Call for Advertisement
Program Book / Web Banner

Date: July 20 (Wed) - 22 (Fri), 2016
Venue: Pacifico Yokohama

The 39th Annual Meeting of the Japan Neuroscience Society / Neuroscience 2016

President: Atsushi Iriki
RIKEN Brain Science Institute
Greeting

be sound, brain and mind

Recently various "mental problems" have become a major interest in our society. To make our daily lives prosperous and happy, and to resolve and understand various problems we are facing, uncovering the mechanisms of the human mind is the major goal of neuroscience. This year the 39th Annual Meeting of the Japan Neuroscience Society and the 31st International Congress of Psychology will be held consecutively at the same venue. Under the theme of "be sound, brain and mind", top international and domestic researchers conducting the state-of-the-art neuroscience, together with Japan's next generation researchers, will take this as an opportunity to elucidate the mechanisms of the brain and mind through promotion of a wide range of neuroscience research fields, across clinical medicine and psychology, and to the molecular and cellular biological levels.

However, a gap still exists between the "mind" as a psychological phenomenon and the function of the "brain" as a biological organ. Because a human mind is unique and diverse, and changes through experience and one's life history, it matches poorly with the essence of modern natural science which pursues simple reductionism, reproducibility and universality. Notwithstanding, we all agree that our "mind" is produced by our "brain", and it is also human nature to pursue its understanding. Neuroscience has just reached a tipping point where it is within reach of lay people's expectations. We neuroscientists are trying to address it seriously.

In order to realize such an enterprise, it is necessary for researchers with different perspectives to face each other with mutual respect, and maintain active interactions: for example, assembling valid hypotheses and examining each one carefully through empirical experiments, and then feeding back the results to re-examine the original hypotheses. Of course the hypotheses might be refuted or require modification, but repeating this process many, many times is the surest way to achieve this challenging goal. Neuroscience is now thought to be nearing the detection of the mechanisms of the human mind, thereby responding to the demands of modern society and giving neuroscientists an uplifting feeling by meeting an academic Grand Challenge, and also the genuine thrill as a responsible scholar.

Along these lines, in order to secure these interactions we are planning a variety of collaboration and joint events in cooperation with the International Congress of Psychology. To understand the brain and mind is to understand the "human". If we could create novel approaches, hitherto impossible, to translate the workings of the mind into the vocabularies of conventional natural scientific functional molecules and neural circuitry, we could gain the insight needed to rapidly overcome a variety of mental problems that modern society is facing – and thereby obtain sound brain and mind. I heartily hope that this joint meeting will become such an opportunity.

Atsushi Iriki, President
The 39th Annual Meeting of the Japan Neuroscience Society
RIKEN Brain Science Institute
Meeting Outline

1. Title
Neuroscience 2016
(The 39th Annual Meeting of Japan Neuroscience Society)

2. Theme
be sound, brain and mind

3. Date
July 20 (Wed) – 22 (Fri), 2016

4. Venue
Pacifico Yokohama
1-1-1, Minato Mirai, Nishi-ku, Yokohama, Japan 220-0012
http://www.pacifico.co.jp/english/

5. Objective and Significance of this Annual Meeting
Under the theme “be sound, brain and mind,” this Meeting will gather the leading neuroscience researchers from across Japan and overseas together with the energetic young researchers who will drive the next generation of Japanese neuroscience. The Meeting aims to advance academic and research fields that will help uncover the mechanisms of the brain and the mind, spanning from fundamental molecular and cellular biology to clinical medicine and psychology, and to promote and inspire world leading research in these fields. We are also planning a range of interdisciplinary collaborations with ICP 2016 - the 31st International Congress of Psychology, to foster sound brains and minds and achieve a prosperous and fulfilled human society in the near future.

6. Program
○ Plenary Lectures
○ Special Lectures
○ Special Program
○ Tsukahara Award Lecture
○ Tokizane Award Lecture
○ Symposia
○ Oral/Poster presentations
○ Luncheon Seminars
○ Exhibition

