



**autm**  
**50** YEARS OF  
**MAKING HISTORY**

**SPONSORSHIP PROSPECTUS**



**2025 AUTM ANNUAL MEETING**  
**MARCH 2-5, 2025**



## The 2025 AUTM Annual Meeting

Celebrate AUTM's 50<sup>th</sup> Anniversary with us March 2–5 at the Gaylord National Resort and Convention Center. The 2025 AUTM Annual Meeting is going to be a monumental bash filled with unforgettable memories and a dash of dazzle — because turning 50 never looked so good. This will be the largest gathering of tech transfer professionals and offers unmatched networking, education and deal making.

### Our Community: An Expansive Network of Innovation Leaders

#### ◦ 15,000+ Innovators:

A powerful network focused on developing and commercializing academic research, both nationally and internationally.

#### ◦ 3,000+ Members:

A diverse, motivated and influential membership base.

#### ◦ 2,000+ Annual Meeting Attendees:

Onsite participants ready to learn, share and network.

#### ◦ Global Reach:

Representatives from more than 800 organizations across 41 countries.

#### ◦ Engaged Volunteers:

A dedicated network of highly qualified and engaged volunteers.

#### ◦ Exceptional Staff:

Ready to support partnerships and programs.

### Become a Sponsor!



#### Book now!

[Click here](#) or scan the QR code to start your application today.

## ABOUT AUTM

AUTM is the non-profit leader dedicated to educating, promoting and inspiring professionals to advance academic research, driving innovation forward. Our members collaborate closely with commercial partners to transform ideas into opportunities, resulting in the creation of thousands of products, services and startups annually, contributing millions of dollars to economic development.

## WHY PARTNER WITH AUTM?

With a proven track record of fostering dynamic partnerships with diverse organizations, firms, associations and universities, AUTM is the ideal partner for your business development goals. Our collaborations are built on shared missions, clear goals and well-defined deliverables.



Let's Work Together.

**Casey Annunziata**

AUTM Business  
Development Manager

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

# SPONSORSHIP SATISFACTION

100% of 2024 Sponsors said:

Attendees were the right level of decision-makers for their business objectives.



Their organization received the value they expected from their sponsorship.

“

*AUTM is my Superbowl.*

BUT DON'T TAKE OUR WORD FOR IT:

“

*This was our first time attending the AUTM Annual Meeting. It was an excellent investment and a huge step forward in our growth into the tech transfer space.*

“

*The AUTM Meeting is consistently a high quality, high value event for my organization to sponsor, and for our professionals to attend. The conference is very well executed, the AUTM staff is easy to work with, and our sponsorship provides great value in terms of brand visibility and networking opportunities.*

“

*Everyone is there looking for innovation and to improve the collaboration process.*

## Who should Sponsor?

Organizations and companies with an interest in technology transfer, intellectual property, innovation, and related fields, including:

- **Technology Companies:** Both established corporations and startups involved in research and development, particularly those focused on bringing new technologies to market.
- **Pharmaceutical, Biotech and Physical Science Companies:** Interested in networking and collaboration opportunities.
- **Intellectual Property Law Firms:** Engaged in technology transfer and patenting processes.
- **Venture Capital Firms:** Investing in technology startups and looking to connect with researchers and entrepreneurs.
- **Academic Institutions:** Actively involved in technology transfer and seeking to elevate their profile in the field.
- **Government Agencies:** Funding research and innovation.
- **Industry and Professional Associations:** Supporting innovation, economic development, academic research, and technology transfer within their sectors.
-

## Why Sponsor?

### BRAND EXPOSURE:

Your logo will be prominently featured in multiple high-visibility locations:

**20+ EMAILS**

Sent to our subscriber list of 15,000

**25,438 VIEWS**

On the Annual Meeting Webpage

**3,855 VIEWS**

On session slides

**6,316 IMPRESSIONS**

On social media

## How AUTM's Sponsorship Program Works:

### All Sponsorships Include:

- First-right-of-refusal for the 2026 AUTM Annual Meeting
- Logo on all general meeting signage, emails, the meeting/partnering app, conference program book and the website.
- Invitation to the Chairs' Reception (number of invites based on sponsorship level.)
- Registration list in digital format (excludes email addresses, per AUTM policy)

