

Measuring Behavior 2027 Exhibitors' Prospectus



14th International Conference on
Methods and Techniques in Behavioral Research

Düsseldorf, Germany
28-30 April 2027



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Welcome to *Measuring Behavior 2027*

Dear Madam/Sir,

It is our pleasure to invite you to *Measuring Behavior 2027*, the 14th International Conference on Methods and Techniques in Behavioral Research which will be in Düsseldorf.

We expect 2-300 highly qualified researchers from a broad range of behavioral disciplines. There will be sessions related to the study of human behavior, studying animal behavior and also technical aspects (e.g. AI). All the delegates have a keen interest in methods and tools. Therefore, *Measuring Behavior 2027* will be the place to be and show your products. Since the conference focuses on methodology and techniques, companies and products related to behavioral research and its integration with physiological measurements will receive extra attention.

If you have any questions concerning exhibiting or other sponsoring possibilities, please do not hesitate to contact us.

We look forward to seeing you in April 2027!

Yours sincerely,

Andrew Spink, Gernot Riedel, Irena Krüger, Antonella Pomè

Program Committee
Measuring Behavior 2027
info@measuringbehavior.org



1 General information

This prospectus has been prepared by the conference organization. The submission of the 'Booking Form' implies an acceptance of the requirements in it.

1.1 Venue

The conference will take place at the Clayton Hotel in Düsseldorf, which has excellent facilities. The exhibition area is where the refreshments are served, right outside the main room. The Clayton Hotel is a short walk from the main railway station and easily reachable by light rail/tram from the airport. It has a car park right under the hotel itself.

1.2 Important dates

6 November	— Deadline for abstract submissions for peer-reviewed tracks for delegates
4 February	— Deadline for tutorials and demonstrations (also for exhibitors)
January	— Notification of acceptance of submissions
17 February	— Deadline for registration for presenters and early bird registration
1 February	— Cancellation before this date: 100% refund of the exhibit fee
1 March	— Cancellation before this date: 50% refund of the exhibit fee
28 April	— First day of conference
30 April	— Last day of conference

These dates might change, see the website:

<https://www.measuringbehavior.org/timetable/>

1.3 Exhibition and other activities

All exhibitors will receive the following benefits:

- 2m x 2m stand including a banquet table and chairs
- The possibility to give either a non-commercial demonstration of new prototypes of beta versions of your innovations (see 2.2, below) or the possibility to give a non-commercial tutorial explaining how to use your existing products (see 2.3, below).
- Attendance to all scientific sessions
- Attendance to the reception
- Attendance to the conference dinner (on payment of the extra fee)
- Travel and accommodation are not included in the fee.

Note that although in previous MB conferences, exhibitors were allowed to give both a tutorial and a demonstration, you now normally have to choose which one you prefer. That is because we received complaints that some presentations were too similar to each other.

1.4 Demonstration showcase

Would you like to demonstrate a prototype of a measuring device you have made or show a beta version of your new software? At *Measuring Behavior*, you have the perfect forum for getting feedback from colleagues and potential users. Furthermore, the conference organizers



are offering a prize for the most innovative demonstration. Demonstrations will be given both by exhibitors and delegates.

We strongly encourage you to give an interactive demonstration, not just a static presentation.

The focus should be on the new features and applications and not on commercial aspects such as pricing.

If you want to give a demonstration, please mail a text and illustration suitable for the website to the chair of the program committee, Andrew Spink, Andrew@measuringbehavior.org. You can do this independently of the registration process. See <https://www.measuringbehavior.org/computer-vision-tutorial/> for an example text. The deadline for submission is 4th February 2027. However, if you want to give a tutorial or demonstration please inform us (Andrew@measuringbehavior.org) ASAP so that we advertise it on the website. The sooner your demonstration is advertised on the website, the larger your potential audience.

1.5 Tutorial

Tutorials provide a valuable opportunity to instruct participants of *Measuring Behavior 2027* in specific methods, techniques, and equipment for behavioral research. Tutorials are given both by exhibitors and by delegates.

