

Marketing Opportunities 2026

The International
Neuropsychological Society

“Where the World Meets”



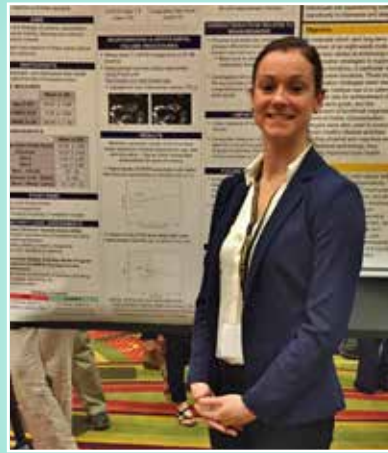
OUR MISSION

To promote the international and interdisciplinary study of brain-behavioral relationships throughout the lifespan.

The Society's emphasis is on science, education, and the applications of scientific knowledge and collaborating with other neuropsychological related colleagues and societies around the globe.

INS acts as a conduit to resources and places an emphasis on supporting educational and scientific events for low and middle income countries.





What do INS members want?
An immersive experience. They want to know what's new in education,
training, assessment tools, cutting edge science, and research.



OUR MEMBERS



Our Membership is Varied and Made Up By:

Clinical Neuropsychologists
Cognitive Neuroscientists
Neurologists
Psychiatrists
Rehabilitation Specialists (e.g., OT/PT)
Social Workers
Speech-Language Pathologists / Audiologists

Education

PhD & PsyD 66%

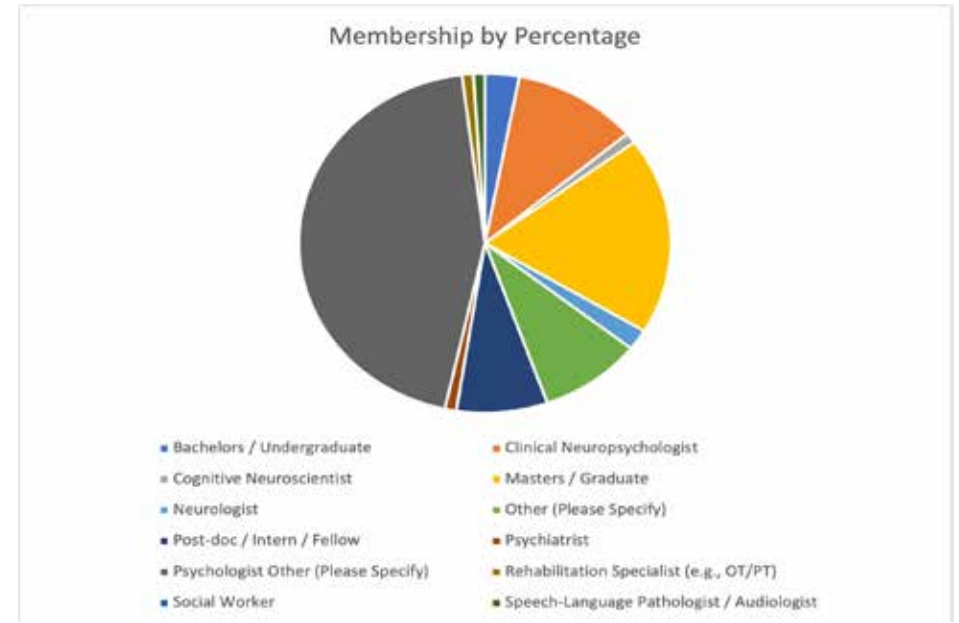
Membership Breakdown

Professional Members	66%
In-Training Members*	31%
Emeritus Members	3%

**Student membership has grown 23% over the last 10 years.*



OUR MEETINGS



Other professions also in attendance: Attorneys, Biostatisticians, Counselors, Educators, Epidemiologists, Journalists, Medical Doctors, Neurosurgeons, Professors, Psychometrists, Researchers

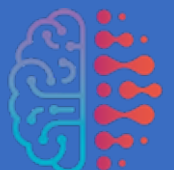
Attendance by Meeting

Meeting	Location	Attendees
2024 INS 51st Annual North American Meeting	New York, NY	2247
2024 Global Neuropsychological Congress	Porto, Portugal	958
2023 INS 50th Annual North American Meeting	San Diego, CA	2353
2023 INS Mid Year Meeting	Taipei City, Taiwan	294

