

# AUTM

ANNUAL MEETING  
NEW ORLEANS

## EXHIBITOR PROSPECTUS

HILTON NEW ORLEANS RIVERSIDE  
FEBRUARY 20 - 23

BETTER  
TOGETHER IN THE  
BIG EASY

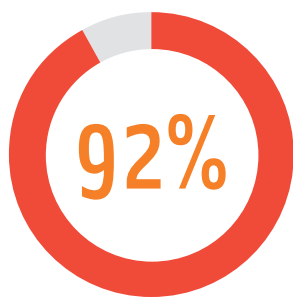
  
autm  
#AUTM2022

# BETTER TOGETHER

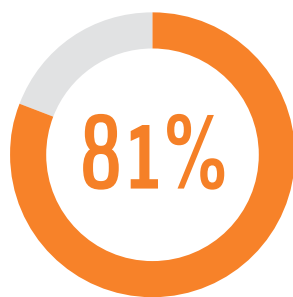
We're driven to fulfill our mission to support and advance technology transfer worldwide. **Reach out today to discuss how we can collaborate in the Big Easy.**

After two years of screentime, do not miss this opportunity to **meet face-to-face with 2,000 technology transfer professionals** from around the globe at the AUTM Annual Meeting. There is no other meeting that offers access to thousands of decision makers responsible for protecting and licensing intellectual property. In 2019 **98% of Annual Meeting attendees visited the Exhibit Hall** and most viewed exhibitors as valued industry resources of information on purchase decisions.

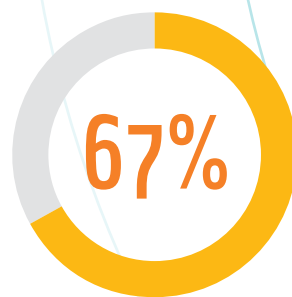
## EXHIBIT HALL VALUE



of Exhibit Hall visitors **learn about innovative products and industry trends** relevant to their work.



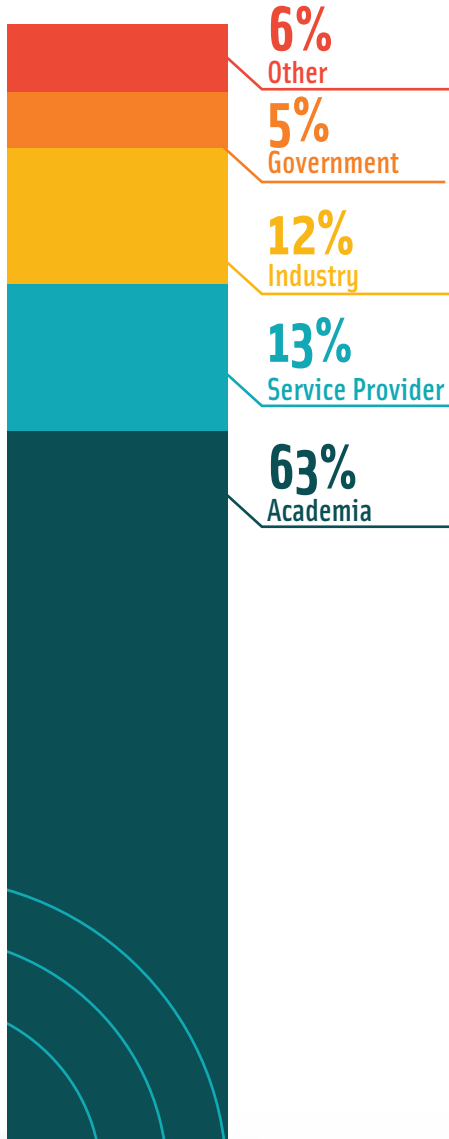
of Exhibit Hall visitors have the power to buy products, or **direct influence on purchasing decisions.**



of all Annual Meeting attendees are **new prospects and potential customers** for exhibiting companies.

*Statistics are based on the Center for Exhibition Industry Research report*

# WHO ATTENDS



1 out of 6



attendees is a **decision maker** when it comes to selecting a service provider



of attendees job responsibilities include **licensing**



Attendees from **40** Countries

# WHO SHOULD EXHIBIT?

- Attorneys (IP, patents, trademarks, licensing, etc.)
- Biomedical organizations
- Incubators
- IP consultants
- Medical device companies
- Patent-related service providers
- Pharmaceutical companies
- Related nonprofit organizations
- Royalty audit firms
- Software developers
- Universities/research institutions
- Venture capital firms
- And other technology transfer field service providers



# EXHIBIT BOOTHS

**Space at the AUTM Annual Meeting fills up quickly.**

The floor will open for reservations for non-sponsoring groups on November 12, 2021.