7. Expected Number of Participants
3,500

8. Official Language
Japanese / English
9. Organizer

President: Atsushi Iriki
RIKEN Brain Science Institute

Executive Committee Chair:
Masaru Mimura
Keio University School of Medicine

Executive Committee Members:
Toshifumi Kishimoto
Nara Medical University
Meigen Liu
Keio University School of Medicine
Tetsuya Suhara
National Institute of Radiological Sciences
Norihiro Suzuki
Keio University School of Medicine
Yoshikazu Isomura
Brain Science Institute, Tamagawa University
Fusao Kato
The Jikei University School of Medicine
Kenichiro Kubo
Keio University School of Medicine
Hirokazu Kumazaki
Research Center for Child Mental Development, University of Fukui
Norbu Nakajima
RIKEN Brain Science Institute
Mami Noda
Graduate School of Pharmaceutical Sciences, Kyushu University
Toshihisa Ohtsuka
Faculty of Medicine/Graduate School of Medical Science, University of Yamanashi
Kenji Tanaka
Keio University School of Medicine
Miki Taoka
RIKEN Brain Science Institute
Kenichiro Tsutsui
Graduate School of Life Sciences, Tohoku University
Yumiko Yamazaki
Keio Advanced Research Centers, Keio University

Program Committee Chairs:
Masamichi Sakagami
Brain Science Research Institute, Tamagawa University
Sumiko Mochida
Department of Physiology, Tokyo Medical University

Program Committee Members:
Yuji Ikegaya
Graduate School of Pharmaceutical Sciences, The University of Tokyo
Tadashi Isa
National Institute for Physiological Sciences
Shin Ishii
Kyoto University Graduate School of Informatics
Takeshi Iwatsubo
Graduate School of Medicine, The University of Tokyo
Hiroki R. Ueda
Graduate School of Medicine, The University of Tokyo / RIKEN(QBiC)
Hitoshi Okazawa
Medical Research Institute, Tokyo Medical and Dental University
Hitoshi Okamoto
RIKEN Brain Science Institute
Yasumasa Okamoto
Department of Psychiatry & Neurosciences, Hiroshima University
Sonoko Ogawa
Faculty of Human Sciences, University of Tsukuba
Norio Ozaki
Nagoya University Graduate School of Medicine
Hirotaka Onoe
RIKEN Center for Life Science Technologies

Kiyoto Kasai
Graduate School of Medicine, The University of Tokyo

Masanobu Kano
Graduate School of Medicine, The University of Tokyo

Hiroyuki Kamiguchi
RIKEN Brain Science Institute

Azusa Kamikouchi
Graduate School of Science, Nagoya University

Takefumi Kikusui
Faculty of Veterinary, Azabu University

Shigeru Kitazawa
Graduate School of Frontier Biosciences, Osaka University

Kumi Kuroda
RIKEN Brain Science Institute

Kazuto Kobayashi
School of Medicine, Fukushima Medical University

Yukiko Gotoh
Graduate School of Pharmaceutical Sciences, The University of Tokyo

Hiroaki Gomi
NTT Communication Science Laboratories

Takeshi Sakurai
Kyoto University Graduate School of Medicine

Norihiro Sadato
National Institute for Physiological Sciences

Kazunobu Sawamoto
Graduate School of Medical Sciences, Nagoya City University

Tomoaki Shirao
Gunma University Graduate School of Medicine

Kyoko Suzuki
Yamagata University Graduate School of Medicine

Kaoru Takakusaki
School of Medicine, Asahikawa Medical University

Hidehiko Takahashi
Kyoto University Graduate School of Medicine

Ryosuke Takahashi
Kyoto University Graduate School of Medicine

Toru Takumi
RIKEN Brain Science Institute

Saori C. Tanaka
Advanced Telecommunications Research Institute International

Masaki Tanaka
Hokkaido University School of Medicine

Ken-ichiro Tsutsui
Tohoku University Graduate School of Life Sciences

Kenji Doya
Okinawa Institute of Science and Technology

Makoto Tominaga
Okazaki Institute for Integrative Bioscience

Hidekazu Tomimoto
Mie University Graduate School of Medicine

Eiichi Naito
Center for Information and Neural Networks (CiNet), National Institute of Information and Communications Technology

