

Measuring Behavior 2027

Sponsorship Opportunities



Measuring Behavior is the premier event for scientists and practitioners involved in behavioral research, and focusses on methods, techniques, and tools in human and animal behavioral research. The next and 14th edition will be in spring 2027 in Düsseldorf. We expect about 200 delegates from a variety of scientific fields. The exhibition of companies is a core part of the conference and the Demonstration Showcase, for new prototypes and products, is a unique feature.

Exhibition

The exhibition will take place in the same location as the breaks and, given the focus of the conference on tools and methods, is always popular with the delegates. Exhibitors are encouraged to give a demonstration of new products or tutorials of existing ones. The exhibition fee is €2500. Further details are available in the Exhibitor's Prospectus, available from the website (see below).

Sponsorship is also available for several conference elements:

Symposia

If a symposium or workshop is sponsored by a research grant, project or a commercial organization, the sponsorship must be clearly indicated both on the web page of the symposium and at the symposium itself, for example on each PowerPoint or a banner. Sponsorship of individual talks should be clearly shown on the presenters' presentation. Sponsorship of symposia is encouraged, especially if it is used to fund the attendance of speakers who could not otherwise attend, but it should be transparent.

Social events

Sponsorship of social events can be a good way for companies and other organisations to advertise themselves if they are not able to attend the conference, or to give added visibility if they are exhibiting.

Reception

Sponsorship is open to contribute towards the cost of the reception on the Wednesday evening. The funding will be used to help pay for snacks, drinks and the location. If the reception is sponsored, we will be able to hold it in a more attractive location.

The sponsor will gain:

- More conspicuous advertising on the conference website

- Physical advertising at the reception
- Verbal mention during the speeches at the reception.
- Naming rights – the event will be billed as “Reception sponsored by [sponsor’s name]”
- Physical stand at the reception (optional)
- Announcement of the sponsorship during one of the speeches at the reception.

Sponsorship of the reception is available from €2000.

Conference Dinner

Sponsorship is open to contribute towards the cost of the dinner on the Thursday evening. That will enable us to lower the price, enabling more delegates to attend. Without sponsorship, the dinner will be charged at cost price to the delegates.

The sponsor will gain:

- Attendance at the conference dinner for two people
- More conspicuous advertising on the conference website plus logo on the social events web page.
- Physical advertising at the dinner (branded signage)
- Advertising on PowerPoints during the breaks of the entire conference.
- Opportunity to provide a give-away to all attendees of the dinner and/or provide a sponsored lanyard for the name badge of all delegates.
- Naming rights – the event will be billed as “Dinner sponsored by [sponsor’s name]”
- Announcement of the sponsorship during one of the speeches at dinner.

Sponsorship of the dinner is available from €3000.

For more information



<https://www.measuringbehavior.org/exhibition-and-sponsorship>