

7th FENS FORUM OF EUROPEAN NEUROSCIENCE

July 3–7, 2010
Amsterdam | The Netherlands
Amsterdam RAI Convention Centre

Organized by the Federation of
European Neuroscience Societies | FENS
www.fens.org
Hosted by the Dutch Neurofederatie
www.neurofederatie.nl

Be There!

**A must in Europe for
neuroscience organizations
and companies
all over the world**

**Exhibition and
Sponsorship Prospectus**



NeuroFederatie

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Committees

PROGRAMME COMMITTEE

Pico Caroni, Switzerland, Chair
László Acsády, Hungary
Christophe Bernard, France
Gerard Boer, The Netherlands
Christian Büchel, Germany
Francisco Clasca, Spain
Steve Dunnett, United Kingdom
Stan Gielen, The Netherlands
Peter Hagoort, The Netherlands
Ole Kiehn, Sweden
Richard Kvetnansky, Slovak Republic
Andreas Lüthi, Switzerland
Michela Matteoli, Italy
Catarina Oliveira, Portugal
Marina Picciotto, USA (SfN representative)
Iris Salecker, United Kingdom

LOCAL ORGANIZING COMMITTEE (LOC)

Steering group

Gerard Boer, Amsterdam, President
Marian Joëls, Amsterdam, Vice-president
Matthijs Verhage, Amsterdam, Treasurer
Maarten Frens, Rotterdam, Secretariat

Committee members

Roger Adan, Utrecht
Harold Bekkering, Nijmegen
Erik Boddeke, Groningen
Ron de Kloet, Leiden
Melly Oitzl, Leiden
Harry Steinbusch, Maastricht
Menno Witter, Amsterdam/Trondheim, Norway

FENS EXECUTIVE COMMITTEE

Helmut Kettenmann, Germany, President
Asla Pitkänen, Finland, Secretary General
Alois Saria, Austria, Treasurer
Pico Caroni, Switzerland, Chair Programme Committee
Roberto Caminiti, Italy, Chair Schools Committee
Denise Manahan-Vaughan, Germany, Chair NENS Committee
Gerard Boer, The Netherlands, Chair Local Organizing Committee

FENS ADVISORY BOARD

Sten Grillner, Sweden, President-elect
Richard Morris, United Kingdom, Past President
Fotini Stylianopoulou, Greece, Secretary General-elect
Hans-Joachim Pflüger, Germany, Treasurer-elect

Welcome

The Federation of European Neuroscience Societies (FENS) and the hosting Dutch Neurofederation welcome neuroscience organizations, institutes, foundations and companies to present themselves at the 7th Forum of European Neuroscience in Amsterdam, The Netherlands from 3–7 July 2010.

The FENS Forum is the main European Neuroscience meeting, covering many disciplines ranging from molecular techniques to clinical studies and from bench to bedside. Since its establishment in 1998, this biennial event has become increasingly attractive for neuroscientists all over the world. Its attendance has been steadily growing with an expected size of more than 6000 delegates in 2010. FENS is proud to announce a highly stimulating scientific programme that integrates a large diversity of research themes on the nervous system. Outstanding lecturers will cover all aspects of neuroscience from molecules to networks and from modelling to disease, and will be attractive to a lot of neuroscientists.

Amsterdam has excellent meeting facilities in the RAI Convention Centre and its central location ensures easy access. A visit to Amsterdam will also be a memorable experience in a remarkable 17th century city centre and a lively international cultural and artistic atmosphere, making it even more attractive for researchers and clinicians to participate.

FENS Forum 2010 offers great opportunities to expose your activities and/or products to the neuroscience community. First of all, exchange with the expected 6000 attendees is possible at stands in the commercial and technical exhibition area of Hall 1 of the meeting venue. The exhibition area will moreover be centrally located among the poster, catering service and sitting areas, all facilitating interaction between exhibitors and the scientific audience. Delegates will enter, register and walk through this hall on their way to symposia. Secondly, FENS Forum offers organizations a variety of options for advertisements by sponsorship.

This brochure provides all essential information. Details on the scientific programme and special cultural events can be found on our web site (<http://forum.fens.org/2010>). As with previous FENS Forums, we will be working with The Herlitz Company that has worldwide experience in the field of organizing commercial exhibitions. We are dedicated to satisfying the requirements of both our exhibitors and our sponsors.

Considering the increasing attendance – also internationally – and the growing success of the FENS Forums in Europe, we look forward to welcome you in Amsterdam.

Helmut Kettenmann

FENS President

Gerard J. Boer

President Local Organizing Committee

Marian Joëls

President Dutch Neurofederation

Good Reasons

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A FEW GOOD REASONS TO BE AT FENS FORUM 2010

- Exchange with 6,000 basic and clinical neuroscientists
- Up-to-date and high standard convention centre as meeting venue
- Excellent exposure for your company or organization in the lively centre of the Forum
- Association with a high level science meeting
- Advertisement and sponsoring for any budget
- Possibilities for your organization to convene
- Perfect international transport lines to Amsterdam