**ANNUAL MEETING SPONSORS ARE GIVEN FIRST PRIORITY ON EXHIBIT SPACE.**

**The floor will open to sponsors on November 1, 2021.** Submit a sponsorship contract today to hold your space in the queue.

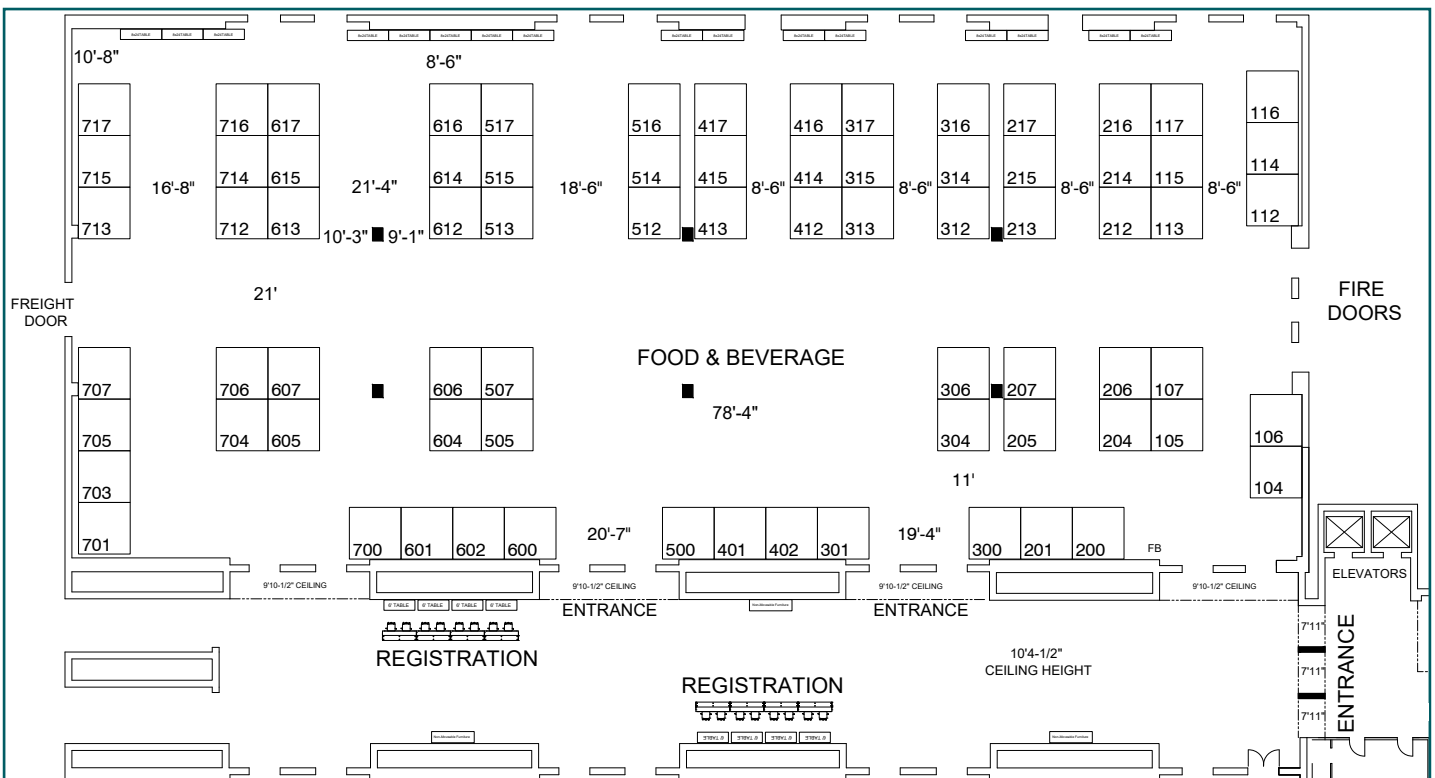
TO RECEIVE UPDATES ABOUT THE EXHIBIT HALL INCLUDING WHEN WE WILL BEGIN ACCEPTING BOOTH RESERVATIONS CONTACT:

**Casey Annunziata**

AUTM Sponsor and Exhibits Manager

+1-202-960-1782

[cannunziata@autm.net](mailto:cannunziata@autm.net)



**SEE THE FULL LIST OF 2019 EXHIBITORS ON PAGE 9**

*\*Please note the 2019 Annual Meeting was AUTM's last in-person event*

# EXHIBIT SCHEDULE

## SETUP

**Sunday, Feb 20** Noon – 5:00 p.m.

## EXHIBIT HOURS

**Sunday, Feb 20** 6:00 p.m. – 8:00 p.m.  
Events in Hall – Booths, Bites and Bubbles Reception from 6:30 p.m. – 7:30 p.m.