Representation from over 45 countries

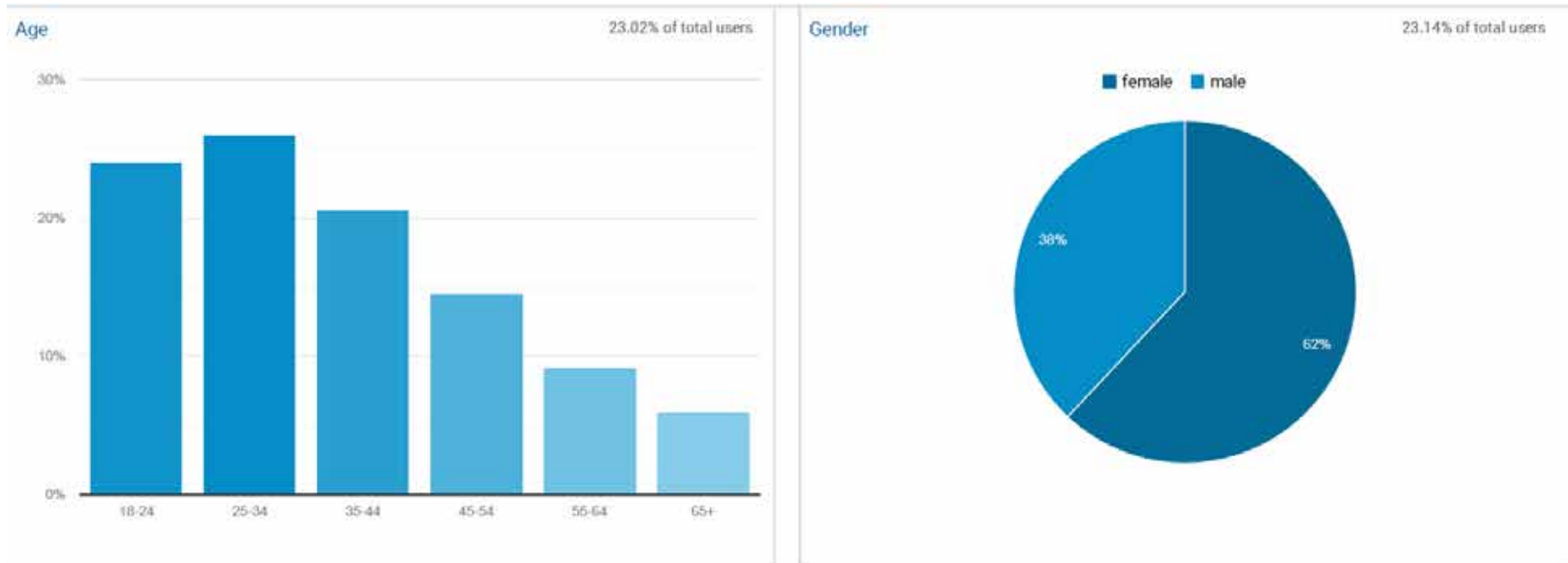
Meeting Attendees

Member Professionals	43%
Non-Member	6%
Members in Training	51%
Non-Member Student	1%



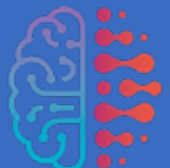
INS WEBSITE STATS

Engage Around the Globe



Average Website Traffic

Page & Visitor Type	Count
Event Pages	263,322
Unique Site Visitors	136,467
Home Page	66,620
Peak Monthly Traffic	67,767
Job Seekers Page	15,733
Unique Countries Visiting Site	177



CONTENTS

PAGE

[JINS – Journal of the International Neuropsychological Society](#)

8

[Email Advertising](#)

9

[Post a Job](#)

10

[Newsletter Advertising](#)

10

[Website Advertising](#)

11 - 12

[Exhibitor Event Partnerships](#)