Programme at a Glance

Saturday, July 3

Sunday, July 4

		Plenary Lectures 08:30 – 09:30	Plenary Lecture Oscar Marin (Alicante, Spain)
		Parallel Symposia 09:45 – 11:15 Poster Sessions 09:45–13:15	Parallel Symposia S01 Alzheimer's disease – Translation of molecular mechanisms into diagnostic and therapeutic approaches S02 Shaping functional architecture by oscillatory alpha activity S03 Endocannabinoids in the synapse: molecular diversity and division of labour S04 Neurobiology of motor learning S05 The making of neuronal circuits: mechanisms promoting and preventing synapse formation S06 Brain tumors: recent insights from stem cell research S07 The neurobiology of syntax S08 Mechanisms of memory storage in neocortex
			Morning Poster Presentations
		Special Lectures 13:00–13:45	Special Lecture Fondation IPSEN Neuronal Plasticity Award Lectures (till 14:30) EBBS/Behavioural Brain Research Prize Lecture Gertrud Reemtsma Foundation – Zuelch Lecture
		Poster Sessions 13:30 – 17:30	
			Afternoon Poster Presentations
		Parallel Symposia 15:45–17:15	Parallel Symposia S09 Tracking the fate of memories: networks of memory consolidation and reconsolidation in the brain S10 Interplay between Rab3 and SNAREs in neuronal vesicular trafficking S11 Targeting protein-protein interactions in neurological disorder therapy S12 Impairment and repair of motor networks after spinal cord injury S13 The microcircuitry of selective attention: physiology, pharmacology and modelling S14 Development of neural maps – From specification to function S15 Emerging mechanisms in neurodegenerative disorders – The role of spreading depression S16 The temporo-ammonic pathway: what does it do and why is it important?
Technical Workshops 12:30–15:30	Technical Workshops Wo1 Imaging dynamic changes at the synapse Wo2 Strategies for promoting peripheral nerve regeneration Wo3 Novel methods for assessing transmitter release and effects during behaviour Wo4 Neuroanatomical tracing and systems neuroscience: the state of the art Wo5 From neurons to networks – New approaches in electrophysiology Wo6 Structure, dynamics and function in large scale neuronal ensembles Wo7 Optogenetic manipulations of synaptic transmission, plasticity, vision and behaviours		
EJN Symposium 15:45–17:15	EJN Special Feature		
Opening Ceremony 17:30–18:00	Opening Ceremony		
Opening Plenary Lecture 18:00–19:00	Opening Plenary Lecture Roger Y. Tsien (La Jolla, USA)	Plenary Lecture 17:30–18:30	Plenary Lecture Michael Tomasello (Leipzig, Germany)
Evening Programme 19:00–20:30	Welcome Reception	Evening Programme 18:45	Special Events, Scientific Gatherings, Socials, etc.

Monday, July 5

Plenary Lecture
Stanislas Dehaene
 (Paris, France)

Parallel Symposia

- S17** Molecular mechanisms controlling stem and progenitor cells in CNS development
S18 New developments in brain protection and repair after cerebral ischemia?
S19 The bad cop and the good cop: regulation of neuronal function by the immune system
S20 Biomarkers in attention-deficit/hyperactivity disorder: inattentive and combined types
S21 Large scale interactions in brain networks and new ways to study them
S22 Visualizing hearing
S23 Nogo receptor signaling and synaptic plasticity in health and disease
S24 Cognition in a mini-brain: systems neuroscience in drosophila

Morning Poster Presentations**Special Lecture**

The Dargut and Milena Kemali Prize Lecture
FENS invitational Lecture
ERA-NET NEURON Young Award Lecture

Afternoon Poster Presentations**Parallel Symposia**

- S25** The stressed brain: what makes us vulnerable?
S26 Cross-modal reorganization in deafness
S27 Systems biology of the synapse: concepts to understand the complexity of brain synaptic signaling
S28 Navigation and the head direction system: insights from animals, humans and computational models
S29 State dependent cortical processing
S30 Investigating glia function in vivo
S31 Act and select: the role of the striatum in selection of behaviour
S32 Morphogens in neural circuit formation

Plenary Lecture

Melitta Schachner
 (Hamburg, Germany)
 FENS Presidential lecture

**Special Events,
 Scientific Gatherings,
 Socials, etc.**

Tuesday, July 6

Plenary Lecture
May-Britt Moser
 (Trondheim, Norway)

Parallel Symposia

- S33** Fine-tuning the brain: microRNAs
S34 Neurobiological factors determining high vulnerability to drug seeking and relapse
S35 Rapid neuroendocrine response and synaptic plasticity
S36 Prefrontal and parietal-premotor contributions to free choice selection
S37 Sensorimotor integration in the whisker system
S38 Nitric oxide in sleep and sleep disorders
S39 Cell-specific regulation of visual cortical plasticity
S40 Neuron-microglia interactions: a family matter from marriage to divorce

Morning Poster Presentations**Special Lecture**

Hertie Foundation Lecture
Boehinger-Ingelheim FENS Research Award Lecture
Max Cowan Lecture

Afternoon Poster Presentations**Parallel Symposia**

- S41** In vitro study of human epileptogenic cells and networks
S42 The choroid plexus: a gate for signalling into the brain
S43 Molecular, cellular and network basis of thalamocortical dynamics
S44 Striatal plasticity: from health to Parkinson's disease
S45 The relation of ongoing brain activity, stimulus evoked responses and perceptual decisions
S46 Stress and the amygdala: from animal models to clinical implications
S47 Interneuron development and function
S48 Presynaptic short-term plasticity: molecules, mechanisms, and functions