### Add-On Opportunities:

- **Sponsored Demonstration:** 20-minute session held on the Innovation Stage on the exhibit floor. \$1,500
- **Private Partnering Table:** A dedicated table in the AUTM Connect room for your partnering meetings. \$1,500
- **Email to Attendees:** A custom message sent to all meeting attendees. \$1,500 (*Limited to 4 sponsors.*)
- **Push Notification:** A message sent to all attendees through the AUTM Connect app. \$500 per notification
- **Exhibit Booths:** Book a dedicated space to showcase your brand and host meetings with prospective clients. Contact Casey Annunziata at [cannunziata@autm.net](mailto:cannunziata@autm.net) for more information.

### Important to Note:

- AUTM retains full discretion regarding sponsorship application acceptance.
- Applications are processed on a first-come, first-served basis.
- AUTM reserves the right to offer multiple, non-competing companies the opportunity to sponsor the same program session or item.
- Logo requirements: For the best results, please send a vector-based version of your logo (.eps, .svg, .ai) or a high-resolution png version.
- **Sponsorships must be confirmed by January 17<sup>th</sup>** to be included in printed marketing materials (signage, meeting program etc.)

### Hospitality Functions:

- If you plan to hold hospitality functions or social events at the AUTM 2025 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. Please contact Casey Annunziata to submit your application.

# 2024 AUTM ANNUAL MEETING SPONSORS

## TITANIUM



## PLATINUM



## GOLD



## SILVER



## BRONZE



## CONTRIBUTING



# SPONSORSHIP OPPORTUNITIES

## TITANIUM - \$30,000

Each Titanium package includes six complimentary Meeting registrations, four invitations to the Chair's Reception, as well as verbal acknowledgement during the opening plenary session.

Limited to two sponsors.

Each Titanium package includes the items below:

- One post on AUTM's LinkedIn account recognizing your support.
- One complimentary 10x10' exhibit booth.
- A dedicated table that your AUTM Connect-scheduled meetings will be assigned to.
- One message sent to attendees through the Meeting app, AUTM Connect, recognizing your support.
- Full page ad in the Meeting program pocket guide.
- A banner ad in the daily emails sent to registrants during the Meeting (ad placement at the discretion of AUTM).

### Keynote Sponsorship:

Seize the opportunity to get the spotlight during one of our largest and most highly anticipated sessions. Available Sunday — Wednesday these sell out fast!

- Enjoy two minutes on stage to introduce the speaker(s). (Script must be approved by AUTM.)
- Your brand will be featured on signage, presentation screens, and marketing materials promoting the session.
- Secure prime seating for your staff with VIP early access to the keynote session.

## ONE PACKAGE REMAINING



Wellspring

COMMUNITY

# SPONSORSHIP OPPORTUNITIES

## PLATINUM · \$20,000

Each Platinum package includes four complimentary Meeting registrations, three invitations to the Chair's Reception, as well as verbal acknowledgement during the opening plenary session. Please choose one of the options below.

### Keynote Sponsorship:

Seize the opportunity to get the spotlight during one of our largest and most highly anticipated sessions. Available Sunday — Wednesday these sell out fast!

- Enjoy two minutes on stage to introduce the speaker(s). (Script must be approved by AUTM.)
- Your brand will be featured on signage, presentation screens, and marketing materials promoting the session.
- Secure prime seating for your staff with VIP early access to the keynote session.

### Innovation Stage: *New for this year!* **SOLD**

The Innovation Stage brings together engaging discussions and ideas from our exhibiting and sponsoring brands, connecting attendees with innovative new ways to do business. Presenters will share their knowledge and experience, with a focus on ideas that are shaping their industries.

- Your brand will be featured on signage, presentation screens and marketing materials promoting the Innovation Stage.
- Two (2) 20-minute sessions at the Innovation Stage.



### Opening Reception: **SOLD**

The official kick-off to the meeting allows attendees to catch up with old friends and meet their fellow attendees.