**Monday, Feb 21** 7:00 a.m. – 11:00 a.m. and  
*Exhibit closed from* 1:00 p.m. – 6:30 p.m.  
*11:00 a.m. – 1:00 p.m.*  
Events in Hall – Two refreshment breaks, dessert and a reception

**Tuesday, Feb 22** 7:30 a.m. to 4:00 p.m.  
Events in Hall – Two refreshment breaks

## TEAR DOWN

**Tuesday, Feb 22** 4:00 p.m.

Check the conference schedule for details

## EXHIBIT HALL OVERVIEW

**Location:** Grand Salon, Hilton Riverside  
New Orleans, LA

**Ceiling Height:** 12'

**Floor:** Carpeted

Note: The Exhibit Hall is carpeted. AUTM will email an Exhibitor Services Kit (including all order forms) to exhibitors after a completed exhibit space application/contract is received by AUTM. Exhibitors are responsible for all freight, drayage, decorating and labor charges.

## EXHIBITOR BENEFITS

- One complimentary full Meeting registration per 10' X 10' booth space. Additional registrations are available at the applicable Member/non-Member rate.
- Company listing and recognition on the AUTM website.
- Virtual Exhibitor Listing

### Each 10' X 10' booth space also includes:

- Draped back wall and side rails
- Company identification sign
- General security guard service at entrance
- General cleaning of aisles and exhibit floor (excluding individual booths)

## INVESTMENT:

- Inline Booth Price: \$2,000 USD per 10' X 10' booth space
- Corner Booth Price: \$2,150 USD per 10' X 10' booth space

This is the opportunity to network with nearly every academic research institution in the world, in one place, at one time.

# SPONSORSHIP

Maximize your marketing investment by combining your exhibit booth with a sponsorship package. We offer sponsorship bundles that work with any budget, so reach out today to learn more about the benefits of creating a package.

## SPONSORSHIP OPPORTUNITIES INCLUDE:

- Plenary Sessions
- Sponsored Demonstrations
- Receptions - including events taking place in the Exhibit Hall!
- Branding Opportunities (Conference Pen, Keycards etc.)
- Networking Breaks

# ADVERTISING

## BRANDED METER BOARDS

*(Three Opportunities Available)*

Place your message front-and-center on three eye-catching, double-sided signs located in high traffic areas.

## BENEFITS INCLUDE:

- Double-sided meter board signage (3) placed in a high-traffic areas (artwork provided by sponsor and approved by AUTM)
- One discounted Meeting registration (at the Member Early-Bird rate)

**Sponsor: \$3,500**

## DAILY UPDATES EMAIL BLAST

Display your banner ad in our daily email sent during the Meeting. Ad placement at the discretion of AUTM. In order to take advantage of this opportunity you must be a sponsor or exhibitor at the AUTM 2022 Annual Meeting.

**Sponsor: \$500 per email**

## WEB BANNER

Place your banner ad prominently on the AUTM Annual Meeting homepage on the AUTM website. Web banners will be posted for four months prior to the Annual Meeting. Banner placement at the discretion of AUTM.

**Sponsor: \$5,000 (includes complimentary Meeting registration)**

## PUSH NOTIFICATIONS

Send a message to all attendees through the AUTM Connect app. You can provide a message about your organization, an event you are hosting, or simply a reminder to stop by your booth. In order to take advantage of this opportunity you must be a sponsor or exhibitor at the AUTM 2022 Annual Meeting.

**Sponsor: \$500 per push notification**

(limit 3 per day)

## AUTM INSIGHT

Book your spot in *AUTM Insight*, our bi-monthly newsletter that reaches over 15,000 inboxes globally to start reaching our audience today with banner ads, sponsored content and more!

**QUESTIONS?  
INTERESTED IN  
CREATING A BUNDLE?**

**Contact Casey Annunziata**  
AUTM Sponsor & Exhibits Manager  
at +1-202-960-1782 or  
[cannunziata@autm.net](mailto:cannunziata@autm.net)

NEW!

## CONFLICTING EVENTS:

If you plan to hold hospitality functions or social events at the AUTM 2022 Annual Meeting, they must be pre-approved by AUTM in writing. Social functions are only allowed during program-free hours and must not conflict with any of AUTM's educational sessions, special programs, social and themed events, including receptions and meals provided by AUTM. Failure to comply may result in denial of participation in all future AUTM events. Refer to the preliminary schedule of events for additional options if you choose to host a function on an alternate date.