Kazunori Nakajima
Keio University School of Medicine

Kae Nakamura
Medical School, Kansai Medical University

Junichi Nabekura
National Institute for Physiological Sciences

Shinya Nishida
NTT Communication Science Laboratories

Nobuyuki Nukina
Doshisha University Graduate School of Brain Science

Mami Noda
Graduate School of Pharmaceutical Sciences, Kyushu University

Nobutaka Hattori
Juntendo University School of Medicine

Carina Hanashima
RIKEN Center for Developmental Biology

Masahiko Haruno
Center for Information and Neural Networks, National Institute of Information and Communications Technology
Tatsumi Hirata  National Institute of Genetics
Haruhiko Bito  Graduate School of Medicine, The University of Tokyo
Ichiro Fujita  Graduate School of Frontier Biosciences, Osaka University
Toshiya Manabe  Institute of Medical Science, The University of Tokyo
Masayuki Miura  Graduate School of Pharmaceutical Science,
                  The University of Tokyo
Toshiya Murai  Graduate School of Medicine, Kyoto University
Ikue Mori  Graduate School of Science, Nagoya University
Koji Yamanaka  Research Institute of Environmental Medicine,
                 Nagoya University
Nobuhiko Yamamoto  Graduate School of Frontier Biosciences, Osaka University
Yumiko Yoshimura  National Institute for Physiological Sciences
Keiji Wada  National Institute of Neuroscience
Masahiko Watanabe  Hokkaido University Graduate School of Medicine

(in alphabetical order)

Organization Committee Members:
Yuichiro Anzai  Japan Society for the Promotion of Science
Makoto Asashima  Japan Society for the Promotion of Science
Yoshinori Fujiyoshi  Nagoya University
Toshikazu Hasegawa  The University of Tokyo
Mariko Hiraiwa-Hasegawa  The Graduate University for Advanced Studies
Teruhiko Higuchi  National Center of Neurology and Psychiatry
Nobutaka Hirokawa  The University of Tokyo
Tetsuro Matsuzawa  Kyoto University
Ryozo Nagai  Jichi Medical University
Kazuwa Nakao  Kyoto University
Hideyuki Okano  Keio University
Toshio Yamagishi  Hitotsubashi University
Yoshio Yazaki  International University of Health and Welfare

(in alphabetical order)
10. Budget

### Income

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount (JPY)</th>
<th>Remarks</th>
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<tbody>
<tr>
<td><strong>1. Registration Fees</strong></td>
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<tr>
<td>[Early-Bird Registration]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member (General)</td>
<td>16,000 x 1,300 persons</td>
<td>20,800,000 Based on assumption of 3,000 attendees</td>
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<tr>
<td>Member (Graduate Student)</td>
<td>1,000 x 500 persons</td>
<td>500,000</td>
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<tr>
<td>Member (First Author Student)</td>
<td>1,000 x 50 persons</td>
<td>50,000</td>
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<tr>
<td>Non-member (General)</td>
<td>20,000 x 70 persons</td>
<td>1,400,000</td>
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<tr>
<td>Non-member (Graduate Student)</td>
<td>3,000 x 50 persons</td>
<td>150,000</td>
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<tr>
<td>[Late Registration]</td>
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<tr>
<td>Member (General)</td>
<td>18,000 x 200 persons</td>
<td>3,600,000</td>
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<tr>
<td>Member (Graduate Student)</td>
<td>2,000 x 20 persons</td>
<td>40,000</td>
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<tr>
<td>Non-member (General)</td>
<td>22,000 x 60 persons</td>
<td>1,320,000</td>
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<tr>
<td>Non-member (Graduate Student)</td>
<td>4,000 x 50 persons</td>
<td>200,000</td>
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<tr>
<td>[On-site Registration]</td>
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<tr>
<td>Member (General)</td>
<td>20,000 x 240 persons</td>
<td>4,800,000</td>
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<tr>
<td>Member (Graduate Student)</td>
<td>3,000 x 30 persons</td>
<td>90,000</td>
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<tr>
<td>Non-member (General)</td>
<td>25,000 x 250 persons</td>
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<tr>
<td>Non-member (Graduate Student)</td>
<td>5,000 x 180 persons</td>
<td>900,000</td>
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<tr>
<td><strong>2. Reception</strong></td>
<td>2,010,000</td>
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<tr>
<td><strong>3. The Japan Neuroscience Society Loan</strong></td>
<td>500,000</td>
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<tr>
<td><strong>4. Exhibition Fees</strong></td>
<td>27,432,000</td>
<td>Device: 90 booths, books: 30 booths</td>
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<tr>
<td></td>
<td>Academic: 20 booths</td>
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<tr>
<td><strong>5. Luncheon seminar sponsors</strong></td>
<td>14,688,000</td>
<td>10 seminars</td>
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<tr>
<td><strong>6. Package sponsors</strong></td>
<td>3,000,000</td>
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<tr>
<td><strong>7. Advertisement</strong></td>
<td>2,440,800</td>
<td>Website banners, Advertisement on program book</td>
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<tr>
<td><strong>8. Subsidies and donations</strong></td>
<td>10,000,000</td>
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</tr>
<tr>
<td><strong>9. Miscellaneous</strong></td>
<td>500,000</td>
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<tr>
<td><strong>Total</strong></td>
<td>100,670,800</td>
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### Expenditure

