



Cognitive Development Society

**SPONSOR &
EXHIBITOR**

**OPPORTUNITIES
PACKAGE**

Dear Collaborators and Industry Partners,

It is our pleasure to invite you to support our next meeting, which will be held in Madison from April 21 – 23, 2022. This will be the 12th Bi-Ennial Meeting of the Cognitive Development Society and the first time many of our community will be meeting in person. Our meeting will provide you with great opportunities to showcase your products and interact with many researchers and clients.

Due to the uncertainty of the COVID-19 regulations and comfort level, we put a survey out to our members. Of the growing number of researchers who attend our meeting – more than half were expecting to attend a face to face meeting under conditions in September 2021. We expect **approximately 500 attendees** – but could have significantly more depending on the restrictions and comfort levels following further vaccination programs. Our attendees cover a wide range of scholars, practitioners and others who are interested in change and continuity in the intellectual processes that support mental life. Some of the attendees are concerned with basic research or theory; others focus on policy issues and practical applications. These studies require many advanced tools and equipment that companies like yours provide.

Our conference will be held at the **Monona Terrace Conference Center in Madison, WI**, a modern, state-of-the-art conference center located in the heart of the city.

Advertise in our conference program, be an **exhibitor** and display your product, or **sponsor** a portion of the conference and receive extended exposure to the 500+ group of assembled Cognitive Development specialists! Full details can be found in this package.

Sincerely,

Melissa Koenig

President of the Cognitive Development Society

What is the 12th CDS Meeting?

The 12th Cognitive Development Society Meeting **brings together researchers and scientists from the many disciplines comprising the world of Cognitive Development.** The conference serves as an important event for discussion and exchange of the most cutting-edge knowledge, insights, issues and ideas in our field.

The first Cognitive Development Society Meeting was in Chapel Hill, North Carolina in 1999. The conference has continued to grow and move throughout the US. The 11th Bi-Ennial Meeting in Louisville, KY attracted over 800 delegates.

Who is organizing the conference?

The [12th Cognitive Development Society Meeting](#) is being organized under the leadership of the CDS Melissa Koenig (University of Minnesota) with support from the Board of Directors and the Program Committee.

The [Program Committee](#) is led by Kristina Olson (Princeton University).

The overall [conference planning process](#) is organized by CDS and the team at Podium Conference Specialists.

Who attends the conference?

The conference draws principal investigators, post-doctoral fellows and grad students actively engaged in cognitive development studies. Although most delegates are based in the United States, a growing number of conference attendees are from other countries and regions such as Canada, Europe, Australia and Asia.

Past conferences drew [scientists](#), [postdoctoral fellows](#) and [students](#) along with industry and governmental representatives.



WHY SPONSOR?

WHY SPONSOR?



Connect with **leading and emerging** researchers

-Over 500 attendees from the various fields of Cognitive Development attend this bi-ennial conference



Premium **branding & positioning** opportunity

-As a conference sponsor, your brand will be exposed to over 800 members of the Cognitive Development Society community, some in attendance and others as members of the Society
-Choose a sponsorship level to fit your budget



Face time with leading scientists

-Exhibitor options allow you an opportunity to increase your company's recognition, introduce your new products to the community, and differentiate your company from your competitors

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP OPPORTUNITIES

Get maximum visibility in the conference program. Choose from the following options:

- Wi-Fi Sponsor - \$2,000*
- Welcome Reception - \$1,000*
- Plenary Address - \$1,000 per session
- Plenary Symposium - \$1,000 per session
- Poster & Exhibitor Session - \$500 per session (4 sessions available)
- Parallel Session - \$500 per session (20 sessions available)
- Lanyards¹ - \$500*
- Notepads/Pencils/Pens - \$500
- Disposable or Reusable Masks¹ - \$1000*
- Individual Hand Sanitizers¹ - \$750*

**indicates an opportunity for exclusive sponsorship*

*¹ sponsor is responsible for the cost of the item and any design must be approved by CDS
For more details and a complete listing of sponsorship entitlements, please refer to the Exhibitor
Terms and Conditions.*

SPONSOR LEVELS

Based on the value of your selections, you will be assigned a sponsor level as noted below.

Level	Free Exhibit Display (including 4 exhibitor passes)	Opportunity to Distribute Materials	Multimedia Recognition At the Conference	Sponsor Recognition In E-Communication	Wordmark on Conference Website	Logo in Virtual Conference Program
Platinum \$8,000+	✓	✓	✓	✓	✓ (hyperlinked)	✓
Gold \$4,000 - \$7,999	✓		✓	✓	✓ (hyperlinked)	✓
Silver \$1,000 - \$3,999			✓		✓	✓
Bronze \$500 - \$999					✓	✓

HOW TO BECOME A SPONSOR

Should you wish to discuss sponsor opportunities, please contact our Secretariat:

Michelle Smith

Podium Conference Specialists
2661 Queenswood Drive
Victoria, BC
Canada V8N 1X6

Tel: 1.250.472.7644 x 105

Fax: 1.250.472.7644

Email: michelle@podiumconferences.com

Web: www.cogdevsoc.org

EXHIBIT OPPORTUNITIES

EXHIBIT OPPORTUNITIES

Booth Space \$1,800

- Back and side draped walls (8x10')
- One 6ft long skirted table with two chairs
- Two Expo name badges (additional badges available at \$150 each)
- Acknowledgement and exhibitor profile in the digital conference program
- Acknowledgement on Expo sign on-site
- Complimentary refreshment service during Expo hours
- *Electrical outlet to be purchased separately

Table Top \$1,000

- One 6ft long skirted table with two chairs
- Two Expo name badges (additional badges available at \$150 each)
- Acknowledgement and exhibitor profile in the digital conference program
- Acknowledgment on Expo sign on-site
- Complimentary refreshment service during Expo hours
- Please note pop up banners cannot be placed on either side of table, items may be placed on or behind the table top only**
- *Electrical outlet to be purchased separately

Non-Profit Table Top \$500

- One 6ft long skirted table with two chairs
- Two Expo name badges (additional badges available at \$150 each)
- Acknowledgement and exhibitor profile in the digital conference program
- Acknowledgement on Expo sign on-site
- Complimentary refreshment service during Expo hours
- Please note pop up banners cannot be placed on either side of table, items may be placed on or behind the table top only**
- *Electrical outlet to be purchased separately

EXHIBIT BOOKING

To book your booth for the 12th CDS Meeting, visit our website at www.cogdevsoc.org and follow the links to the 2022 Meeting Sponsor/Exhibitor online booking tool.

Our online registration system will ask you for the following information:

- Company and Contact Information
- Expo Booth Representative Information
- Company Description
- Payment information

Space is limited - book early! Exhibit booths are booked on a first come, first served basis. Reservations without payment will not be considered until payment has been received.