

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.

- Find trends before they become trends.
- Gains access to key decision makers and develop strategic partnerships.
- Strengthen your organization's position in the industry.

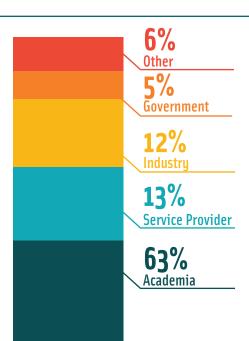
WHY SPONSOR WITH AUTM?



Provide valuable conference support to the industry's largest gathering of technology transfer professionals. As an association, AUTM relies on our partners to help offset the costs of hosting this groundbreaking event. In return, we work to ensure our sponsors are well-positioned to connect with important stakeholders.



WHO ATTENDS





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



of attendees job responsibilities include **licensing**



WHO SHOULD SPONSOR?

- 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



ALL SPONSORSHIPS INCLUDE

- First-right-of-refusal for 2023 Annual Meeting
- First choice of exhibit booth location at 2022 Annual Meeting (if applicable)
- Logo on all general Meeting signage
- · Company listing on the Annual Meeting website
- Verbal acknowledgment during the opening plenary session (for \$10,000 sponsors and higher)
- An invitation to the Sponsors' Luncheon with AUTM Board members
- · An invitation to the Chairs' Reception
- Final registration list in digital format (excludes email addresses, per AUTM policy)





GENERAL SPONSORSHIP OPPORTUNITIES

PLATINUM \$20,000 (limited to four sponsors)

- The most visible and prominently placed logo on marketing materials.
- One complimentary 10' x 10' exhibit booth
- Post on AUTM's Twitter account during the Meeting week recognizing your support.
- One message sent to attendees through AUTM Connect recognizing your support.
- Four complimentary Meeting registrations.
- Company feature in an email sent to registrants before the Meeting begins. Company feature to include a 100word company description and logo with hyperlink.

GOLD \$10.000

- Prominent placement of logo on marketing materials.
- Twitter post on AUTM's account during the Meeting week recognizing your support.
- Two complimentary Meeting registrations.
- Company feature in an email sent to registrants before the Meeting begins. Company feature to include a 50-word company description and logo with hyperlink.

BRONZE \$5,000

- One complimentary Meeting registration.
- Company feature in an email sent to registrants before the Meeting begins. Company feature to include a 30-word company description and logo with hyperlink.

CONTRIBUTING \$1,500

- One discounted Meeting registration (at the Member Early-Bird rate).
- Company feature in an email sent to registrants before the Meeting begins. Company Feature to include logo.

PROGRAM AND BRANDING OPPORTUNITIES

PROGRAMING AND PLENARIES

INDUSTRY / ACADEMIA CONNECT AND COLLABORATE

A highly anticipated session which provides a unique venue for members of industry and academia worldwide to socialize, connect and discuss areas of interest. Industry attendees will have an opportunity to introduce themselves to their academic and governmental counterparts and provide information on their companies and partnering interests.

BENEFITS INCLUDE:

- Complimentary Meeting registrations (based on level of sponsorship)
- Signage with logo at the entrance of the session room
- Hospitality table outside Meeting room (available upon request)

Sponsor: \$15,000 (Three complimentary registrations)
Co-Sponsor: \$7,500 (One complimentary registration)

FIRESIDE CHAT

BENEFITS INCLUDE:

- Opportunity to greet sponsored speakers and introduce moderator at the podium (script provided by AUTM)
- · Acknowledgment at sponsored plenary session
- Two complimentary Meeting registrations
- Signage with logo at the plenary session
- Hospitality table at the plenary session (available upon request)

Sponsor: \$12,500





MONDAY'S PLENARY SESSION FEATURING LT. GENERAL RUSSEL L. HONORÉ (RET.)

Resilient Leadership in the Age of COVID-19: Plan, Prepare, Execute and Adapt Your Plan

BENEFITS INCLUDE:

- Opportunity to greet sponsored speakers and introduce moderator at the podium (script provided by AUTM)
- · Acknowledgment at sponsored plenary session
- Two complimentary Meeting registrations
- Signage with logo at the plenary session
- Hospitality table at the plenary session (available upon request)

Sponsor: \$12,500

TUESDAY'S PLENARY SESSION

Perspectives from the Far Side of the Moon

Panelists who have a deep understanding of the university perspective are now in different roles: helping startups, working at the industry-university interface of Big Pharma, and investing in university startups. Join us as they share what they've learned from being on the "other side." This session promises lively interaction!