13 - 20

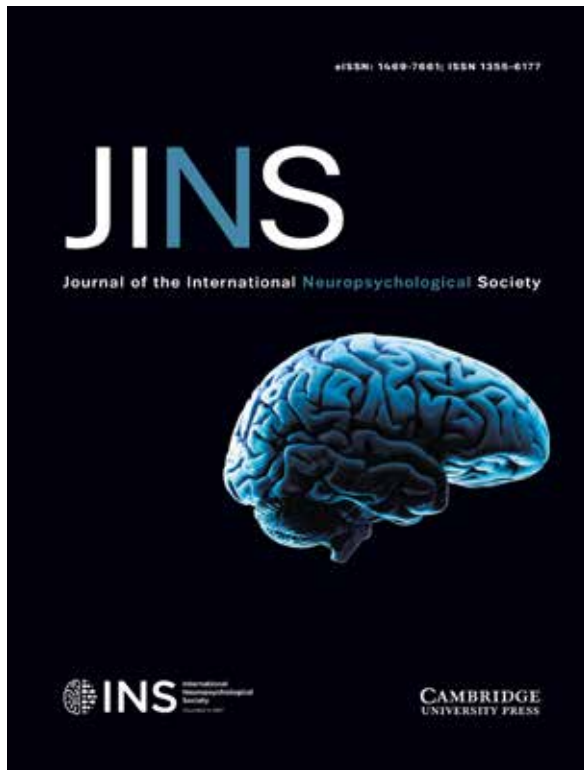


JINS - Our INS Journal

The Journal Reaches Over 9,000 Subscribers Worldwide

In proud partnership with Cambridge University Press

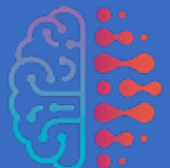
10 issues per year



For Advertising Opportunities Contact: Jessica Basile

Publishing Editor, STM Journals jessica.basile@cambridge.org

The International Neuropsychological Society



YEAR-ROUND MARKETING

Approximately 52+ emails per year

Email Open Rates and Devices

Page Type	Page Views
Email Open Rate	66%
On Desktop	62%
On Mobile Devices	38%
Sends	217,736
Opens	139,045
Clicks	15,811

Email Banner *(excludes election emails)*

Term Period	Price
INS Member email blasts for 1 month	\$500
Banner in all 3 INS Newsletter Email Announcements (Published 3x yearly)	\$1,250
INS Member & Meeting Attendee email blasts for 3 peak months (November - February)	\$2,500
Banner All Meeting specific related emails for 1 year	\$5,000

Email banner artwork: 600px x 250px (RGB)

Overall Email Reach
Access to over 11,000 users



The banner for the INS 2026 Philadelphia 54th Annual North American Meeting features the INS logo and the tagline "Where the World Meets". It announces the meeting dates of February 4-7, 2026, and highlights that late breaking abstracts are due this week. A photograph of the Philadelphia skyline at night is shown. Below the photo, it states that late breaking research submissions are open through Friday, October 17, and provides a link to submit research. The bottom section, titled "Invited Programming", lists plenary addresses by Vince Calhoun, PhD, Martin Sliwinski, PhD, and Natalia Ojeda del Pozo, PhD, with a note that 1 optional CE hour is available.

INS 2026 Philadelphia
54th Annual North American Meeting | February 4-7, 2026

Late Breaking Abstracts Due This Week

Late Breaking Research Submissions Open Through Friday October 17

Late breaking submission closes at 11:59pm U.S. Eastern time on Friday October 17.

Read the [author guidelines](#) for complete details. All accepted late breaking abstracts will be presented as posters during a designated "late breaking" poster session on the final day of the meeting. **INS membership is not required to submit.**

[Submit Your Late Breaking Research](#)

Invited Programming

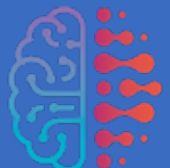
Plenary Addresses
1 Optional CE - 7 hours available

Vince Calhoun, PhD
INS Capstone Lecture
Methods & Correlates of Neuroimaging

Martin Sliwinski, PhD
Measuring a Moving Target:
Ambulatory Methods for

Natalia Ojeda del Pozo, PhD
INS Presidential Lecture
Developments in the
Diagnosis and Treatment of
Cognitive Deficits in
Schizophrenia: Past,
Present and Future

The International Neuropsychological Society



YEAR-ROUND MARKETING

Job Postings

Term Period	Term	Price
	1 month	\$ 150
	2 months	\$ 280
	3 months	\$ 375

Job Postings artwork: 200 x 200 pixels company logo

Newsletter *(per issue)*

Type	Price
Banner 7.5in x 2in	\$ 350
Half-page 7.5in x 5.75in	\$ 500
Full-page 7.5in x 10.5in	\$ 750

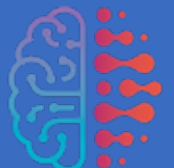
Newsletter art dimensions are all width x height (finished size)