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount (JPY)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Preparation</strong></td>
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<td></td>
</tr>
<tr>
<td>1) Personnel</td>
<td>3,798,200</td>
<td>JNS Office, Secretariat</td>
</tr>
<tr>
<td>2) Meetings</td>
<td>345,800</td>
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<tr>
<td>3) Registration handling</td>
<td>1,000,000</td>
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<td>4) Abstract submission handling</td>
<td>2,000,000</td>
<td></td>
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<tr>
<td>5) Program management</td>
<td>278,640</td>
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<tr>
<td>6) Website</td>
<td>1,188,640</td>
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<tr>
<td>7) Printing</td>
<td>6,685,740</td>
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<tr>
<td>8) Translation</td>
<td>151,200</td>
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<tr>
<td>9) Communication (Postage)</td>
<td>761,996</td>
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<tr>
<td>10) JNS office</td>
<td>2,000,000</td>
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<td><strong>2. On-site Operation</strong></td>
<td>74,848,333</td>
<td>Pacifico Yokohama</td>
</tr>
<tr>
<td>1) Venue</td>
<td>34,178,023</td>
<td>Plenary, Special lectures, young researchers, etc.</td>
</tr>
<tr>
<td>2) Audiovisual equipment</td>
<td>6,820,241</td>
<td>Reception, International Exchange Meeting for Young Researchers</td>
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<tr>
<td>3) Signs and decoration</td>
<td>1,092,960</td>
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<tr>
<td>4) Poster boards</td>
<td>1,034,953</td>
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<tr>
<td>5) Exhibition</td>
<td>6,636,988</td>
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</tr>
<tr>
<td>6) Personnel</td>
<td>6,665,760</td>
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<tr>
<td>7) Travel support</td>
<td>8,089,760</td>
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<tr>
<td>8) Social events</td>
<td>6,726,240</td>
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<tr>
<td>9) Miscellaneous</td>
<td>2,231,888</td>
<td>Office supplies, child care, insurance, etc.</td>
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<tr>
<td>10) Public seminars</td>
<td>1,371,520</td>
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<tr>
<td><strong>3. Post-meeting expenses</strong></td>
<td>3,393,037</td>
<td>Auditing, loan repayment to JNS, etc.</td>
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<tr>
<td><strong>4. Contingency</strong></td>
<td>4,219,214</td>
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<tr>
<td><strong>Total</strong></td>
<td>100,670,800</td>
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</tbody>
</table>
Advertisement
Program Book / Web Banner

2. Book Size and Printing Method:
   A4 size (Height 297mm x Width 210mm), 500 pages
   Offset printing:
   - front cover: 4 color
   - body: black & white
   Binding: adhesive binding

3. Circulation: 4,000 copies (tentative)

4. For Distribution to: Participants in the 39th Annual Meeting of Japan Neuroscience

5. Budget: JPY4,000,000.

6. Rates:

<table>
<thead>
<tr>
<th>Location</th>
<th>Size</th>
<th>Color</th>
<th>Rate (excl. Tax)</th>
<th>Space available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover</td>
<td>A4 size 1 page</td>
<td>4 color</td>
<td>JPY500,000</td>
<td>1</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>A4 size 1 page</td>
<td>Black and white</td>
<td>JPY250,000</td>
<td>1</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>A4 size 1 page</td>
<td>Black and white</td>
<td>JPY250,000</td>
<td>1</td>
</tr>
<tr>
<td>Back content 1 page</td>
<td>A4 size 1 page</td>
<td>Black and white</td>
<td>JPY150,000</td>
<td>Approx. 10</td>
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<tr>
<td>Back content half page</td>
<td>A4 size half page</td>
<td>Black and white</td>
<td>JPY80,000</td>
<td>Approx. 10</td>
</tr>
</tbody>
</table>

* Organizers will arrange allocation of advertisements.

7. Application: Please fill out the application form at the back of this document, and send it by e-mail or fax to Neuroscience 2016 Secretariat.