BENEFITS INCLUDE:

- Opportunity to greet sponsored speakers and introduce moderator at the podium (script provided by AUTM)
- Acknowledgment at sponsored plenary session
- Two complimentary Meeting registrations
- Signage with logo at the plenary session
- Hospitality table at the plenary session (available upon request)

Sponsor: \$12,500





CLOSING PLENARY SESSION

BENEFITS INCLUDE:

- Opportunity to greet sponsored speakers and introduce moderator at the podium (script provided by AUTM)
- Acknowledgment at sponsored plenary session
- Two complimentary Meeting registrations
- Signage with logo at the plenary session
- Hospitality table at the plenary session (available upon request)

Sponsor: \$12,500

SPONSORED DEMONSTRATION

Have a product you'd like to demonstrate? We have the tools to showcase your brand. With time dedicated to this segment within the program, this is a great opportunity to have the spotlight.

BENEFITS INCLUDE:

- Two complimentary Meeting registrations
- Session room reserved for your event.
- Signage with logo at the entrance of the session room

Sponsor: \$12,500

*Topic of demonstration to be approved by AUTM by January 7, 2022.

CANADIAN PROGRAM SPONSOR

Following the Canadian Lunch, AUTM will offer programming focused on the unique challenges Canadian technology transfer offices are facing.

BENEFITS INCLUDE:

- One complimentary Meeting registration
- Signage with logo at the entrance of the session rooms
- Hospitality table during the session (available upon request)

Sponsor: \$5,000





FIRST-TIME ATTENDEE ORIENTATION

Help welcome those new to the AUTM Community by supporting this networking event which will include a review of the Meeting program and other Meeting highlights.

BENEFITS INCLUDE:

- One complimentary Meeting registration
- Signage with logo at the entrance of the session room
- Hospitality table during the session (available upon request)

Sponsor: \$5,000

ROUNDTABLE DISCUSSION

Looking for a targeted group? These intimate and topic specific sessions connect you with the audience you desire.

BENEFITS INCLUDE:

- · Acknowledgment at Roundtable Discussion
- · Signage with logo at the entrance of the session room
- One discounted Meeting registration (at the Member Early-Bird rate)

Sponsor: \$4,000 per time slot

CONCURRENT SESSION SPONSOR

Support the educational mission of AUTM with this single or multiple track sponsorship.

BENEFITS INCLUDE:

- Exclusive logo placement acknowledging the Concurrent Session Sponsor displayed in program materials.
- Signage with logo at entrance of the session rooms on day(s) of sponsored concurrent sessions
- One discounted Meeting registration (at the Member Early-Bird rate)

Sponsor: \$4,000 per time slot

Note: A few sessions that are offered as exclusive sponsorships will be excluded from this offering, i.e. Industry / Academia Connect and Collaborate, plenary sessions, etc.

PARTNERING FORUM

The Partnering Forum provides technology transfer professionals from industry and universities a unique opportunity to network in a particular technology sector and explore opportunities to form collaborations. The forum is intended to foster more robust networking opportunities.

BENEFITS INCLUDE:

- Exclusive logo placement acknowledging the Partnering Forum Sponsor displayed in program materials.
- Signage with logo at the entrance of the session room
- One discounted Meeting registration (at the Member Early-Bird rate)

Sponsor: \$2,000

RECEPTIONS

OPENING RECEPTION

Make a strong impression by supporting this energetic and memorable event.

BENEFITS INCLUDE:

- One complimentary 10' x 10' exhibit booth
- Five complimentary Meeting registrations
- Signage with logo at the Opening Reception
- One message sent to attendees through AUTM Connect recognizing your support.
- Hospitality table at Opening Reception (available upon request)

Sponsor: \$25,000

CHAIRS' RECEPTION

This invitation-only reception gathers AUTM Board Members, past chairs', technology transfer VIPs and other leaders in the field. The Chairs' Reception is a high-visibility opportunity for organizations who want to work closely with active technology transfer offices.