Exhibitors are welcome to explain to the delegates how to use their products in a tutorial. Whereas general presentations at the conference deal with new and innovative methods in behavioral research, tutorials focus on teaching existing methods. Tutorials should be factual and not a sales pitch. Tutorials usually last 30 to 60 minutes, but other durations are possible. We encourage you to make the tutorial as interactive as possible.

There is no additional charge for delegates to attend a tutorial.

1.5.1 Submission of a tutorial proposal

You can submit a proposal for a tutorial by sending an e-mail to the chair of the program committee, Andrew Spink, Andrew@measuringbehavior.org with the following information:

- Proposed title of the tutorial
- An abstract (max 300 words), which describes the material that will be covered in the tutorial. Illustrations (as jpeg, suitable for the website) are welcome. The abstract will be published for advance publicity on the conference website.
- A few lines on why you feel that this tutorial belongs at *Measuring Behavior 2027*
- Instructor's name and affiliation
- Duration: 15 or 30 minutes

The deadline for submission is 4th February 2027. However, if you want to give a tutorial or demonstration, please inform us (Andrew@measuringbehaviour.org) ASAP so that we can reserve a place in the schedule for you.



2 Application procedure

If you are interested in exhibiting at *Measuring Behavior 2027*, please contact the organization at Andrew@measuringbehavior.org or return a completed exhibition booking form to the same address. The booking form can be found at the end of this document.

2.1 Payment

The Exhibitors should pay the fee within 30 days after receiving the acceptance of the application. The Local Organizing Committee will send the invoice in response to the application via Noldus. Any application for space not accompanied by payment within the deadlines set may be deemed null and void. No exhibitor may commence setting up at the Exhibition unless full payment for the space has been made by 1st April 2027. Where payment is not made in accordance with these Terms and Conditions, any deposit may be forfeited and the space re-allocated. The defaulting Exhibitor must pay any loss incurred by the Organisers by reason of such a non-payment.

2.2 General terms and conditions

1. All applications for exhibitors will be handled according to the order of receipt.
2. A booth may only be occupied by the exhibitor to whom it has been allocated and by its accredited agents as approved by the organizers.
3. Approximately 2m x 2m of space will be allowed per exhibitor unless otherwise agreed in advance. A table and chairs can be provided. Power and other services are subject to availability and might incur additional charges.
4. The Organisers will endeavour to allocate space in order of receipt of applications and wherever possible in accordance with the Exhibitor's choice and preference. Consideration will however be given to the overall layout and functions of the exhibition as a whole and the Organisers reserve the right to reassign space allocated. Should it be necessary to revise the layout of the Exhibition, for any reason, the Organisers reserve the right to transfer an Exhibitor to a suitable alternative stand location. Layout floor plans provided to the Exhibitor do not constitute a representation that the stand allocated to the Exhibitor will remain in the position shown.
5. Exhibitors erecting interior displays must ensure that all such work conforms to the requirements of the Organisers, the Clayton Hotel, and other appropriate authorities.
6. All stand fittings and decoration should be completed by the time and date specified by the Organisers. The Organiser will recharge any charges levied by the Venue for overtime working by Exhibitors.
7. Exhibits must not be removed and displays must not be dismantled, either partially or totally, before the closing time on the last day of the exhibition. All exhibits and displays must be removed as soon as possible after this time. All exhibitor products and materials must be completely removed from the premises as soon as possible after the exhibition.
8. All materials used in the construction of interior displays must either be made of non-flammable material or be effectively fireproof. Exhibitors shall not place, or suffer to be placed, or kept on the space allocated to them any substance that is, in the opinion of the Organisers, of a dangerous, explosive or objectionable nature. All aisles and fire exits must be kept clear of exhibits. Exhibitors must adhere to all fire and safety regulations applicable to the Exhibition.
9. Organizers may reject any application for booth space, advertising, or any other promotional activity.
10. Organizers cannot be held responsible in any way for the final number of participants of the conference.
11. The conditions of payment as stated on the booking form must be complied with in every respect.

