

OHBM

ORGANIZATION FOR HUMAN BRAIN MAPPING

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Internet: www.humanbrainmapping.org



Important dates for 10th Annual Meeting

Sponsorship Application due	March 15
Exhibit Application & deposit due	March 31
Exhibit fee balance due	April 30
Certificate of Insurance due	April 30
Late registration deadline	May 20
Hotel reservations deadline	May 20

Contact Information

Questions about this event should be directed to the HBM2004 Local Secretariat.

Our office hours are
08:30-16:30 CET (*Central European Time*).

HBM2004 Local Secretariat c/o Viktor Richter

H-1111 Budapest, Kende u. 13-17., Hungary

tel.: +361 209 6001, 279 6214

fax: +361 386 9378

e-mail: hbm2004@conferences.hu

web site: <http://www.conferences.hu/hbm2004>

2003 SPONSORS & EXHIBITORS

4-D Neuroimaging	Near Infrared Monitoring, Inc.
ANT Software BV	Neurobehavioral Systems, Inc.
Avotec, Inc.	Neuroscan
Brain Imaging Research Division - Wayne State University	Nexstim Ltd.
Brain Innovation B.V.	NIRx Medical Technologies
Brain Map DBJ	Oxford University Press
Brain Products GMBH	Pfizer
Cedrus Corporation	Philips Medical Systems
Cortech Solutions, LLC	Psychology Software Tools
CTF Systems Inc	Resonance Technology, Inc.
Electrical Geodesics, Inc.	Rogue Research Inc.
Elsevier	Sensomotoric Instruments
GE Medical Solutions	Siemens Medical Solutions
Hitachi Medical Systems America	Source Signal Imaging, Inc.
Humana Press Inc.	John Wiley and Sons
Merck Imaging	
MRI Devices Corporation	

**10TH ANNUAL MEETING OF THE
ORGANIZATION FOR HUMAN BRAIN MAPPING**

JUNE 13 - 17, 2004 · BUDAPEST, HUNGARY

**EXHIBITOR PROSPECTUS
&
SPONSORSHIP OPPORTUNITIES**



BUDAPEST CONGRESS CENTRE
WWW.CONFERENCES.HU/HBM2004

INVITATION TO EXHIBITORS

On behalf of the Organization of Human Brain Mapping we invite you to participate in our 10th Annual Meeting in Budapest, Hungary June 13-17, 2004 by joining us as an exhibitor. This meeting can assist you in promoting your products by reaching over 1500 neuroscientists and medical professionals.

The effort to map the functions of the human brain is one of the most exciting and rapidly growing areas of scientific research. New centers dedicated to this effort are being established at a remarkable pace and the field is attracting participants from many fields. The OHBM conference gathers scientists using modern functional brain mapping techniques such as PET, SPECT, fMRI, EEG, MEG, optical imaging and neuroanatomical tools for assessment of the functioning of the human brain. The meetings focus on the latest developments in neuroimaging methods and on applications of these techniques to the study of the neural mechanisms underlying sensory and motor systems, attention, memory, language and emotion in normal and pathological states.

Your involvement not only gives you direct access to our attendees, but also makes you a direct participant in our dedication to neuroscience and applications of techniques to study brain implementation of sensory and motor systems, vision, attention, memory and language in normal and pathological states. All coffee breaks will be served in the exhibit area in order to maximize the interaction between the attendees and exhibitors.

More detailed information on exhibiting opportunities can be found in this prospectus. Please make plans now to join us. We look forward to your involvement.