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## IMPORTANT INFORMATION:

- Deadline for inclusion on printed Meeting signage: **Friday, December 3, 2021**
- Deadline for final payment: **Friday, January 21, 2022.**
- Logo requirements: For the best results, please send a high-resolution version of your logo, at least 1024px wide, and a smaller "web" version of their logo, which should be max 245 px wide.
- AUTM retains full discretion regarding exhibitor application acceptance.
- Applications and booth assignments are processed on a first-come, first-served basis.

# OFFICIAL EXHIBIT TERMS OF PARTICIPATION

US tax code forbids Exhibitors to make any qualitative statements about their companies, products or services.

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**Booth Setup and Dismantling:** Setup time, Exhibit Hall hours, and dismantling time are listed in the Exhibitor Service Kit. Each Exhibitor must deliver to the Exhibit Hall area all equipment, apparatus, goods, materials, etc., and there erect and completely install the display in the space contracted by such Exhibitor no later than thirty (30) minutes prior to the published opening time of the Exhibit Hall. Work will be strictly prohibited after that time. Property received after the opening must be arranged in spaces only during the hours when the Exhibit Hall is not open to attendees. Exhibits will not be permitted to be packed or removed from the building at any time after installation until the final closing of the Exhibit Hall unless special permission in writing is obtained from AUTM. Booths must be fully staffed during the exhibit hours. AUTM reserves the right to make modifications to the exhibit hours as may be necessary to meet program needs, with full and sufficient notice given to all contracted Exhibitors.

**Payment:** AUTM exhibit booths are sold on a first-come, first-served basis. By submitting the Exhibit Agreement form, the exhibitor understands and agrees to the provisions and terms and conditions as listed on this agreement and verifies they are authorized to execute the Exhibit Agreement on behalf of their company. All exhibit booths must be paid in full, 30 days prior to the start of the event. AUTM does not guarantee a minimum level of attendance at any program and exhibit fees will not be adjusted or refunded in accordance to final attendance numbers.

**Inability to Hold Conference; Change in Scheduled Dates:** Should the premises or city in which the AUTM Meeting is to be held become, in the sole judgment of AUTM, unfit for occupancy, or should the Meeting be materially interfered with by the pandemic, elements, strike, picketing, boycott, embargo, war, riot, emergency declared by a government agency, or any other act beyond the control of AUTM, the Agreement may be terminated. In the event of such termination, the exhibitor waives liability and releases AUTM of and from all claims for damages and agrees that AUTM shall have no obligations except to refund to the exhibitor a prorated share, after deducting all costs and expenses in conjunction with such exhibit.

**Audio, Photography and Video:** By exhibiting at this Meeting, Exhibitor authorizes that audio, photography or video taken of Exhibitor may be used by AUTM for marketing purposes. For more on how AUTM manages and protects Exhibitor data, visit [autm.net/privacy-policy](http://autm.net/privacy-policy).

**Marketing and Advertising:** The exhibitor acknowledges that their company's name, logo, and other information will be printed on the Meeting website, signage and in digital marketing materials (emails, registration notices etc.). The exhibitor grants AUTM a non-exclusive, royalty-free license to use its logos and trademarks in recognizing and acknowledging participation, both prior to, during and after the event. In addition, any marketing or advertising on the exhibitor's behalf, prior to, during and after the event, pertaining to the Meeting and/or using AUTM's name or logo must align with [AUTM's policies](#).



# 2019 EXHIBITORS

*\*Please note the 2019 Annual Meeting was AUTMs last in-person event.*

- AbbVie
- Atomwise
- Bioscience Advisors, Inc.
- Biotechnology Innovation Organization (BIO)
- CAS/Science IP
- D'Hue Law LLC
- Divvly
- Foresight Science & Technology Inc.
- Fuentek, LLC
- Global Royalty Audits, Inc.
- Greensfelder
- Hong Kong Trade Development Council
- IEEE
- IEEE Industrial Electronics Technology Transfer News
- IN-PART
- InfoEd Global
- Innovate IP, Inc.
- Inteum Company, LLC
- InvotexIP, LLC
- IP Pragmatics
- Jacobacci & Partners S.p.A.
- Kerafast
- ktMINE
- Morris, Manning & Martin, LLP
- Murtha Cullina LLP
- Myers Bigel, P.A
- National Human Genome Research Institute
- NACRO
- PLI (Practising Law Institute)
- Richman Chemical Inc.
- RSM US LLP
- RWS
- Saul Ewing Arnstein & Lehr LLP
- Tekcapital & Invention Evaluator
- Thomas | Horstemeyer, LLP
- TreMonti Consulting
- United States Patent and Trademark Office
- University of Texas at Austin Office of Technology Commercialization
- Ximbio