12. All exhibits must be properly protected so as to avoid danger to any person or persons visiting or taking part in the Exhibition. The Exhibitor shall indemnify the Organisers against all such claims, actions, costs and liabilities on account of any injury or damage being caused by or accountable to any exhibit to any persons whatsoever.
13. The Organisers will make all reasonable efforts to provide necessary services for the smooth running of the Exhibition but shall have no responsibility for the breakdown or failure of such services.
14. The Organisers and the hotel do not accept responsibility for any damage to stands or loss of property relating to any stand or anywhere else in the exhibition or in the course of its delivery or removal from any cause whatsoever. The Organisers and the hotel are not responsible for any loss sustained by Exhibitors from fire, theft, damage or any other reason, or for personal injury or loss to or by any person employed by the exhibitor, anyone visiting its stand, or third party. Exhibitors should ensure that they take out their own insurance to cover all risks (including but not limited to those referred to in this paragraph and paragraph 17 and are responsible for satisfying themselves about the suitability and adequacy of such insurance).
15. The Exhibitor shall be responsible for all acts or omissions of itself, its employees, contractors, agents and visitors and shall indemnify the Organisers, other Exhibitors, the hotel and visitors and keep them indemnified against all liability in respect thereof including any legal costs and expenses and any compensation and other costs paid by the Organisers to comprise or settle any claims and against all actions, suits, proceedings, claims, demands, costs and expenses whatsoever which may be taken or made against the Organisers or incurred or become payable by them arising there from in respect thereof, including any claims arising out of the supply of the Exhibitor of any kind whatsoever whether such samples be sold or given away free. The Exhibitor shall maintain appropriate third-party liability insurance.
16. If by reason of fire, storm, tempest, lightning, material emergency, war, labour disputes, strikes or lockouts, civil disturbances, explosions, inevitable accident, force majeure or any cause not within the control of the Organisers and hotel whether ejusdem generis or not, the opening of the Exhibition is prevented or postponed or abandoned, or the building becomes wholly or partially unavailable for the holding of the Exhibition, the Exhibitor shall have no claim for damages of any kind against the Organisers or hotel in respect of any loss or damage thereby sustained and the Organisers shall be entitled to retain such part of all sums paid by the Exhibitor as the Organisers consider necessary. If, in the opinion of the Organisers, by rearrangement or postponement of the period of the Exhibition, or by substitution of another hall or building, or in any reasonable manner the Exhibition can be carried through, the contract for the space shall remain binding upon the parties, except as to size and position of stands as to which the Organisers shall determine any modification, substitution or re-arrangement they consider necessary. If the Exhibition is cancelled by the Organisers for any other reason the Exhibitor shall have no claim against the Organisers except for the reimbursement of any deposit paid or final payment made to the Organisers.
17. Exhibitors will not be at liberty to cancel or withdraw his application for booth space once it been allotted. If the exhibitor notifies the organizers in advance that owing to unforeseen circumstances he is unable to occupy the space allotted to him, this will not relieve him of the agreed upon financial commitments as stated on the booking form.
18. If an exhibitor fails to pay any sum due to the organizers, or contravenes or fails to comply with these rules and regulations, the organizers reserve the right to revoke his allotment of space and prohibit his participation in the exhibition. Such action by the organizers shall not prejudice any other remedy, which they shall take against the exhibitor, nor reduce the amount paid or owing him.
19. Exhibitors may only display exhibits manufactured by themselves or by an associated or subsidiary company or by a company for which they are the accredited agents or distributor. Exhibitors may distribute advertising or printed material from their stands but shall not distribute any such material in the neighbourhood of entrances or exits nor in such a manner as to cause annoyance or disturbance to other Exhibitors. In the event of a complaint the matter shall be referred to the