BENEFITS INCLUDE:

- Complimentary Meeting registrations (based on level of sponsorship)
- Admission to the reception for up to three delegates from the sponsoring organization
- Signage with logo at Chairs' Reception
- Hospitality table at Chairs' Reception (available upon request)

Sponsor: \$20,000 (Four complimentary registrations)

Co-Sponsor: \$10,000 (Two complimentary registrations)

INDUSTRY / ACADEMIA CONNECT AND COLLABORATE NETWORKING RECEPTION

(Great option for Exhibitors!)

The reception will allow participants from the Connect and Collaborate session an opportunity to continue networking one-on-one. The reception sponsor will receive added visibility since this reception will be held in the exhibit hall.

BENEFITS INCLUDE:

- Complimentary Meeting registrations (based on level of sponsorship)
- Signage with logo near bars during the reception

Sponsor: \$15,000 (Three complimentary registrations)
Co-Sponsor: \$7,500 (One complimentary registration)

BOOTHS, BITES AND BUBBLES - EXHIBIT HALL MEET AND GREET RECEPTION

(Great option for Exhibitors!)

Help us kick-off the Meeting with an all-attendee Meet-and-Greet Reception in the exhibit hall.

BENEFITS INCLUDE:

- Complimentary Meeting registrations (based on level of sponsorship)
- Signage with logo outside the exhibit hall
- Hospitality table outside the exhibit hall (available upon request)

Sponsor: \$10,000 (Two complimentary registrations)
Co-Sponsor: \$5,000 (One complimentary registration)

NETWORKING BREAKS

Sponsor one of the many food functions that take place at the Meeting. Availability of these cost-effective and high-impact opportunities is limited, so plan now to reserve the right meal for your organization.

BENEFITS INCLUDE:

- Signage with logo at selected food function
- Complimentary Meeting registrations (based on level of sponsorship)
- Hospitality table at selected event (available upon request)

Lunch (Monday or Wednesday): \$10,000 (Two complimentary registrations)

Breakfast (Monday or Tuesday): \$5,000 (One complimentary registration)

Coffee Breaks (morning and afternoon on Monday or Tuesday): \$5,000 (One complimentary registration)

Coffee Break (Wednesday afternoon): \$2,500 (One discounted registration at Member Early-Bird rate)





CANADIAN LUNCH

The Canadian Lunch is an event exclusively for Canadian delegates to gather, network and discuss latest trends. Take advantage of this opportunity to capture the attention of the leaders in Canadian technology transfer.

BENEFITS INCLUDE:

- Acknowledgment at beginning of the Canadian Lunch
- Complimentary Meeting registrations (based on level of sponsorship)
- Signage with logo at the entrance of the session room
- Hospitality table during the lunch (available upon request)

Sponsor: \$10,000 (Two complimentary registrations)
Co-Sponsor: \$5,000 (One complimentary registration)

CANADIAN NETWORKING RECEPTION

An afternoon of Canadian-specific programming will be followed by this networking reception.

BENEFITS INCLUDE:

- One complimentary Meeting registration
- · Signage with logo at entrance of the reception room
- Hospitality table during the reception (available upon request)

Sponsor: \$5,000

CLOSING RECEPTION

The Closing Reception will be the final event of the AUTM Annual Meeting. This is the last opportunity to make an impression with attendees as they unwind and exchange contact information with new friends and colleagues.

BENEFITS INCLUDE:

- One complimentary Meeting registration
- Signage with logo at Closing Reception
- Hospitality table at the Closing Reception (available upon request)

Co-Sponsor: \$5,000



DIRECTORS LUNCHEON

As one of our most active e-groups, we've decided to bring this engaged and communicative group together to meet and discuss challenges and opportunities over lunch.

BENEFITS INCLUDE:

- · One discounted Meeting registration
- Signage with logo at entrance of the reception room
- Two invitations to the luncheon

Sponsor: \$2,500

BRANDING OPPORTUNITIES

Wi-Fi

As the Wi-Fi Sponsor, you will be providing complimentary wireless Internet access for Meeting attendees in all meeting rooms and public spaces. Your company name will be the network name and password.

BENEFITS INCLUDE:

- One complimentary 10' x 10' exhibit booth
- Five complimentary Meeting registrations
- Sponsor acknowledgment on splash page
- Dedicated signage with logo in the Meeting space
- Hospitality table in a high-traffic area (available upon request)

Sponsor: \$25,000

AUTM CONNECT

Our powerful online partnering and networking tool, AUTM Connect, enables attendees to create detailed organizational and personal profiles, search effortlessly for other attendees, send and receive messages, discover licensing and collaboration opportunities and nimbly schedule one-on-one meetings.