8. Application Deadline: March 31 (Thu), 2016

9. Submission Deadline: April 15 (Fri), 2016

10. Advertisement Size: 1 Page  Height 255mm x Width 180mm
    Half Page  Height 120mm x Width 180mm
    Bleed advertisement is not available for advertisements (in color or in black and white)

11. Advertisement Requirements: Print-ready data – 4 colors / black and white. Please attach a print sample
    Format:
    1) Adobe illustrator: All fonts should be outlined and all images should be embedded. Also, please specify OS and version of illustrator used for creating advertisement. Please note that proofreading will be undertaken by the printer, and a proof sheet will not be sent to the applicant.
    2) PDF: All fonts should be outlined and all images should be embedded. If MS-Word or MS-PowerPoint is used to create the advertisement, please make sure to specify the application used.
    Please note that the organizers reserve the right not to accept submitted data.

12. Advertisement Storage Media: CD-ROM.
    Submitted advertisement data will be discarded by Neuroscience 2016 Secretariat after use.
13. Payment: An invoice will be sent after application is received.
   Please make full payment by the due date into the designated bank account shown on the invoice.
   Note: Bank charges shall be borne by the applicant.


15. Application / Inquiry: Neuroscience 2016 Secretariat
   c/o JTB Communication Design, Inc. (former ICS Convention Design, Inc.)
   Celestine Shiba Mitsui Bldg. 3-23-1 Shiba, Minato-ku, Tokyo 105-8335, Japan
   TEL: +81-3-5657-0777 FAX: +81-3-3452-8550
   E-mail: neurosci2016@jtbcom.co.jp
   *Contact information has been changed as mentioned above from April, 2016.
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Name of Advertisement Media</td>
<td>Website of the 39th Annual Meeting of the Japan Neuroscience Society</td>
</tr>
<tr>
<td>2. Type of Advertisement Media</td>
<td>Banner advertisement</td>
</tr>
</tbody>
</table>
Available from July, 2015 |
| 4. Number of Advertisement | About 10 spots |
| 5. Placement Method | Random placement – banners will appear when website is visited. |
| 6. Advertisement Rate | JPY200,000. (excl. tax) / per spot |
| 7. Application | Please fill out the application form, and send it by e-mail or fax to Neuroscience 2016 Secretariat. |
| 8. Placement | Applications will be accepted after July, 2015. Placement is guaranteed until one month after Neuroscience 2016. |
| 9. Banner Size | Height 80 pixels x Width 280 pixels |
| 10. Banner Requirements | 1) Format: GIF (Animation GIF and infinite loop are acceptable)/JPEG  
2) Size: within 50KB  
3) Please note that change of banner design is not acceptable after placement. |
| 11. Banner Submission | Please submit banner meeting above requirements together with linked URL. Banner will be placed within 7 business days after receipt. Submitted banner design will be discarded by the Secretariat. |
| 12. Payment | An invoice will be sent after application is received.  
Please make full payment by the due date into the designated bank account shown on the invoice.  
Note: Bank charges shall be borne by the applicant. |
| 13. Disclosure of Information | Sponsors agree to disclosure of their names. |
c/o JTB Communication Design, Inc. (former ICS Convention Design, Inc.)  
Celestine Shiba Mitsui Bldg. 3-23-1 Shiba, Minato-ku, Tokyo 105-8335, Japan  
TEL: +81-3-5657-0777 FAX: +81-3-3452-8550  
E-mail: neurosci2016@jtbcom.co.jp  
*Contact information has been changed as mentioned above from April, 2016.*
For application and inquiry:
Neuroscience 2016 Secretariat
c/o JTB Communication Design, Inc. (former ICS Convention Design, Inc.)
Celestine Shiba Mitsui Bldg. 3-23-1 Shiba, Minato-ku, Tokyo 105-8335, Japan
FAX: +81-3-3452-8550 E-mail: neurosci2016@jtbcom.co.jp
*Contact information has been changed as mentioned above from April, 2016.

We agree with the intent of this meeting, and apply for advertisement placement as follows:

**Deadline of submission: March 31(Fri), 2016**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
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<tbody>
<tr>
<td>Contact Person</td>
<td>Mr./Ms.</td>
</tr>
<tr>
<td>Tel</td>
<td>Fax</td>
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<tr>
<td>E-mail</td>
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<table>
<thead>
<tr>
<th>Placement</th>
<th>Placement side</th>
<th>Number</th>
<th>Total (excl. tax)</th>
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</thead>
<tbody>
<tr>
<td>□ Program Book</td>
<td></td>
<td></td>
<td>¥</td>
</tr>
<tr>
<td>□ Website Banner</td>
<td>Website Top</td>
<td></td>
<td>¥</td>
</tr>
</tbody>
</table>

**Remarks**

[Privacy Policy]
Information provided above will be only used for contacts related to Neuroscience 2016. It will not be disclosed to the 3rd party without consent of the information owner.