Plenary Lecture

Tobias Bonhoeffer
 (Martinsried, Germany)

**Special Events,
 Scientific Gatherings,
 Socials, etc.**

Wednesday, July 7

Plenary Lecture
Maria Spillantini
 (Cambridge, United Kingdom)

Parallel Symposia

- S49** Dynamic processes underlying synaptic plasticity
S50 Dopaminergic modulation of human decision making
S51 Recipe for solving the cerebellar mystery: 2 photons, 1 live mouse and a dash of Oregon Green BAPTA
S52 Neuronal cell death in motor neuron diseases
S53 How we come to experience that we own our body: from full-body illusions to cortical mapping
S54 Neuregulin signaling in neural development, function and disease
S55 Temporal control of neuronal diversity
S56 Deletion of memory

Morning Poster Presentations

Special Lecture (12:00–13:00)
FENS EJM Award Lectures

Closing Plenary Lecture (13:15–14:15)
Arturo Alvarez-Buylla
 (San Francisco, USA)

PREVIOUS MEETING STATISTICS

Year	Venue	Registered delegates
1998	Berlin, Germany	4,200
2000	Brighton, UK	5,000
2002	Paris, France	5,300
2004	Lisbon, Portugal	4,500
2006	Vienna, Austria	4,800
2008	Geneva, Switzerland	5,700
2010	Amsterdam, The Netherlands	6,000 (estimate)

PROFILE OF ATTENDANCE

The audience is made up of delegates from academic, clinical and research institutions and private companies from all over the world. The Forum is an opportunity for all to exchange the latest advancements, discuss treatment outcomes and interact with new and old colleagues within the field of neuroscience.



LOCAL FORUM SECRETARIAT AND SPONSOR LIAISON

Ms. Els Borghols
 Secretariat Local Organizing Committee
 FENS Forum 2010 Amsterdam
 Dept. of Functional Genomics
 Centre for Neurogenomics and Cognitive Research (CNCR)
 VU/VUmc
 W&N building, room A-427
 De Boelelaan 1085
 1081 HV Amsterdam, The Netherlands
 Tel.: +31 (0)20 598 6925
 Fax: +31 (0)20 598 6926
 E-mail: LOCsecretariat@fensforum2010.eu

MEETING MANAGEMENT

Eurocongress International
 FENS Forum 2010 Amsterdam
 Management
 Jan van Goyenkade 11
 1075 HP Amsterdam, The Netherlands
 Tel.: +31 (0)20 679 3411
 Fax: +31 (0)20 673 7306
 E-mail: fens2010@eurocongress.com

EXHIBITION SALES AND MANAGEMENT, AND ADVERTISEMENTS

Kristofer Herlitz
 The Herlitz Company, Inc.
 1890 Palmer Avenue; Suite 202A
 Larchmont, NY 10538, USA
 Tel.: +1 (914) 833-1979
 Fax: +1 (914) 833-0929
 E-mail: kris@herlitz.com
 Website: www.herlitz.com

MEETING VENUE

FENS Forum 2010 uses the facilities of one of the largest convention centres of Europe, the Amsterdam RAI Convention Centre. Central to the meeting will be the spacious 18,000 m² Hall 1. Small-sized meeting rooms or hospitality suites are available for any activity that your organization or company may wish to arrange during the FENS Forum (see below).

Amsterdam RAI Convention Centre

Europaplein 22
 1078 GZ Amsterdam, The Netherlands
 Tel.: +31 (0)20 549 1212
 Website: <http://www.rai.nl>

STAND BUILDING

Stand building contact information will be included in the Technical Exhibitor Manual to be sent out 3 months prior to the meeting.

CITY AND TRAVEL INFORMATION

Amsterdam is among the top 10 most important commercial centres in the world, and is the fourth most influential business centre in Europe, directly following Frankfurt, Paris and London (source: MasterCard Worldwide Centres of Commerce Index). The Union of International Associations names the city a top 10 international convention site. Amsterdam's historical charm is just one facet of this dynamic modern city. The splendour of its 17th century canal buildings blends with a sophisticated business environment, to create one of Europe's most popular destinations.

The city of Amsterdam has excellent international travel and transport connections by plane, train and car. Amsterdam Schiphol Airport is acknowledged as one of the world's best airports and has frequent connections to all major European cities and is a main European port for intercontinental flights. On arrival, a train carries the traveller directly to RAI Railway Station within 12 min, leaving a 3–5 min walk to the Amsterdam RAI Convention Centre. International express trains and the Thalys high-speed train also serve Amsterdam from many major European cities. Car highways to Amsterdam all connect to the Amsterdam A10 ring.

... FENS Affiliate Membership

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The RAI complex is located next to it and has large parking facilities.

The Amsterdam RAI Convention Centre is perfectly situated along the South part of the highway ring A10 of Amsterdam and has large parking facilities. The Centre can also be easily reached by bus, tram and metro from downtown Amsterdam.

See also the detailed information on The Netherlands, the city of Amsterdam, the travel connections, etc. the FENS Forum website <http://forum.fens.org/2010>, link <Information>.

ACCOMMODATION

The FENS Forum organization has contracted the Amsterdam RAI Hotel & Travel Service to arrange your hotel accommodation, but they also offer you travel, car rental, and other services. Hotel accommodation in Amsterdam is available in all star classes, and the RAI Hotel & Travel Service can offer you competitive room prices.