BENEFITS INCLUDE:

- Two complimentary Meeting registrations
- Prominent logo placement on email marketing that pertains specifically to partnering
- Prominent logo placement within partnering software digital screen display
- Private Partnering Table (available upon request)
- Message sent to attendees recognizing your support.

Sponsor: \$10,000





CONFERENCE PEN

Get exposure for the duration of the Meeting and beyond with this high-visibility sponsorship.

BENEFITS INCLUDE:

- One-color sponsor logo on pens available at the AUTM registration desk
- Two complimentary Meeting registrations

Sponsor: \$10,000

HOTEL KEYCARD

Sponsor the hotel keycards at Hilton New Orleans Riverside and your company logo is the last one AUTM attendees will see before turning in each night.

BENEFITS INCLUDE:

- Three complimentary Meeting registrations
- Four-color sponsor logo on room keys distributed to all attendees staying at the AUTM headquarters hotel (artwork must be provided by sponsor and must be in accordance with keycard specifications)

Sponsor: \$15,000

AUTM CONNECT PARTNERING ROOM

The perfect place for holding relaxed meetings or negotiations. Appointments for this space are made through the AUTM Connect app. This is a great opportunity to get in front of those that are here to make a deal.

BENEFITS INCLUDE:

- Two complimentary Meeting registrations
- Signage with logo outside the Partnering Meeting room(s)
- Private Partnering Table (available upon request)
- Literature display table in Partnering Room (available upon request)
- · Message sent to attendees recognizing your support.

Sponsor: \$10,000

AUTM MEETING ROOMS

AUTM reserves meeting space to provide a place for face-to-face meetings to develop strategies for the coming year. Get in front of AUTM's most committed Members by supporting the space for them to meet.

BENEFITS INCLUDE:

- One complimentary Meeting registration
- Signage with logo at the entrance of private committee rooms throughout the Meeting space

Sponsor: \$5,000









PRIVATE PARTNERING TABLE

Interested in having a dedicated table for your partnering meetings? Sponsor a private partnering table and your AUTM Connect-scheduled meetings will automatically be assigned to your table.

BENEFITS INCLUDE:

- One discounted Meeting registration
- Signage with logo at assigned partnering table for the duration of the Meeting

Sponsor: \$3,000

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

GRAPHIC INSERTS INSIDE ELEVATORS

Any attendee staying at the meeting headquarters hotel, the Hilton Riverside, is sure to take the elevator several times a day. Place your message inside the elevator to catch their eue while in transit.

BENEFITS INCLUDE:

- Two 11.5" wide x 18.5" high signs in each of the 10 elevators (20 signs total).
- One discounted Meeting registration (at the Member Early-Bird rate)

Sponsor: \$2,000

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

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)

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)

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!

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.

IMPORTANT INFORMATION:

- Deadline for inclusion on printed Meeting signage: Friday, January 7, 2022.
- Deadline for final payment: Friday, January 21, 2022.
- Logo requirements: For the best results, please send a highresolution version of your logo, at least 1024px wide, and a smaller "web" version of the logo, which should be max 245 px wide.

CUSTOM & BUNDLE OPPORTUNITIES:

Don't see what you're looking for? Interested in creating a bundle? Looking to interact with our community all year?

Maximize your marketing investment by creating a package that gives you the reach you need.

Contact Casey Annunziata at +1-202-960-1782 or cannunziata@autm.net to start planning today.



AUTM 2022 ANNUAL MEETING SPONSORSHIP PROGRAM APPLICATION

To secure your sponsorship(s), complete and forward this application to Casey Annunziata, AUTM Sponsor and Exhibits Manager, at cannunziata@autm.net.



