and conditions of exhibiting will be sent with the contract. Please note that signature of the exhibition contract indicates acceptance of the terms and conditions.





## Information for Sponsors/Advertisers/Exhibitors

Application can be made in writing with the enclosed “APPLICATION FORM” (page 14 & 15).

Once application is received, a contract and deposit invoice will be sent to you for completion. This contract should be signed and returned with a 50% deposit payment.

### Payment Terms and Conditions

50% of the total value with signed contract

50% of the total value 4 months prior to the conference

All payments must be received before the start date of the Conference

### Cancellation Policy

Cancellation must be made in writing to sponsorship/exhibition office address figuring on the enclosed application form. In case of cancellation organisers shall retain:

50% of the agreed package amount if the cancellation is made before 01/04/2024

100% of the agreed package amount if the cancellation is made after 01/04/ 2024

(Except for the conference bags)

### Acknowledgements

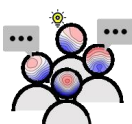
Please note that all sponsors and exhibitors will be acknowledged in the final program, on the Sponsor board and on the Conference website. Please forward your company logo (in JPEG and EPS format) to [christoph.michel@unige.ch](mailto:christoph.michel@unige.ch)

We are aware that sponsorship of any of the above items may not suit your current marketing aims. Please feel free to contact the Conference Organizer to discuss your needs.

**Christoph Michel**

**Tel: +41-22-379-54-57**

**E-Mail: [christoph.michel@unige.ch](mailto:christoph.michel@unige.ch)**



## Sponsoring/Advertising Application Form

**Please complete and send to:**

Christoph Michel  
Campus Biotech  
9, chemin des Mines  
1211 Genève 20  
E-Mail: [christoph.michel@unige.ch](mailto:christoph.michel@unige.ch)

**I would like to book the following Sponsorship/Advertisement Items :**

Company Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

City / ZIP Code / Country \_\_\_\_\_

Contact Name \_\_\_\_\_

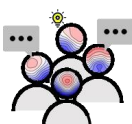
Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Sponsor package & Advertising	Price in CHF (Net of VAT)	
A – Premium Sponsor Package	6'000.-	
B – Sponsor & Exhibition Package	4'000.-	
C – Exhibition only package	3'000.-	
D – Sponsor only package	2'000.-	
E - Congress Dinner	3'000.-	
F - One-day Coffee breaks	1'000.-	
G - Conference Bags	2'000.-	

- Please call me to discuss a sponsor package
- Please send me a sponsorship contract and first 50% deposit invoice

Signature \_\_\_\_\_ Date \_\_\_\_\_



## General information

### Getting To Geneva

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#### **By Air**

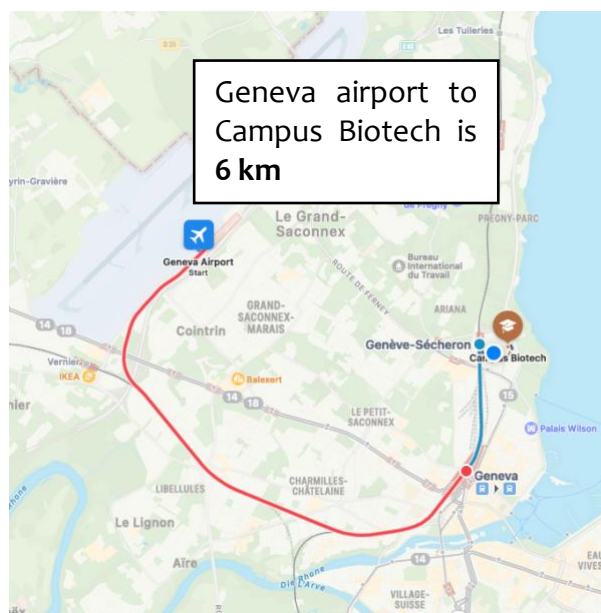
Geneva's international airport is located in the NW of the city centre at a transfer time of only 15-20 minutes. Geneva is extremely well connected.

#### **By Train**

Switzerland's train network is of excellent standard. Thanks to its central location, Geneva is easily accessible by train, e.g. Paris (3h30min) or Milan (3h50min). Cornavin is the central station in the heart of the city with a non-stop connection to Geneva airport (8min).

#### **By Road**

Thanks to the efficient road network throughout Switzerland and Europe, it is easy to get to Geneva by car. Note that a tax sticker, "vignette", is compulsory to drive on highways and semi-highways. Valid for 1 year at CHF 40.– (on sale at post offices, garages and customs posts).



### Moving in Town

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#### **Public Transports Unireso (TPG)**

Unireso stands for a group of 7 transport companies in Geneva and its region. The circuits represent more than 450 kilometres in Geneva and into the near borders of the canton of Vaud and France.

The agreement between these companies makes it possible to travel with the same ticket on all the different transports (bus, tram, boat, train).

#### **Geneva Transport Card**

All visitors staying at a hotel, youth hostel or camping in Geneva can benefit from the Geneva Transport Card, with no additional cost.

This personal and non-transferable pass is established upon the visitor's check-in in the hotel of his choice, enabling its holder to use of the entire public transportation network without restriction (bus, train and boat), with validity for the entire duration of his stay including the departure day.

### Congress Venue

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#### **Campus Biotech**

Chemin des Mines 9  
1211 Genève

#### **How to reach Campus Biotech**

The access is facilitated by good public transport services.

- From Cornavin main railway station:  
Tram n°15 (-> ZIPLO) : Bus stop "Maison de la Paix"
- From the international airport:  
Train (-> Cornavin train station) : direct  
Tram n°15 (-> ZIPLO) : Bus stop "Maison de la Paix"

