AUTM Asia 2020
Request for Proposals for Host Organizations

AUTM is seeking proposals from those seeking to serve as the host organization for AUTM Asia 2020

About AUTM

AUTM's mission is to support and advance technology transfer globally. AUTM's global network of members comes from more than 350 universities, research institutions, teaching hospitals and government agencies as well as hundreds of companies involved with managing and licensing innovations derived from academic and nonprofit research. AUTM was founded in 1974 as the Society of University Patent Administrators with the objective of addressing a concern that inventions funded by the U.S. government were not being commercialized effectively. Through the years AUTM has grown beyond this single objective and now provides robust professional development and networking opportunities for technology transfer professionals at all career levels, from established organizations, and supporting strategic alliances with newly forming organizations worldwide. AUTM provides numerous resources for members including survey reports, professional development courses, a comprehensive training manual and a worldwide community of peers with expertise in all areas of intellectual property management.
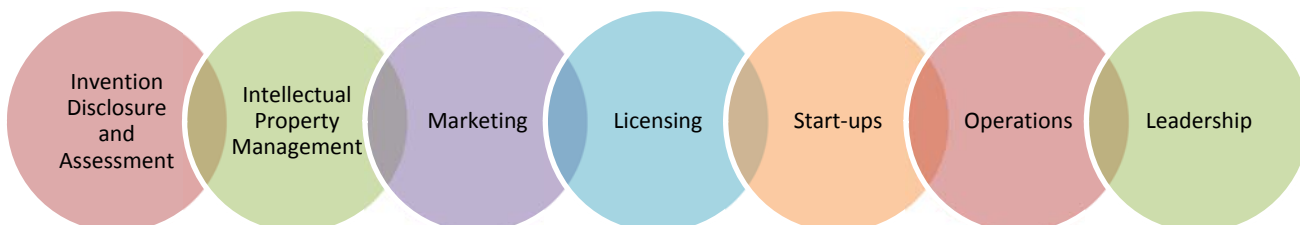
Demographics
AUTM has more than 3,100 individual members around the world. While the majority of the AUTM membership (~80%) resides in North America, the international diversity of the Association has grown over the years with 57 countries represented by AUTM members

Professional Development

AUTM has expertise in training technology transfer professionals with respect to assessment of research for commercial application, intellectual property management, developing and negotiating agreements for commercialization of university research-based technologies, business development expertise, start-up company formation and guidance, and operational aspects of establishing and managing a technology transfer office.

AUTM offers a variety of professional development, both within and outside of the U.S.; in formats that best meet the needs of the profession. AUTM has identified seven domain areas in which all technology transfer professionals must be well-versed to be successful.

Invention Disclosure and Assessment | Intellectual Property Management | Marketing | Licensing | Start-ups | Operations | Leadership

History and Future of AUTM Asia

AUTM Asia is the largest gathering of academic research institutions, industry, technology transfer professionals, and entrepreneurs in Asia. **AUTM Asia is designed to further AUTM's mission to "*support and advance technology transfer globally*" by both providing robust technology transfer training and developing local expertise around the globe.**

AUTM Asia began in 2011 with a three-year commitment from the AUTM Board of Directors. The commitment included the requirement that none of the events would be a financial loss to AUTM. The response to these events has been very positive and the demand to continue remains high. Since 2011, AUTM Asia has been held in the following locations:

Year	Location	Approximate Attendance
2011	Beijing, China	1,000
2012	Singapore	500
2013	Kyoto, Japan	600
2014	Taipei, Taiwan	700
2015	Kuala Lumpur, Malaysia	800
2016	Chiang, Mai, Thailand	350
2017	Hong Kong, China	610
2019	Jerusalem, Israel	500 (estimated)

AUTM is now beginning its Request for Proposals process to select the host organization for AUTM Asia 2020. Hosting the event has been publicly lucrative for previous hosts as it has significantly elevated awareness of their organization among governments, industry, universities and others on a global scale.