☐ Platinum Sponsor: \$20,000	☐ Chairs' Reception Spo		□ Wi-Fi: \$25,000	
☐ Gold Sponsor: \$10,000	☐ Chairs' Reception Co-Sponsor: \$10,000		□ AUTM Connect: \$10,000	
□ Silver Sponsor: \$7,000	☐ Industry/Academia – Connect and Collaborate		Conference Pen: \$10,000	
☐ Bronze Sponsor: \$5,000	Reception Sponsor: \$		☐ Hotel Keycard: \$15,000	
□ Contributing Sponsor: \$1,500 □ Industry/Academia − Reception Co-Spons			□ AUTM Connect Partnering Room: \$10,000 □ AUTM Meeting Rooms: \$5,000 □ Private Partnering Table: \$3,000 □ Branded Meter Boards: \$3,500 □ Graphic Elevator Insert: \$2,000	
☐ Industry/Academia – Connect and Collaborate Sponsor: \$15,000	□ Booths, Bites and Bubbles Reception Sponsor: \$10,000□ Booths, Bites and Bubbles Reception			
☐ Industry/Academia – Connect and Collaborate Co-Sponsor: \$7,500				
☐ Fireside Chat: \$12,500	Co-Sponsor: \$5,000	0.000	☐ Daily Updates Email Bl	* *
Monday's Plenary Session: \$12,500	□ Networking Lunch: \$10,000 Fill in Day		☐ Push Notification: \$500	
☐ Tuesday's Plenary Session: \$12,500	☐ Networking Breakfast: \$5,000		☐ Web Banner: \$5,000	
☐ Closing Plenary Session: \$12,500	Fill in Day		— 1100 Βαπτοι. ψο ,000	
☐ Sponsored Demonstration: \$12,500	☐ Networking Coffee Bre	ak: \$5,000	IMPORTANT TO	NOTE:
☐ Canadian Program Sponsor: \$5,000	Fill in AM or PM and Day		 AUTM retains full discretion regarding sponsorship application acceptance. 	
☐ First-Time Attendee Orientation: \$5,000	☐ Networking Coffee Break on Wednesday: \$2,500			
☐ Roundtable Discussion: \$4,000	Canadian Lunch Spon	sor: \$10,000		•
Fill in Session	☐ Canadian Lunch Co-Sponsor: \$5,000		 Applications are processed on a first-come, 	
□ Concurrent Session Sponsor: \$4,000 Fill in Day/Time Slot	☐ Canadian Networking Reception Sponsor: \$5,000		 AUTM reserves the right to offer multiple, non-competing companies the opportunity to sponsor the same event and/or course. 	
☐ Partnering Forum: \$2,000	☐ Closing Reception Co-Sponsor: \$5,000			
☐ Opening Reception: \$25,000	☐ Directors Luncheon: \$5,000			
CONTACT INFORMATION		PAYMENT INFORMATION		
		Check Enclosed (All fees must be paid in U.S. funds.)		
Name/Title		Make check payable to: AUTM AUTM's Taxpayer/ID number is 36-3011951.		
Company		Charge my: ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover		
		Amount:		
Address		☐ Full payment	\$	_
City State/Province		Card Number		Expiration date
		Cara Marrison		Expiration dato
Country ZIP/Postal code		Authorized Signature		Date
Phone				
		Print name as it appears on card		
Email		Billing address if different	from above	

IMPORTANT PAYMENT INFORMATION:

Website address

- If paying by **credit card**, include details on this form as indicated.
- If paying by check, please email the completed form to cannunziata@autm.net and then mail payment with a copy of the application to:

AUTM PO Box 7151 Carol Stream, IL 60197-7151.

Questions? Contact Casey Annunziata at +1-202-960-1782 or cannunziata@autm.net.

Cancellation Policy: Cancellation of the sponsorship agreement must be submitted to AUTM in writing. Payments will be refunded only if the cancelled sponsorship is resold.

OFFICIAL SPONSORSHIP TERMS OF PARTICIPATION

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

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.

Payment: AUTM sponsorships are sold on a first-come, first-served basis. AUTM reserves the right to assign sponsorships. By submitting the Sponsorship Agreement form, the sponsor understands and agrees to the provisions and terms and conditions as listed on this agreement and verifies they are authorized to execute the Sponsorship Agreement on behalf of their company. All sponsorships 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 sponsorship 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 sponsor 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 sponsor a prorated share, after deducting all costs and expenses in conjunction with such sponsorship.

Audio, Photography and Video: By sponsoring this Meeting, you authorize that audio, photography or video taken of you may be used by AUTM for marketing purposes. For more on how AUTM manages and protects your data, visit autm.net/privacy-policy.

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

Check Here if you wish to be excluded from all marketing related to this event.

Signature



2021 Sponsors

*Please note: the 2021 Annual Meeting was virtual





































