The online reservation system with discounted room rates will open on December 1, 2009 on the FENS Forum 2010 website, and allows you to search for hotels by star rating and area on a map showing the location of the hotel in relation to Amsterdam RAI. For group bookings and tailor-made advice you should contact the RAI Hotel & Travel Service by e-mail.

Amsterdam RAI Hotel & Travel Service
P.O. Box 77777
1070 MS Amsterdam
The Netherlands
Tel.: +31 (0)20 549 19 27
Fax: +31 (0)20 549 19 46
E-mail: hotelservice@rai.nl
Website: <http://www.rai.nl/hotelservice>

FENS offers two levels of affiliate membership to corporate organizations with an interest in helping to maintain FENS activities, especially the FENS Forum: Platinum Sustaining Corporate Membership and Gold Sustaining Corporate Membership. Affiliate memberships provide also special benefits at the FENS Forum.

PLATINUM SUSTAINING CORPORATE MEMBERSHIP

Dues € 6,500 for two years

- A link from the FENS website to the affiliate member's homepage.
- An annually updated list of names and addresses of FENS member societies and officers.
- Information from the organizers of FENS meetings concerning any commercial exhibition to be run in conjunction with the meeting.
- The possibility to advertise on the FENS website in the section "Suppliers and products".
- One full page black and white advertisement in the print version of the European Journal of Neuroscience (to be subject to editorial approval).
- Free registration for one representative to the FENS Forum.
- Registration for employees of the company at the member's registration fee.
- A ribbon for your FENS Forum badge that will identify you as a Sustaining Corporate Member representative.
- Invitation to the Presidential Reception at the FENS Forum.
- 15% discount on the rental fee for a booth at the FENS Forum.



GOLD SUSTAINING CORPORATE MEMBERSHIP

Dues € 4,500 for two years

- A link from the FENS website to the affiliate member's homepage.
- An annually updated list of names and addresses of FENS member societies and officers.
- Information from the organizers of FENS meetings concerning any commercial exhibition to be run in conjunction with the meeting.
- The possibility to advertise on the FENS website in the section "Suppliers and products".
- One half page black and white advertisement in the print version of the European Journal of Neuroscience (to be subject to editorial approval).
- Free registration for one representative to the FENS Forum.
- Registration for employees of the company at the member's registration fee.
- A ribbon for your Forum badge that will identify you as a Sustaining Corporate Member representative.
- 10% discount on the rental fee for a booth at the FENS Forum.

It should be noted that Affiliate Members have no voting rights at the Council Meetings. They are not eligible for election to the Board of FENS and have no formal representation in FENS Committees.

An official request for Affiliate Membership should be sent to **Meino Gibson** at the FENS Office Berlin (gibson@mdc-berlin.de), ensuring that the request is based on a decision made by the board of the applicant. The decision and vote on membership is made by the FENS Executive Committee.



A commercial and technical exhibition will be held during FENS Forum 2010 in Hall 1 of the Amsterdam RAI Convention Centre. This hall will accommodate commercial and non-profit stands, the poster presentation areas, internet and WiFi spots, sitting areas and catering spots in an arrangement allowing lively contact among and between participants and exhibitors. Lecture rooms sized between 250 and 3,200 seats are situated around and within short and direct walking distance of Hall 1.

The floor map provides an overview of the various designated areas of Hall 1 at the time of printing this brochure. Special lanes are planned for publishers and non-profit organizations, but these locations are not obligatory positions. Non-profit organizations may choose to pay the full commercial rate to be placed outside of the non-profit aisle. For more information please contact the exhibition management, The Herlitz Company.

PROPOSED DATES

Set up times:

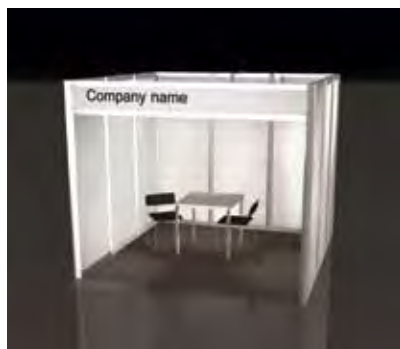
Thursday July 1, 2010 10:00 – 20:00
Friday July 2, 2010 08:00 – 20:00 (all except equipped stands set up by decorator)
Saturday July 3, 2010 08:00 – 17:00 (all exhibitors must be set for the 19:00 opening)

Exhibition open times:

Saturday July 3, 2010 19:00 – 20:30 (Opening Reception in exhibit hall)
Sunday July 4, 2010 09:30 – 17:30
Monday July 5, 2010 09:30 – 17:30
Tuesday July 6, 2010 09:30 – 17:30
Wednesday July 7, 2010 09:30 – 13:15

Dismantling/Breakdown times:

Wednesday July 7, 2010 13:15 – 20:00



STANDS AND PRICING

	Non-equipped stand (9 m ²)	Equipped stand (9 m ²)
Companies*	€ 275 per m ²	€ 350 per m ²
Non-profit organizations*	€ 140 per m ²	€ 215 per m ²
Exhibitors' manual	✓	✓
Exhibitors' badges (max. 4)	✓	✓
100 Word company/product profile in the Programme book	✓	✓
Listing on Forum website	✓	✓
Programme book (one copy)	✓	✓
WiFi internet**	✓	✓
General cleaning after set-up	✓	✓
Carpet tiles, colour optional	X	✓
Walls white h = 250 cm	X	✓
Fascia white h = 40 cm	X	✓
Lettering "company name" max. 20 letters in Helvetica black	X	✓
Table 80/80 cm white, legs chrome	X	✓
Two chairs grey, legs chrome	X	✓
Three spotlights 75 W	X	✓
Main electronic connection up to 1 kW (incl. 1 double wall socket)	X	✓
Power consumption	X	✓
Daily cleaning	X	X

* Affiliate members of FENS have a discount on the booth fee, whereas one representative has free access to the meeting and other employees can register at scientist membership fee (see above)

** Note that the free WiFi internet connection is primarily meant for e-mail and internet search, and not sufficient for large file or data transfers. Hi-speed broad-band cable connections will be offered in the documentation of the technical exhibitor manual.

ALLOCATION OF EXHIBITION SPACE

Space allocation will be made on a "first come, first served basis". A completed application form accompanied by advance payment should be mailed or faxed to ensure reservation of a desired location as visible on the exhibition floor plan. Upon receipt of the application form with payment, space will be confirmed and an invoice for the balance due will be mailed.

Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received. Advance payment will be refunded if space is fully booked or space offered is not acceptable to exhibitors. Requests for multiple stand space are subject to review.

OCCUPATION OF EXHIBIT SPACE

If an exhibitor has not taken up use of the booth space allocated before the time at which the exhibition is due to be open to the public, or if it is evident prior to this that the exhibitor will not be taking up the space reserved for him, this space may be made available by the FENS Forum organizers to other exhibitors without further notice of proof of default. In such cases, the exhibitor is not entitled to claim for compensation.

Floor Plan

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TECHNICAL/ EXHIBITOR MANUAL

A technical manual outlining all technical aspects of the exhibition will be circulated 3 months before the Forum. It will include the following:

- technical details about the venue
- final exhibition details and information
- contractor details
- services available to exhibitors (including the rental of bar code readers and internet cable connections) and order forms

SITE INSPECTIONS

Exhibitors and sponsors are free to visit the Amsterdam RAI Convention Centre at their convenience. Please contact the venue directly to arrange this via **Suzanne van Vliet** of the Amsterdam RAI Convention Centre (address under General Information) Tel.: +31 (0)20 549 1212 E-mail: s.van.vliet@rai.nl

EXHIBITOR PROFILE

A 100-word Exhibitor Company/Product profile will be published in the list of exhibitors in the Final Programme and must be submitted electronically by e-mail to kris@herlitz.com. Deadline is set at April 15, 2010 for receipt.

The floor plan in this brochure represents the current status at the time of printing. Exhibitors are welcome to modify any spaces to their specific requirements. A revised floor plan will be included with the booth confirmation. The final floor plan will be sent to exhibitors in March 2010, along with the FENS Forum booth number.





Information for Exhibitors

GENERAL TERMS AND CONDITIONS

The terms and conditions of exhibiting are included in this prospectus. Please note that signature of the exhibition contract indicates acceptance of these terms and conditions.

APPLICATION FOR EXHIBITION SPACE

Application for exhibition space for FENS Forum 2010 in Amsterdam should be made to the below address below before April 15, 2010 in order to ensure inclusion in the final FENS Forum Programme. After this date exhibitors signing on to exhibit will be placed in the Addendum.

FENS Forum 2010

The Herlitz Company, Inc.
1890 Palmer Avenue; Suite 202A
Larchmont, NY 10538 USA
Tel: +1 (914) 833-1979
Fax: +1 (914) 833-0929
E-mail: kris@herlitz.com

50% of the total amount is payable with signed contract. The second payment of 50% of the total fee will be invoiced 4 months before the Forum. All payments must be received before the start date of the Forum on July 3, 2010.

PAYMENT METHODS

- **Option 1:** Payment by cheque to The Herlitz Company, Inc. payable in U.S. dollars and drawn on a U.S. bank.
- **Option 2:** Payment by bank transfer. Please contact Mr. Kris S. Herlitz directly at +1 (914) 833-1979. Please make drafts payable to The Herlitz Company, Inc. Bank charges are the responsibility of the payer and should be paid at source. Incoming transfer fee for this bank is \$ 30.
- **Option 3:** Payment by credit card via the booking form.

EXHIBITOR REGISTRATION

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company's name. Four exhibitor badges will be provided for every 9 m² booked. Additional exhibitors will need to register as a corporate attendee of the FENS Forum, unless the exhibitor has an Affiliate Membership with FENS (see above). An exhibitor registration form will be included in the exhibitor's technical manual once booths have been assigned.

In addition, the FENS Forum 2010 will make available complimentary exhibit hall guest badges. The allotment of guest badges will be 4 per 9 square meters booked. Guests of exhibitors may pick up their badges at the Exhibitor registration counter at the meeting and allow the bearer to visit the exhibit hall only during open exhibit hours. Guests are considered anyone who is not an employee of that exhibiting company.