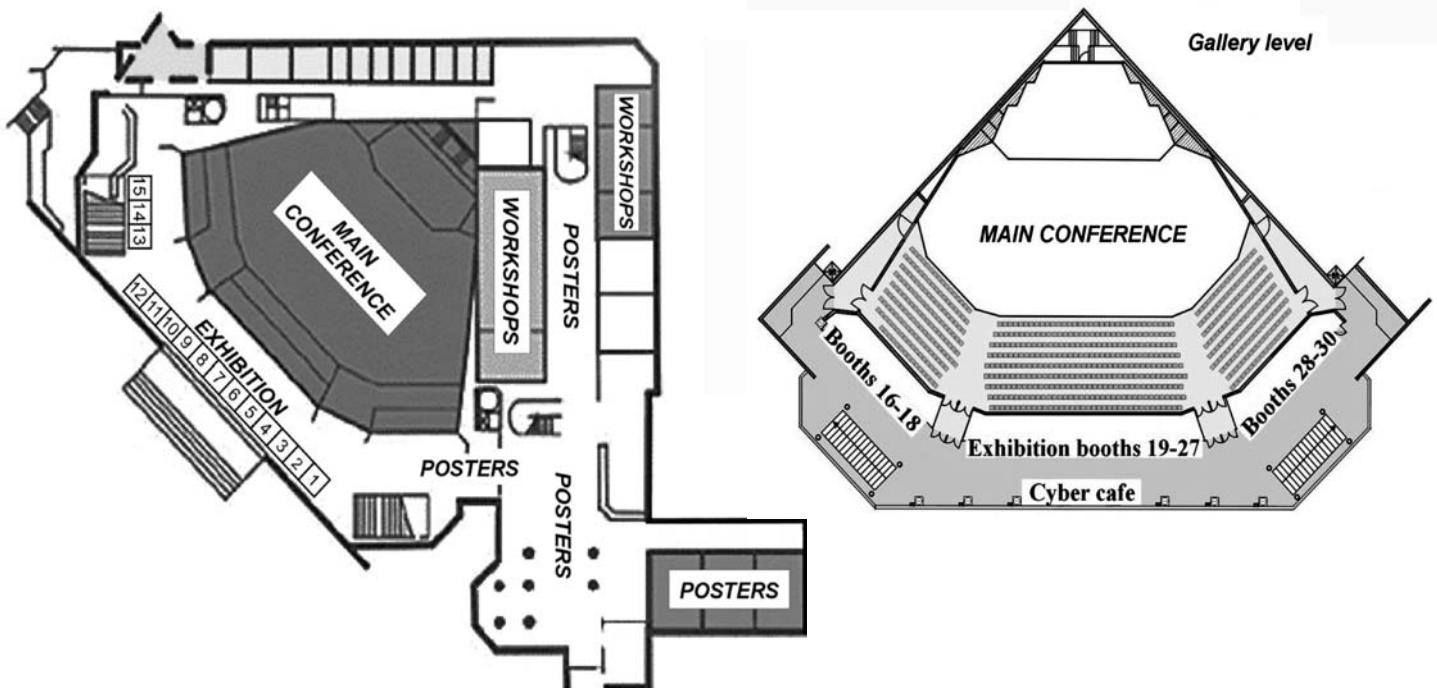
Sincerely,

Balázs Gulyás, Chair
Local Organizing Committee

Marc Raichle
Chair, OHBM Council

Susan Bookheimer
Chair, Scientific Program Committee

Budapest Congress Centre



OHBM 2004 PROGRAM (TENTATIVE)

Sunday, June 13

08:00 – 18:00 Registration

08:00 – 17:45 **Education Program** – fMRI and Multireceptor Mapping with PET Courses

18:00 Opening Ceremonies
Talairach Lecture:
In Search of the Neuronal Code: Time as Coding Space in Cortical Processing
Wolf Singer

19:00 Opening Reception at the Budapest Congress Centre

Monday, June 14

07:30 – 18:00 Registration

08:00 – 09:20 Morning Workshops

09:30 **Local Organizing Committee President's Symposium:**
Interpretation of the Basic Signals Measured by Brain Imagers
Chair – Balász Gulyás

11:00 Poster Session 1a

13:30 **Keynote Lecture - Objects, Concepts, and the Brain**
Alex Martin
 Oral Session-Language

15:00 Poster Session 1b

16:30 **Symposium: Lesion Analysis and Functional Neuroimaging**
Session Co-Chairs - Ferdinand Binkofski & Gereon Fink

18:00 Poster Reception (Sessions 1a & 1b)

Tuesday, June 15

07:30 – 18:00 Registration

08:00 – 09:20 Morning Workshops

09:30 **Keynote Lecture - Short Term Memory, Visual Attention, and Emotion: From Synaptic Activity Through Neurophysiology and Computational Neuroscience to fMRI Signals**
Edmund Rolls
 Oral Session-Memory

11:00 Poster Session 2a

13:30 **Symposium: The Need to Feed is Food for Thought**
Session Co-Chairs - Dana Small & Robert Zatorre

15:00 Poster Session 2b

16:30 **Keynote Lecture - Imaging of Human Olfaction**
Ivanka Savic
 Oral Session-Sensation and Perception

18:00 Poster Reception (Sessions 2a & 2b)

18:30 Town Hall Meeting

19:30 Optional Boat Cruise

Wednesday, June 16

07:30 – 18:00 Registration

08:00 – 09:20 Morning Workshops

09:30 **Keynote Lecture - Neural Correlates and Consequences of Visual and Crossmodal Spatial Attention in the Normal and Damaged Human Brain**
Jon Driver
 Cognition