- Organisers for their binding decision. Exhibits and other devices within the stand shall be operated and controlled so that there is no disturbance to other Exhibitors.
20. The Exhibitors shall pay to the Organisers forthwith, upon demand, the costs of making good all damage to stands.
 21. Selling from stands is not permitted.
 22. The Organisers reserve all photographic rights for the Exhibition. Any Exhibitor who wishes to arrange photography of their stands should have prior permission of the Organisers. The use of amplified systems on stands requires the prior written consent of the Organisers and, together with any video, films or other audio equipment, must not be used such as to cause annoyance to other Exhibitors. The Organisers reserve the right to prohibit such use if annoyance is being caused. The Exhibitor is responsible for obtaining any copyright permissions and licences for the use of music and will indemnify the Organisers in respect of any failure to do so.
 23. The Exhibitor shall not allow the stand to be used for any illegal or immoral purposes or for betting or gaming. The Organisers reserve the right to stop any activity on the part of any Exhibitor that may cause annoyance to the other Exhibitors or visitors. Business shall be conducted only from the Exhibitor's own stand and under no circumstances from any gangway deemed to be a breach of contract and articles and goods found therein during the period of the Exhibition may be removed by the Organisers or their agents and the Organisers shall not be responsible for any loss occasioned by such removal. Any publicity material shall be displayed and/or given away only from the Exhibitor's own stand.
 24. There must be a competent representative of the exhibitor able to respond to questions for 1:1 meetings for at least the designated time slots.
 25. Any personal data collected by the exhibitor must be handled in line with the General Data Protection Regulation for the European Union.
 26. Smoking (including vaping and e-cigarettes) is not allowed anywhere within the conference centre. Exhibitors must ensure that all employees, contractors, subcontractors and agents in the construction and dismantling of their stands/exhibits, and in the course of all work carried out on site by all or any of them, ensure that all necessary steps are taken to comply with the health and safety legislation applicable in Germany at the time of the Exhibition.
 27. Each exhibitor is bound in all respects to these rules and regulations. The organizers reserve the right to waive, add or alter any of the rules and regulations in the interest of the exhibition either generally or in any particular case.
 28. Should any question arise whether provided for in these rules and regulations or not, the decision of the organizers is final.

3 Shipping

For shipping exhibitor materials, please use the following address:

Clayton Hotel Düsseldorf
 Noldus Information Technology
 Sandra Dieckmann
 Immermannstraße 41
 40210 Düsseldorf

For questions about shipping, please contact the hotel directly:

Sandra Dieckmann
 T: +49 211 834 2613
 E: events.dus@claytonhotels.com



4 Booking Form

Return this form by e-mail to Andrew@measuringbehavior.org.

Company name	
Contact person for payment	
Address / P.O. Box	
Postal code / City	
Country	
VAT number:	
Telephone	
E-mail	

Check category and fill in the amount to be paid	Price	Price	Total
	<i>Before 1 March 2027</i>	<i>After March 1 2027</i>	
Exhibit			
Single booth, exclusive VAT	€2500	€3000	
Demonstration showcase (in combination with booth)*	FREE	n/a	
Tutorial (in combination with booth)*	FREE	n/a	
Sub total			
VAT (19%)			
		Number	
Conference Dinner (€75 including VAT)	£75		
Total amount to be paid (€)			

*Send your proposal in a separate mail to Andrew@measuringbehavior.org. You can either give a tutorial or a demonstration.

Representatives attending <i>Measuring Behavior 2027</i>			
	Name	E-mail	Which days attending?
1			
2			

Description of company and products

Please send a short description of your company and/or products (max. 200 words), including your company logo (jpeg) and url which will be published on the conference website by e-mail to Andrew@measuringbehavior.org.

I declare to have read and agree to abide by the Terms and Conditions section.

Name:

Signature:

Date:

Data collected with this form will be handled according to the [privacy policy](#) of Measuring Behavior and the GDPR of the EU