Our Newsletter

New Interactive Layout



3 issues per year



YEAR-ROUND MARKETING

Banner on Job Posting Page

Term Period	Term	Price
Per year, more than 200 jobs posted, over 8,000 page clicks, and the average time spent on each page is 60 minutes.	1 month	\$ 250
	3 months	\$ 600
	6 months	\$ 825
	12 months	\$1,050

Banner ad on Job Posting page: 920 x 190 pixels (200 ppi)

Advertisement Tile on Homepage

Term Period	Term	Price
	1 month	\$ 650
	3 months	\$ 1,500
	6 months	\$ 2,250
	12 months	\$ 3,300

Homepage ad dimensions: 2 x 2 inches (200 ppi)



YEAR-ROUND MARKETING



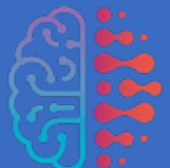
Promoting the international and interdisciplinary study of brain-behavioral relationships throughout the lifespan. Emphasizing science, education, and the applications of scientific knowledge.

Full Slider on Homepage

Term Period	Term	Price
The click rate on the INS homepage is	1 month	\$ 650
	3 months	\$ 1,750
	6 months	\$ 4,500
	12 months	\$ 6,750

Slider image dimensions: 1000 x 400px

All artwork should be in one of the following formats: AI, EPS, PNG/JPEG (300ppi)



PARTNER WITH US AS AN EXHIBITOR

Showcase Your Organization's Products, Services and Knowledge

A

1 Exhibit Booth

\$1,450

*One-use mailing list post meeting
One flyer or small brochure*



B

2 Exhibit Booths

\$2,500

*Mini-mercial (30-90 second spots) played on conference loop television
and during general session breaks
One use mailing list post meeting **and** One flyer or small brochure
2 additional registration waivers (total value up to \$1,580 or more and
does not include CE)*

Each package includes:

- 2 registration waivers (a value up to \$790 and does not include CE)
- Listing on banner outside exhibit area
- Logo, listing and URL on INS website meeting page
- Listing and URL link on official online program book
- Listing and URL link in the official INS virtual program app if one is used



Philadelphia Marriott Downtown Floorplan

Coming Soon!



PARTNER WITH US

\$1,250

Choose a marketing opportunity that fits your needs



Demo

D

50 minute product demo
(Choice of 8 am, over lunch break, or after the final program for the day)

Registration Banner

E

Your logo on registration banner
24"w x 24"h

Energy Bar

F

Give us 2000 Logo Stickers to place on bars

Each package includes:

- 1 conference bag insert with flyer or small brochure
OR 1-use mailing post meeting
- 2 registration waivers (a value up to \$790 and does not include CE)
- Logo, listing and URL on INS website meeting page
- Listing and URL link on official online program book
- Listing and URL link in the official INS mobile meeting app if one is used

Add an exhibit booth to any package: \$750 for 1 booth and \$1400 for 2 booths.



PARTNER WITH US

\$2,500

Showcase Your Brand

G

Coffee Break

Your 1-color logo on napkins

H

Lanyards

With your 1-color logo

I

Pens

With your 1-color logo

J

Student Mentoring Event

Nearby Signage

K

Sponsor SIG Meeting or Webinar

INS Special Interest Groups: Brain Injury, Cultural, Dementia, Epilepsy, Worldwide Initiative for Data Sharing, NeuroCOVID-19, Neuropsychological Intervention, Oncology, Social Cognition, Emotion & Communication, Sports Neuropsychology, TeleNeuropsychology



Each package includes:

- 1 x use mail list post meeting or conference bag insert with flyer or small brochure
- Nearby signage for J & K
- 2 registration waivers (a value up to \$790 and does not include CE)
- Logo, listing and URL on INS website meeting page
- Listing and URL link on official online program book
- Listing and URL link in the official INS mobile meeting app if used

Add an exhibit booth to any package: \$750 for 1 booth and \$1400 for 2 booths.



PARTNER WITH US

\$5,000

Build Relationships and Brand Awareness

L

CE Presentation

Addional verbal acknowledgment & logo placement

M

Student Programming

Addional verbal acknowledgment & logo placement

N

General Session Banner

Your exclusive logo on Banner of Denver and meeting logo 12'x24'

O

A Day of Coffee Breaks

Your logo on napkins

P

INS Daycare Program

Additional logo placement

Q

10 Innovative Dispenser Displays

Featuring your logo all over the venue (See photo top right) 58"H



Each package includes:

- 1 x use mail list post meeting or conference bag insert with flyer or small brochure
- Verbal Acknowledgment during Welcome Speech
- Nearby signage to highlight your organization
- 2 registration waivers (a value up to \$790 and does not include CE)
- Logo, listing and URL on INS website meeting page
- Listing and URL link on official online program book
- Listing and URL link in the official INS mobile meeting app

Add an exhibit booth to any package: \$750 for 1 booth and \$1400 for 2 booths.