11:00 Poster Session 3a

13:30 **Symposium: Mapping Numbers in the Brain**
Session Chair - Valéria Csépe

15:00 Poster Session 3b

16:30 **Keynote Lecture - Brain Plasticity: When, Why, How?**
Colin Blakemore
 Oral Session-Neural Development

18:00 Poster Reception (Sessions 3a & 3b)

21:00 Rock 'n' Roll Party

Thursday, June 17

07:30 – 17:00 Registration

08:00 – 09:20 Morning Workshops

09:30 **Symposium: Decreases in Cerebral Blood Flow and BOLD Signals and their Neuronal Correlates**
Session Chair - Amir Shmuel

11:00 Poster Session 4a

13:00 Poster Session 4b

14:00 **Keynote Lecture - Informatics, Modeling and Analysis**
Arthur Toga
 Modeling and Analysis

15:30 Closing Comments

Important Program Note:

In order to encourage integration of clinical and basic neuroscience, studies addressing psychiatric and neurologic disorders will be intermingled throughout all sessions with those involving normal populations.

RULES AND REGULATIONS FOR EXHIBITING

BOOTH INFORMATION

The exhibits will be held on-site (Budapest Congress Centre - BCC, address: H-1123 Budapest, Jagello ut 1-3.) in an area immediately adjacent to the meeting rooms and coffee/lunch area. All booths are 3 m x 3 m (9' x 9').

Booths with stand construction will be assembled using the standard Octanorm System, which consists of white (hard-board) panels for back walls and sidewalls, 1 information counter, 3 spot lights, a literature holder on the wall, 1 ash-tray, 1 paper basket, and exhibitor's name displayed on the fascia board (name panel) on the front of the booth. The exhibit area has carpeted floors.

An identification sign showing company name and location will be provided upon request.

Note: A maximum of three 3 m x 3 m (9' x 9') booths will be sold to any single company unless space is available after the application deadline of March 31, 2004.

Space is extremely limited at the Budapest Congress Centre for this type of display, so be sure to complete and return your application immediately.

SPACE ASSIGNMENT

Space is available on a first-come, first-served basis.

EXHIBIT HOURS

Monday, June 14: 11:00 – 19:00

Tuesday, June 15 & Wednesday, June 16: 08:00 – 19:00

Thursday, June 17: 08:00-14:00

Exhibit hours match the scientific program hours. Exhibitors can expect the largest number of attendees to visit their booths during breaks and poster sessions.

As a courtesy to the registrants and fellow exhibitors, the OHBM requires that your booth be opened on time each morning and staffed during exhibit hours.

INSTALLATION

The official decorator for the 2004 OHBM Meeting is:
F & F Plusz Bt., Mr. Emil FEHER
Phone: +36 30 655 1413 Fax: +361 239 0986

Installation hours are Monday, June 14 from 5:00 to 11:00 am

A labor crew will be available during the time of installation in accordance with advance orders. Exhibitors are urged to order all services required in advance. Installation must be completed in time for the official opening, Monday, June 14, 11:00 am.

DISMANTLING

Thursday, June 17, 14:00

Please note: No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time. At closing time, F & F Plusz Bt., the OHBM's official decorator, will return all packing cases to exhibitors.

EXHIBITOR-APPOINTED CONTRACTORS

Exhibitors who plan to use an exhibit service firm other than F & F Plusz Bt. must abide by the regulations as set forth in this prospectus.

PAYMENT

The cost of each 3 m x 3 m (9' x 9') booth is \$2200 US, payable to the HBM2004 Local Secretariat. Application and deposit of \$1500 US per booth are due March 31, 2004. The balance is due on or before Friday, April 30, 2004.

CONTRACT FOR SPACE

The order for a booth(s) (upon acceptance by the OHBM) assignment of space, and the payment of rental charges constitute a contract for rental of the space assigned. Any exhibitor failing to occupy space is not relieved of the obligation to pay the full rental price. If not occupied by the time set for completion of display installation, such space may be re-possessed by the OHBM. Said contract will not be binding upon the OHBM in the event of strikes or other circumstances beyond the OHBM's control.

It is agreed that:

(a) If a company cancels its space **on or before** April 30, 2004 it will be responsible for paying the amount of the deposit.

(b) If a cancellation occurs **after** April 30, 2004 the company will be responsible for paying the full cost of the booth space.

GENERAL CONDUCT OF EXHIBITORS

The purpose of the OHBM's exhibit program is to further the education of the registrants by providing an area for exhibitors to present information on products or services pertinent to their professional interest.

The character of exhibits is subject to the approval of the OHBM. The right is reserved to refuse applications not meeting standards required or expected, as well as the right to curtail exhibitors or parts of exhibits, which reflect against the character of the meeting.

