

Neuroscience 2016
第39回 日本神経科学大会
The 39th Annual Meeting of the Japan Neuroscience Society

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
	Nobuko 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

Hiroataka 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
	National Institutes of Natural Sciences
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

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

Expenditure

Item	Amount (JPY)	Remarks
1. Preparation	18,210,216	
1) Personnel	3,798,200	JNS Office, Secretariat
2) Meetings	345,800	
3) Registration handling	1,000,000	
4) Abstract submission handling	2,000,000	
5) Program management	278,640	
6) Website	1,188,640	
7) Printing	6,685,740	
8) Translation	151,200	
9) Communication (Postage)	761,996	
10) JNS office	2,000,000	
2. On-site Operation	74,848,333	
1) Venue	34,178,023	Pacifico Yokohama
2) Audiovisual equipment	6,820,241	
3) Signs and decoration	1,092,960	
4) Poster boards	1,034,953	
5) Exhibition	6,636,988	
6) Personnel	6,665,760	
7) Travel support	8,089,760	
8) Social events	6,726,240	
9) Miscellaneous	2,231,888	
10) Public seminars	1,371,520	
3. Post-meeting expenses	3,393,037	Auditing, loan repayment to JNS, etc.
4. Contingency	4,219,214	
Total	100,670,800	

Advertisement
Program Book / Web Banner

■ Advertisement in Program Book

1. Book Title : The 39th Annual Meeting of Japan Neuroscience Society /
Neuroscience 2016 Program book
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 :

Location	Size	Color	Rate (excl. Tax)	Space available
Back cover	A4 size 1 page	4 color	JPY500,000	1
Inside front cover	A4 size 1 page	Black and white	JPY250,000	1
Inside back cover	A4 size 1 page	Black and white	JPY250,000	1
Back content 1 page	A4 size 1 page	Black and white	JPY150,000	Approx. 10
Back content half page	A4 size half page	Black and white	JPY80,000	Approx. 10

* 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.
14. Disclosure of Information : Sponsors agree to disclosure of their names.
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.

■ Web Banner

1. Name of Advertisement Media : Website of the 39th Annual Meeting of the Japan Neuroscience Society
2. Type of Advertisement Media : Banner advertisement
3. Homepage : <http://www.neuroscience2016.jp>
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.
14. 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.

The image shows a screenshot of the Neuroscience 2016 website. At the top, three orange boxes labeled "Web Banner" point to the navigation menu. The main header features the text "Neuroscience 2016" and "The 55th Annual Meeting of the Society for Neuroscience". Below this is a large banner with the slogan "be sound, brain and mind" and a cartoon mascot character. The dates "July 20-22, 2016" are prominently displayed. A sidebar on the left contains a navigation menu with categories like "Home", "About Us", "Registration", and "Sponsors". Below the main banner, there are several promotional boxes for related events, including "Registreebbs Neuroscience and SOT, and get an Original SOT shirt Free!" and "The International Congress of Psychology (ICP) 2016".

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

Application form for Advertisement

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

Month Day , Year

Company Name				
Address				
Contact Person	Mr./Ms.	Department		
Tel		Fax		
E-mail				
Option	Placement	Placement side	Number	Total (excl. tax)
	<input type="checkbox"/> Program Book			¥
	<input type="checkbox"/> Website Banner	Website Top		¥
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.