Proposal Requirements

AUTM is seeking proposals from possible host organizations which are able to fulfill the requirements as listed below. As AUTM Asia is focused on academic technology transfer, it is essential that there are significant roles for the local technology transfer organization and/or technology transfer offices at local universities in the planning and development of the AUTM Asia agenda. In addition, the host organization will act as an advocate for AUTM in raising awareness for AUTM and encouraging membership. The host organization must be prepared to secure all funding for the event and cover all costs. Should the event not generate enough revenue to cover all the costs, the host organization will be required to cover any difference. **AUTM will not contribute financially to the event or any ancillary events**. If the event generates net income the host organization may use this income as they wish. The host organization will manage the event from start to finish. AUTM will contribute expertise in program planning and marketing.

Budget

Previous AUTM Asia events budgeted approximately U.S. $350,000 for the core event. Although the costs for each AUTM Asia event is different, a sample breakdown of expenses is as follows:

Expenses	Cost
Meeting venue/AV/food and beverage	U.S. $185,000
AUTM financial consideration (see below)	U.S. $ 70,000
Printed materials/website	U.S. $ 20,000
Travel expenses	U.S. $ 50,000
Miscellaneous	U.S. $ 25,000
Total	**U.S. $350,000**

Revenues have often exceeded expenses (although this is not guaranteed), and host organizations have realized net income amounts in excess of U.S. $100,000. **Note: AUTM does not share in any registration income from the preconference workshops or the main AUTM Asia program.**

Host Organization Requirements

Host organization will be required to adhere to the following requirements:

1) **Location and Timing**
   - AUTM Asia 2020 must be held in one of the Asian countries identified in this link: https://www.countries-ofthe-world.com/countries-of-asia.html
   - AUTM Asia 2020 should take place in the September-November 2020 timeframe.

2) **Logistics**
   - Select local host committee responsible for securing funding and contributing to program design
   - Handle all logistics including:
     - venue and hotel identification;
     - speaker management;
     - marketing;
     - registration;
     - program delivery (to AUTM's standards); and
     - post-meeting evaluations
   - Ensure diversity of speakers and perspectives in plenary sessions and concurrent panel discussions
   - Manage and cover costs for all pre-meeting and onsite logistics
   - Secure funding for event
   - Accept all financial risk and/or reward

3) **~U.S. $70,000 Financial Obligation to AUTM**
   - $25,000 brand fee to host AUTM Asia
   - $16,000 preconference workshop Fee
     - Covers two concurrent full day AUTM-led training sessions chosen from the following topics:
       - Essentials of Technology Transfer
       - Business Development
       - Licensing
       - Marketing
       - Negotiations
       - Small Office
       - Software
       - Start-ups
       - Valuation
   - ~U.S. $29,000 in AUTM travel expenses
     - Four (4) business class tickets (~U.S. $6,000 each)
       - Covers two AUTM leaders and two AUTM trainers for the preconference workshops
     - Hotel rooms provide for both AUTM leaders and both AUTM trainers for the entire conference (estimated U.S. $1,250 each)
     - Full meeting registrations for both AUTM leaders and both AUTM trainers

4) **AUTM Asia 2020 Meeting Outline**
   - To maintain the high level of quality that AUTM attendees have grown accustomed to, the AUTM Asia 2020 program should follow the general outline in Appendix A
   - The AUTM Asia 2020 theme and session titles must be approved by AUTM
   - Program must contain a keynote address by senior AUTM leadership
   - AUTM Asia program will contain two AUTM preconference workshops
   - Work jointly with AUTM leadership to select keynote and session speakers

- Recruit a substantial percentage of speakers from outside the host country to provide a diverse perspective
- Provide a detailed report within thirty days of AUTM Asia 2020 addressed to AUTM's Chief Executive Officer containing:
  - The final program;
  - Final registration list with contact details; and
  - Highlights of the event, including photos and quotes from attendees and host organizers.