FURNITURE - LABOR

Furniture, signs, drayage and labor to install and dismantle exhibits may be ordered from F & F Plusz Bt., at the exhibitor's expense. Service kits will be sent to exhibitors in April. Exhibitors are urged to place their orders in advance.

SHIPPING AND HANDLING OF EXHIBITOR'S MATERIALS

MASPED EXPO has been designated as the official contractor for custom brokerage, handling services, and storage services for the exposition. The consignment address for direct shipments is as follows

MASPED EXPO FAIR DEPARTMENT

Albertirsai ut 10.
H-1101 Budapest
Hungary

Contact: Mr. Tibor DANKO
Telephone: +361 263 6110
Fax: +361 263 6109

Exhibitors should enclose a full proforma invoice, stating in English or German an accurate description of all materials, the weight of the materials and their value. All international shipments should be sent directly to the custom broker **MASPED EXPO**, who will send these shipments to the exhibition area.

To assure that your exhibit material arrives on time, check with your carrier to allow ample time for delivery.

RULES AND REGULATIONS FOR EXHIBITING CONTINUED

STORAGE

The Congress Centre has no special storage for exhibits or empty crates prior to or during the show. F & F Plusz Bt. will arrange to remove empty crates upon completion of set-up, and at the close of the exhibit will return them to the exhibitors' booths, when so instructed by the OHBM. All property of the exhibitors' remains under their custody and control in transit to and from the exhibit area and while it is in the confines of the exhibit area.

Exhibit material remaining in the Congress Centre after the contracted move-out time has terminated, as well as damaged exhibits left behind, will be removed by F & F Plusz Bt., at the expense of the exhibitor.

SECURITY

As a courtesy to exhibitors, the OHBM will employ a reputable security service and will take reasonable precaution to safeguard exhibitor's property. However, the OHBM, Budapest Congress Centre, and F & F Plusz Bt., assume no liability whatsoever for loss or damage, through any cause, of goods, exhibits, or other materials owned, rented, or leased by the exhibitor.

CERTIFICATE OF INSURANCE

The OHBM does not provide insurance for exhibitor's property. Exhibitor must insure their exhibit materials, goods, and/or equipment against theft, damage by fire, accident or loss of any kind. A copy of your Certificate of Insurance must be submitted to the Local Secretariat Office by April 30, 2004. The certificate must clearly list the exhibiting company. ***IMPORTANT: Failure to comply may result in the exhibiting company's forfeiture of assigned exhibit space.***

MEETING CANCELLATION

It is mutually agreed that in the event of cancellation of the 2004 Exhibits due to fire, strikes, government regulations, or causes which would prevent its scheduled opening or continuance, then and thereupon, this agreement will be terminated, and the Executive Council of the OHBM in conjunction with the Local Organizing Committee shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible, after consideration of expenditures and commitments already made.

LIABILITY

It is understood that each party involved the OHBM, the Budapest Congress Centre, F & F Plusz Bt., and the exhibitor agrees to be responsible for any claims arising out of their own negligence or that of their employees or agents.

In addition, each party agrees to be responsible for their own property through insurance or self-insurance, and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.

EXHIBIT PERSONNEL REGISTRATION

Registration will be in the Budapest Congress Centre and exhibits will be on-site in an area immediately adjacent to the meeting rooms. All exhibitor representatives must have a badge to enter the exhibit area.

Exhibitors will be allowed to register up to six members of their firm for each 3 m x 3 m (9' x 9') booth space reserved. ***Note: A registration form to pre-register exhibit personnel will be emailed three weeks prior to the annual meeting.***

SCIENTIFIC PROGRAM REGISTRATION

Any exhibitor who wishes to attend the scientific program must complete the meeting registration form and pay the non-member meeting registration fee. Registration for the scientific program is available on-line at www.conferences.hu/hbm2004.

The registration deadline is May 20, 2004.

ON-SITE REGISTRATION HOURS

Sunday, June 13: 08:00 – 18:00

Monday, June 14 - Wednesday, June 16: 07:30 – 18:00

Thursday, June 17: 07:30 – 12:00 noon

HOUSING INFORMATION

Hotel information is available on our website at www.conferences.hu/hbm2004.

SPONSORSHIP OPPORTUNITIES

The OHBM has several levels of sponsorship available. We invite you to participate as a sponsor as well. We will work with your organization to ensure that your contribution is well recognized at the meeting. All sponsors will be allowed one book bag insert, acknowledgement via signage at the event and in the on-site program. The Sponsorship Opportunities form on the back of this prospectus outlines available events. The form must be returned by March 15, 2004 in order to be included in the on-site program.