PARTNER WITH US

\$7,500

Increase Your Engagement and Contribute to the INS Mission

R

Keynote

Additional verbal acknowledgment & logo placement

S

Invited Symposium or Special Talk

Additional verbal acknowledgment & logo placement

T

Matthews Fund for International Neuropsychological Development

Additional verbal acknowledgment and website announcement

U

INS Student Travel Grants

Additional verbal acknowledgment and website announcement

V

2 Days of Coffee Breaks

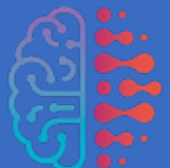
Your logo on napkins

Each package includes:

- Rotating banner on Lobby Monitor
- A ½ page in online program book
- 6 registration waivers (a value up to \$2,370 and does not include CE)
- Large Logo on main slide projection or banner in Plenary
- 1 additional booth
- 1 x use mail list post meeting
- 1 conference bag insert with flyer or small brochure
- Verbal Acknowledgment during Welcome Speech
- Nearby signage to highlight your organization
- Logo, listing and URL on INS website meeting page
- Listing and URL link on official online program book
- Listing and URL link in the official INS mobile meeting app if used



The International Neuropsychological Society



Interact with Leading Scientists and Influencers

Each package includes:

- 10 registration waivers (a value up to \$3,950 and does not include CE)
- Logo featured on INS Website Homepage for 6 months including peak months November 1, 2019 – April 30, 2020
- A Full page color in online printed program book
- Large Logo on main slide projection or banner in Plenary
- 1 x use mail list post meeting
- 1 conference bag insert with flyer or small brochure
- 2 additional booths
- Verbal Acknowledgment during Welcome Speech
- Nearby signage to highlight your organization
- Logo, listing and URL on INS website meeting page
- Listing and URL link on official online program book
- Listing and URL link in the official INS mobile meeting app if used

W

Welcome Reception

Additional signage and logo placements

X

All meeting Coffee Breaks

Additional signage and logo on napkins

Y

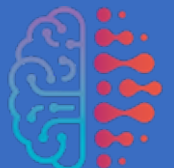
Meeting E-Posters

Additional signage and logo placements

Z

On-Demand CE & Lecture Series

Additional signage and logo placements



Executive Functioning Partnership

GL

Global Recognition

- Recognition at both the Denver and Vienna Conferences for 2020
- Sponsorship of 1 keynote at each meeting
- 10 registration waivers at each meeting (value of \$7,000 or more and does not include CE)
- Back cover advertisement on both Annual and Mid Year online and/or printed program books
- 2 large banners at both events recognizing sponsorship and information on sponsor
- Exclusive! 5"x 5" or larger depending on bag size 1-color logo on 2000 attendee conference bags**

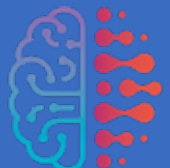
VM

Virtual Meeting

- Recognition on all emails and materials and INS website page announcing and featuring the Virtual Denver meeting sometime post meeting circa April or May 2020
- Slider on home page of INS website for 1 year with logo and organization information & link to website
- 10 registration waivers at each meeting (value of \$7,000 or more and does not include CE)
- Inclusion of Logo on all meeting materials for annual north American meeting

Each package includes:

- Logo, listing and URL on INS website meeting page
- Logo featured on INS Website Homepage for 1 year (200px x 200px)
- A full page color in online program book
- 2 additional booths
- Large Logo on main slide projection or banner in Plenary
- 10 registration waivers (a value of \$2,950 or more and does not include CE)
- Nearby signage to highlight your organization as a sponsor
- Verbal Acknowledgment during Welcome Speech
- 1 x use mail list post meeting
- 1 conference bag insert with flyer or small brochure
- Listing and URL link on official online program book
- Listing and URL link in the official INS mobile meeting app if used





The International Neuropsychological Society

The International Neuropsychological Society (INS)
175 N. Medical Drive., 5th Floor, Salt Lake City, Utah 84112, USA
ins@the-ins.org ▪ www.the-ins.org ▪ (O) 801.487.0475 ▪ (F) 801.487.6270