CANCELLATION POLICY FOR EXHIBITORS

Upon cancellation the organizers shall retain:

- 10% of the agreed package amount if the cancellation is made more than 4 months prior to the FENS Forum 2010
- 50% of the agreed package amount if the cancellation is made between 4 and 2 months prior to the FENS Forum 2010
- 100% of the agreed package amount if the cancellation is made up to 2 months prior to the FENS Forum 2010

Cancellation must be made in writing to:

The Herlitz Company, Inc.
1890 Palmer Avenue; Suite 202A
Larchmont, NY 10538 USA
Fax: +1 (914) 833-0929
E-mail: kris@herlitz.com

Hospitality Suites

Banners

HOSPITALITY SUITES

FENS Forum 2010 offers to hire a hospitality suite that will provide a place for international delegates to meet, relax and receive assistance. Your company's name and logo will appear on sign posts and in the lounge. Hospitality suites are situated on the first floor balconies at one of the sides of the main poster and exhibition hall thereby over-viewing all activities in the main hall.

Cost will be € 3,000 for 49 m² (excluding any furniture, equipment or services). Those interested should e-mail Kris Herlitz of The Herlitz Company at kris@herlitz.com.

CONGRESS CENTRE BANNERS

You can maximize your exposure at the congress centre by hanging an indoor welcome banner in the entrance hall or in the main poster and exhibition Hall 1.

Costs amounts to € 2,000 per banner (excluding the costs of production). Interested applicants should be e-mail Kris Herlitz of The Herlitz Company at kris@herlitz.com.



❖ Advertisements

ADVERTISEMENTS IN PROGRAMME BOOK

A Programme Book will be distributed to all registered FENS Forum 2010 scientists. It will include the complete final scientific session schedule, the exhibiting company listings and descriptions, as well as practical information for the participants. The format of the Programme Book will be A4.

Companies can buy advertisement space in the Programme Book with the following rates:

One page full colour	€ 2,500
One half page full colour	€ 1,750
One page black and white	€ 2,000
One half page black and white	€ 1,500

For non-profit organizations the above fees for black and white advertisements will have a discount of 50%.

The following preferred positions are available for reservation on a first come, first served basis (available only in full colour):

Back cover	€ 5,000
Inside front cover	€ 3,500
Page prior to Scientific Programme	€ 3,500
Page facing Scientific Programme	€ 3,500
Inside back cover	€ 3,250
Page facing Table of contents	€ 3,000

DEADLINES AND REQUIREMENTS

Reservations on advertisement space

Friday, April 23, 2010

Delivery of digital materials

Friday, May 7, 2010

Digital files of A4 or A5 (wide) can be sent via e-mail as a high resolution JPG or PDF file or placed on a FTP internet site set up for FENS Forum programme advertisers to transfer their ads.

For further details, please e-mail Kris Herlitz of The Herlitz Company at kris@herlitz.com.

❖ Sponsorship



Sponsorship is open to institutions, agencies, foundations, as well as commercial companies dealing with neuroscientific research or closely related science. The organizers have listed putative sponsoring options ranging from main sponsorship at € 30,000 down to items of € 2,000. Sponsoring of every budget is therefore welcomed. A summary is given below, full details can be found on the internet via http://forum.fens.org/2010/pdf/SponsorOptions_070509.pdf.

SPONSORSHIP ITEMS

- Main sponsorship
- FENS Forum 2010 programme options (subject to special FENS approval, see below)
- Programme book advertisements (see above details)
- Forum bags
- Inserts in Forum bags
- Lanyards
- Note blocks in Forum bags
- Pens in Forum bags
- Website link
- Mailing of personal invitations
- Coffee & tea corners
- Drinking water coolers
- Hospitality suites (see above details)
- Company social at Conference Centre
- Internet corner
- Wi-Fi spots
- Meeting mail & message system
- Congress Centre banners (see above details)
- Presentation preview room
- Message / business centre
- Jump the FENS – multicultural student party (cf. www.JumptheFENS.eu)
- Welcome reception
- Exercise, stretching and massage centre
- Restaurant guide

❖ Information for Sponsors

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Any of the sponsoring items can be honoured only after approval by FENS who has the right to reject.

SMALL BUSINESS MEETINGS AND SOCIALS

Direct sponsoring from above list is just one option to attract attention for any organization, either being an institution, a foundation, a society or a commercial company. FENS Forum 2010 offers also the possibility to arrange small business meetings at the RAI Convention Centre for 25 persons max during daytime or to organize a social of any size in the early evening hours after the afternoon plenary lectures. A fee of € 1,000 (€ 500 for non-commercial organizations) is charged including room rental and audio-visual equipment, but no catering.

Detailed information on the requirements and conditions as well as how to apply are presented on the FENS Forum website at <http://forum.fens.org/2010>, link <Call for events> and available as PDF file on http://forum.fens.org/2010/pdf/Call_for_events.pdf.

DETAILS AND PRICING

Full description and pricing of the sponsoring items are available as PDF file on the FENS Forum website at http://forum.fens.org/2010/pdf/SponsorOptions_070509.pdf. Sponsorship will significantly be acknowledged on the FENS Forum website (with a link and including a small-sized logo), and in the Programme Book, and – in case a part of the scientific or social programme is sponsored – as subtext of the relevant programme item.

SPONSORSHIP APPLICATIONS

Sponsorship applications (for items other than programme book advertisements, rental of hospitality suites, or congress centre banners) as well as further questions can be e-mailed to the secretariat of the Local Organizing Committee, **Ms. Els Borghols** at LOCsecretariat@fensforum2010.eu. Following definitive decision on sponsoring, the sponsoring will be invoiced for payment prior to April 15, 2010 by the Forum management of Eurocongress International. The invoice will mention the payment instructions.