MANUFACTURER'S LUNCH FORUM

The OHBM is offering sponsors the opportunity to make a 5-minute presentation of a specific product or service during a complimentary lunch open to attendees. To participate in the lunch, complete the Sponsorship Opportunities form on the back cover of the prospectus and submit it to the OHBM Executive Office.

Note: Space is limited and will be granted on a first come, first served basis.

SATELLITE ACTIVITIES

If you are interested in holding a Satellite Activity before or following the OHBM meeting, please contact Julie Ratzloff for an application or click on the Sponsors button at www.humanbrainmapping.org/HBM2004.

EXHIBITS COORDINATOR

If you have questions, contact:

Viktor Richter at
richter@sztaki.hu

2004 EXHIBIT APPLICATION

EXHIBIT DATES: JUNE 14-17, 2004

APPLICATION DEADLINE: MARCH 31, 2004

COMPANY IDENTIFICATION

Please provide company name as you wish it to appear in the program.

Company Name _____

Address _____

City _____ State _____ Postal Code _____

Country _____

Telephone _____ Fax _____

Contact Name _____

Telephone _____ Email Address _____

We would like an identification sign

We do not need an identification sign

BOOTH SELECTION

Space will be assigned by the date the application is received. Final space will be determined by the Organization for Human Brain Mapping.

- Each 3 m x 3 m (9' x 9') booth is \$2200 US, payable to the HBM2004 Local Secretariat.
- A \$1500 US deposit per booth is required for each booth space requested.
- The balance is due on or before April 30, 2004.

Total number of 3 m x 3 m (9' x 9') booths requested _____ Booth # Choices _____

PRODUCT DESCRIPTION

A 50-word description of your product or services to be featured in the exhibit must be emailed to julieratzloff@llmsi.com. Note: Application **WILL NOT** be processed without this description and payment of deposit. If application is approved, this will be printed in the meeting program EXACTLY as it appears

CONTRACT AGREEMENT/INDEMNIFICATION

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and hold Organization for Human Brain Mapping, the Budapest Congress Centre and F & F Plusz Bt., and their employees and agents harmless against all claims, losses, damages to persons or property, governmental charges or fines and attorneys fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Budapest Congress Centre, F & F Plusz Bt., their employees and agents

We agree to abide by the exhibit rules and regulations indicated in this publication and any amendments thereto, all of which are a part of this contract. We also agree to abide by the cancellation clause as follows:

If a company cancels its space **on or before** April 30, 2004 it will be responsible for paying the amount of the deposit. When the cancellation occurs **after** April 30, 2004 the company will be responsible for paying the full cost of one booth space.

Signature _____ Title _____ Date _____

Submit to : **HBM 2004 Local Secretariat** H-1111 Budapest, Kende u. 12-17., Hungary Fax: +361 386 9378

OFFICE USE ONLY

Date received _____ Space Assigned _____ Cost of Space _____

Deposit Received _____ Balance Due _____ Balance Received _____

Product Description Received _____ Certificate of Insurance Received _____

SPONSORSHIP OPPORTUNITIES

Please complete this form and return it to the OHBM Executive Office no later than March 15, 2004 in order to be included in the on-site program.

Company Name: _____
(Provide company name as you wish it to appear in the program.)

Contact Person: _____

Address: _____

City: _____ State: _____ Postal Code: _____

Telephone: _____ Fax: _____ E-mail: _____

WE WOULD LIKE TO SPONSOR THE FOLLOWING ACTIVITIES:

- | | |
|--|-------------|
| <input type="checkbox"/> NIOBIUM (Two available) | |
| Welcome Reception and one exhibit booth | \$50,000 US |
| Book bags and one exhibit booth | \$50,000 US |
| <input type="checkbox"/> TITANIUM | |
| Rock 'n' Roll Party and one exhibit booth | \$30,000 US |
| <input type="checkbox"/> GOLD (Eight available) | |
| Coffee Breaks | \$20,000 US |
| <input type="checkbox"/> SILVER | |
| VIP Dinner | \$10,000 US |
| Speaker Ready Room | \$10,000 US |
| Internet Access Room | \$10,000 US |
| <input type="checkbox"/> BRONZE (\$5K each, first-come, first-served basis) | |
| Manufacturer's Lunch Forum (5 minute product presentation) | \$5,000 US |

Total Sponsorship: \$ _____

Signature: _____ Date: _____

Submit to: OHBM • 5841 Cedar Lake Road, Suite 204 • Minneapolis, MN 55416 • Fax: (952) 545-6073