AUTM Benefits Provided

- In addition to harnessing the well-respected and global name recognition of AUTM, AUTM will provide the following additional benefits:
  - AUTM will provide all attendees (who are not currently AUTM members) with a complimentary one–year e-membership, which are fully creditable to full AUTM membership (https://www.autm.net/get-involved/) (U.S. $130/attendee benefit)
  - AUTM will hold monthly meetings with the host organization and will assist the host organization with identifying speakers (as requested) from its 3,100+ membership
  - AUTM will provide two complimentary registrations to the 2020 AUTM Annual Meeting (to be held in San Diego, California, USA on March 8 – 11) for the host organization
  - AUTM will provide a complimentary booth at the 2020 AUTM Annual Meeting (furniture and A/V costs are the responsibility of the host organization)
  - AUTM will advertise AUTM Asia 2020 (using host organization-provided content) using AUTM's website, social media channels, newsletter, and AUTM webinars and events
  - As an Alliance of Technology Transfer Professionals (ATTP), the AUTM-taught preconference workshops will be eligible for up to 6-8 hours of credit for the Registered Technology Transfer Professional (RTTP) designation (http://attp.info/about-rttp/)
  - Host organization will be listed as a co-sponsor of the event with AUTM

Other

- Host organization can organize optional excursions to either tourist attractions or sites that would be of particular interest to attendees
- AUTM welcomes the opportunity to be hosted by potential host organizations for site meetings before selection of host organization is made

Submission Details

Fully responsive proposals should be sent electronically to the AUTM Chief Executive Officer at ssusalka@autm.net by August 31, 2019. A sample outline of the proposal can be found in Appendix B. Proposals should include sources of funding and progression towards securing funding. Proposals that indicate at least 75% of funding has already been secured or guaranteed will receive priority consideration. To assist in the creation of quality proposals for this high profile event, specific questions can be submitted in writing to AUTM's Chief Executive Officer at ssusalka@autm.net and will be responded to as soon as possible.

Appendix A

Outline of AUTM Asia 2020 Schedule

Day 1: Preconference Workshop

- 8am – 5pm: Preconference workshop #1
- 8am – 5pm: Preconference workshop #2
- Preconference workshops will be taught by AUTM-selected trainers but the host organization is responsible for the remaining Preconference Workshop logistics including venue identification, marketing, registration, meals, and A/V services.
    - Host organizations usually select the Essentials (beginner level) workshop and one advanced level workshop (chosen from Licensing, Marketing, Negotiations, Small Office, Software, Start-ups, and Valuation courses.)

Day 2: Main Conference Day One

- Welcome remarks by host organization and local dignitaries
- AUTM keynote Address (30 minutes – 1 hour)
- Plenary session #1
    - Plenary session topics must be approved by AUTM
- Coffee/tea break
- Plenary session #2
- Lunch
- Concurrent panel discussions #1
    - Generally 2-3 concurrent session each 1.5 hours in length
    - Concurrent panel discussion topics must be approved by AUTM
- Coffee/tea break
- Concurrent panel discussions #2
- Networking dinner

Day 3: Main Conference Day Two

- Plenary session #3
- Coffee/tea break
- Concurrent panel discussions #3
- Lunch
- Concurrent panel discussions #4
- Closing ceremony
- Closing reception (will promote AUTM Asia 2019)

Optional: Day 4: Local Sightseeing Tours

- Past host organizations have hosted local sightseeing tours after the main conference
- Host organizations have required an additional sightseeing fee from interested attendees

Appendix B

Sample Outline of AUTM Asia Proposal

I.   Institution and primary contact information
II.   Objective of hosting AUTM Asia
III.   Host country overview
IV.   Tentative date of AUTM Asia 2020
        a. In the September – November timeframe
V.   Proposed venue details
VI.   Tentative conference agenda
VII.   Organizing committee(s) details
        a. Rosters
        b. Organizations involved
VIII.   Sponsors
IX.   Budget and financial resources committed
        a. Registration pricing for local and foreign attendees
X.   AUTM benefits