Exhibitor Advisory Committee

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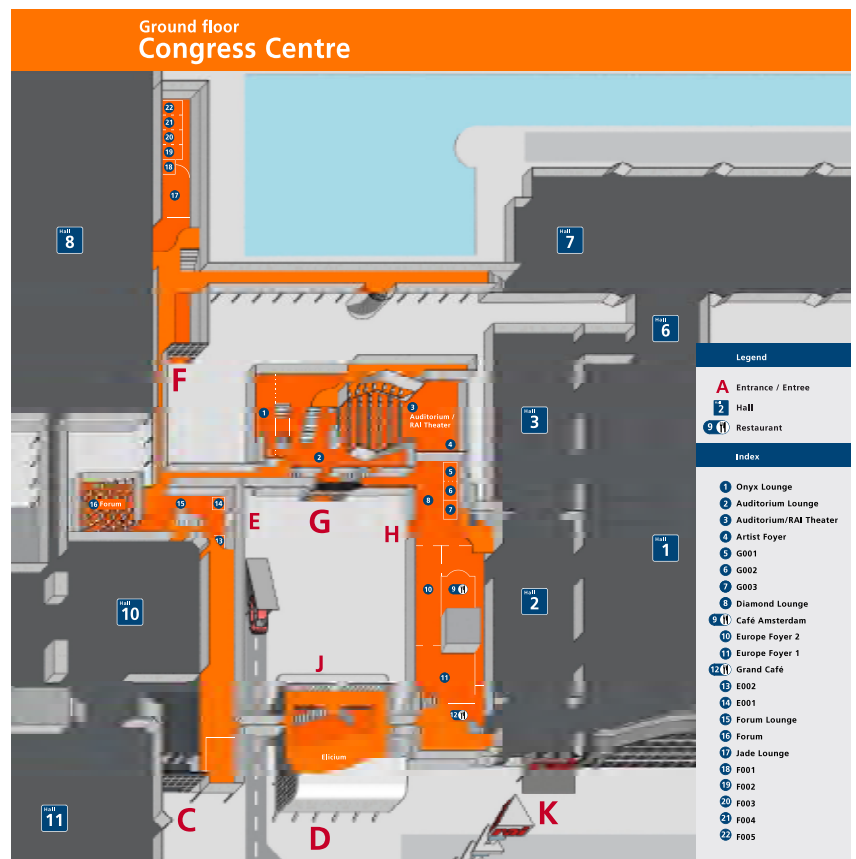


The purpose of the Exhibitor Advisory Committee (EAC) is to provide a communication link between FENS and its exhibitors, specifically to:

- review and comment on current and proposed exhibitor regulations,
- review and comment on current and proposed practices affecting exhibitors,
- advise ways in which the exposition could be improved, both from the exhibitor's viewpoint and attendees' viewpoint,
- identify additional information useful to exhibitors, and
- provide a forum for discussion of problems of mutual concern.

Members of the EAC can serve up to a six year term (3 Forums). The committee will meet for the first time at the FENS Forum 2010 in Amsterdam on Tuesday July 6, 2010 during the exposition. Exhibitors are encouraged to make their viewpoints and concerns known to FENS and/or a committee member. The Exhibitor Advisory Committee will be appointed by the FENS Executive Committee. The names of its members and their contact addresses will be published thereafter on the FENS website <http://www.fens.org> as well as published in the Forum publications.

Map RAI Convention Centre



Exhibition Application Form and Contract

7th Forum of European Neuroscience

July 3–7, 2010
RAI Convention Center
Amsterdam
The Netherlands

Please complete and send to:
FENS Forum 2010 Amsterdam
The Herlitz Company, Inc.
1890 Palmer Avenue; Suite 202A
Larchmont, NY 10538 USA
Fax: +1 (914) 833-0929
E-mail: kris@herlitz.com

Please note that all acknowledgements
of your company and listing of company name
and address will be generated from the
following information.

NAME OF COMPANY

CONTACT NAME

ADDRESS

POST / ZIP CODE

COUNTRY

TELEPHONE (COMPANY)

DIRECT

FAX (COMPANY)

DIRECT

E-MAIL (COMPANY)

DIRECT

WEBSITE

We hereby apply to book exhibition stand space, the cost of which is per square meter.

	Stand No.	Non-equipped Stand € 275 per m ² Equipped Stand € 350 per m ² Non-profit non-equipped Stand € 140 per m ² Non-profit equipped Stand € 215 per m ²	No. of Square Meters	Total Price
1 st Choice				
2 nd Choice				
3 rd Choice				

SPECIAL NOTES:

- Stand numbers correspond to the floor map of Hall 1 of the Amsterdam RAI Convention Centre of this brochure.
- Publishers and non-profit organizations please note highlighted aisles for stand choices.
- Please indicate below if your stand must be located adjacent to or opposite the following companies, or if special configuration is needed (if possible, we will accommodate your request):

This is a provisional booking. Please hold for 14 days.

Payment has been made by check/transfer, please forward me final confirmation and invoice.

I would like to pay by credit card and send the final confirmation and invoice.

CREDIT CARD No.

EXP. DATE

NAME ON CARD

TYPE OF CARD

CARD ADDRESS IF DIFFERENT FROM ABOVE

Please send me a first deposit invoice for 50% of the total amount due.

We have read the "Terms and Conditions for Exhibitors" and agree to observe and be bound by them.

SIGNATURE

DATE



**7th Forum of
European Neuroscience**

**July 3–7, 2010
RAI Convention Center
Amsterdam
The Netherlands**

Please complete and send to:
FENS Forum 2010 Amsterdam
The Herlitz Company, Inc.
1890 Palmer Avenue; Suite 202A
Larchmont, NY 10538 USA
Fax: +1 (914) 833-0929
E-mail: kris@herlitz.com

Terms and Conditions for Exhibitors

These terms are the contractual agreement between the organizer and the exhibiting firm.

APPLICATION TO PARTICIPATE

Application to participate will be considered only if: the appropriate forms are used for submission, duly filled in and signed and accompanied by the necessary payment. Registration will be confirmed insofar as space is available. Applicants will be informed in writing of the acceptance or refusal of their application. In the event of refusal all payments shall be fully refunded. Obligations and rights of the exhibitor registration implies full acceptance by the exhibitors of the exhibition regulations. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the exhibition without compensation or refund of sums already paid, and without prejudice to the exhibitor. By submitting an application to participate, the exhibitor makes a final and irrevocable commitment to occupy the space allocated and to maintain his/her installation until the date and time fixed for closure of the exhibition. The exhibitor may only present on his/her stand or space the materials, products or services described in the application to participate. No advertising on behalf of firms not exhibiting is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated spaces is prohibited.

OBLIGATION AND RIGHTS OF ORGANIZER

The organizer undertakes to allocate exhibition space as far as possible on the basis of the preference expressed by applicants. Application will be considered in order of reception of application forms accompanied by payment. The organizer reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to exhibitors. The organizer reserves the right to offer to a different firm any stand or space that has not been occupied by the eve of the opening of the exhibition, with no obligation to provide compensation to the defaulting exhibitor.

CANCELLATION

In case of cancellation received (in writing) as per the above policy.

LIABILITY INSURANCE

The organizer provides general guard service and third party insurance at the exhibition site. Equipment and all related display materials installed by exhibitors are not insured by the organizer, and the organizer will under no circumstances be liable for any loss, damage or destruction

caused to equipment, goods or property belonging to exhibitors.

The exhibitor agrees to be responsible for his property and person and for the property and persons of his employees and agents through full and comprehensive insurance, and shall hold harmless the organizers for any and all damage claims arising from theft and those perils usually covered by a fire and extended-coverage policy.

EXHIBITION REGULATIONS

The Exhibition Manager, acting under direction of the Organizing Committee, has the final decision as to the acceptability of displays.

Exhibitors are not to share with others any space allotted to them without prior written consent by the Exhibition Manager.

The organizer reserves the right to alter the general layout or limit the space allotted to each exhibitor, postpone the exhibition or transfer it to another site if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, the organizers will not be held liable for expenses incurred other than the cost of exhibit space rental fees.

All exhibits are to be displayed so as to avoid blocking aisles, obstructing adjoining booths, damaging the premises or the leased equipment. Exhibitors are kindly requested to allow sufficient see-through areas that will ensure clear views of surrounding exhibits.

In standard booths, height is restricted to 250 cm. Exhibitors are responsible for the cost and execution of the design, installation and delivery of their display to (and its removal from) the exhibition site.

Flammable materials are not to be used. Equipment displayed or demonstrated must be installed by strict adherence to safety measures.

Exhibitors may not photograph or examine any exhibitor's equipment without permission.

Exhibitors undertake to observe the timetable designated for completion of their display before the exhibition opening and its dismantling at the close of the exhibition. No display may be dismantled or packing started before the designated hour. It is the exhibitor's responsibility to

pack and remove or consign for shipment all items of value prior to leaving their exhibit unattended, otherwise the organizer will arrange for their removal at the exhibitor's risk and expenses.

Exhibitors are obliged to ensure that their stands are permanently manned during the exhibition opening hours. Payment is to be made in accordance with the conditions of payment on the exhibition application form.

Should the exhibitor fail to make a payment on time, the exhibition manager is entitled to terminate the contract, withdraw confirmation of acceptance, make other arrangements for the stand or seek compensation for non-fulfilment of contract.

Participation by exhibitors is dependent upon compliance with all rules, regulations and conditions stated herein. Access to the exhibition is authorised on presentation of a badge issued by the organizer. Exhibitors' badges will not be mailed in advance and may be collected from the exhibition manager's desk.

The organizer ensures daily cleaning of the aisles. Exhibitors are responsible for the cleaning of their stands. The provision of refreshments to the participants by exhibitors is only permitted if the catering regulations of the exhibition building concerned are observed. Exhibition areas and fittings made available to exhibitors must be handed back in their original condition. In case of damage or loss of equipment provided, or damage to areas occupied, repair and replacement will be charged to the exhibitor. Any special decoration or fittings must be submitted to the organizer for prior authorisation.

Advertising panels and display are not permitted outside the exhibition areas allotted to exhibitors nor is canvassing or distributing any materials or product samples outside of the exhibitor's own space.

The organizers will not approve stands, which do not comply with the accepted standards, until the necessary changes have been made.