- High-visibility signage and recognition in marketing materials promoting this reception.



### Game Yard: *New for this year!*

Support healthy competition and create memorable experiences on the exhibit floor. This 20' x 20' area will be equipped with a variety of yard games and comfortable seating, offering attendees a fun and relaxing space to engage and unwind while exploring the exhibit hall. The Game Yard will be open throughout all exhibit hall hours.

- Your brand will be featured on signage, and marketing materials promoting the Game Yard.

EDUCATION



# SPONSORSHIP OPPORTUNITIES

## GOLD · \$15,000

**Each Gold package includes three complimentary Meeting registrations, two invitations to the Chair's Reception, as well as verbal acknowledgement during the opening plenary session. Please choose one of the options listed below.**

### Chairs Reception:

Join the elite at the invitation-only Chairs Reception, where AUTM Board Members, past AUTM Chairs, technology transfer VIPs, and other industry leaders come together to network and relax.

- High-visibility signage and recognition in marketing materials promoting this reception.
- Receive two extra invitations for your staff or clients, totaling four invites.

### Lanyards:

Ensure your brand stands out by sponsoring the lanyards worn by attendees, exhibitors and speakers throughout the meeting. This sponsorship offers unparalleled visibility and exposure.

- Your one-color logo distributed to all attendees at registration.

### The Meeting App, AUTM Connect:

The Meeting app will be an indispensable tool for every attendee, enabling them to view the schedule, browse attendee profiles, read speaker bios, and schedule meetings.

- Prominent placement on signage outside the AUTM Connect Partnering Room.
- Prime visibility of logo on the app.

### Professional Portrait Station:

Sponsor one of the most in-demand services at the event—the Professional Portrait Station. A professional photographer will take portraits of attendees on the exhibit floor, providing them with a valuable keepsake. The Portrait Station will be open throughout all exhibit hall hours.

- High-visibility signage and recognition in marketing materials promoting this amenity.



ADVOCACY



# SPONSORSHIP OPPORTUNITIES

## SILVER · \$10,000

Each Silver package includes two complimentary Meeting registrations, two invitations to the Chair's Reception, as well as verbal acknowledgement during the opening plenary session. Please choose one of the options below.

### Hotel Keycard: **SOLD**

Put your brand's message on the hotel keycards at the Gaylord National Convention Center.

- Your brand's ad featured on the hotel keycards distributed at hotel check-in.



### Conference Pen: **SOLD**

A branding package that will keep attendees thinking of your firm for years to come.

- Your logo featured on the pen which will be distributed at registration.



### Industry & Academia - Connect and Collaborate Session & Reception:

Bundle both this highly anticipated session and the following networking reception for members of industry and academia.

- High-visibility signage and recognition at reception and during this two-part session.

### General:

This comprehensive marketing package is designed to enhance your brand's visibility and impact among meeting attendees. By choosing this umbrella package, you will benefit from a wide range of promotional opportunities.

- One post on AUTM's LinkedIn account during the Meeting week recognizing your support.
- Recognition as the sponsor of the all-attendee networking lunch on Monday and Wednesday.

SHARING SUCCESS

# SPONSORSHIP OPPORTUNITIES

## BRONZE · \$5,000

**Each Bronze package includes one complimentary Meeting registration and one invitation to the Chair's Reception. Please choose one of the options listed below.**

### Exhibit Hall Meet and Greet Reception:

Kick-off the Meeting with an all-attendee Meet-and-Greet Reception in the Exhibit Hall.

- High-visibility signage and recognition in marketing materials promoting this reception.

### First-Time Attendee Orientation:

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

- High-visibility signage and recognition in marketing materials promoting this session.
- Stage Time: Enjoy two minutes on stage to introduce the speaker. (Script must be approved by AUTM.)

### Industry & Academia — Connect and Collaborate Session:

A highly anticipated session which provides a unique venue for members of industry and academia worldwide to socialize, connect and discuss areas of interest.

- High-visibility signage and recognition in marketing materials promoting this session.

### 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.

- High-visibility signage and recognition in marketing materials promoting this reception.

### Partnering Package:

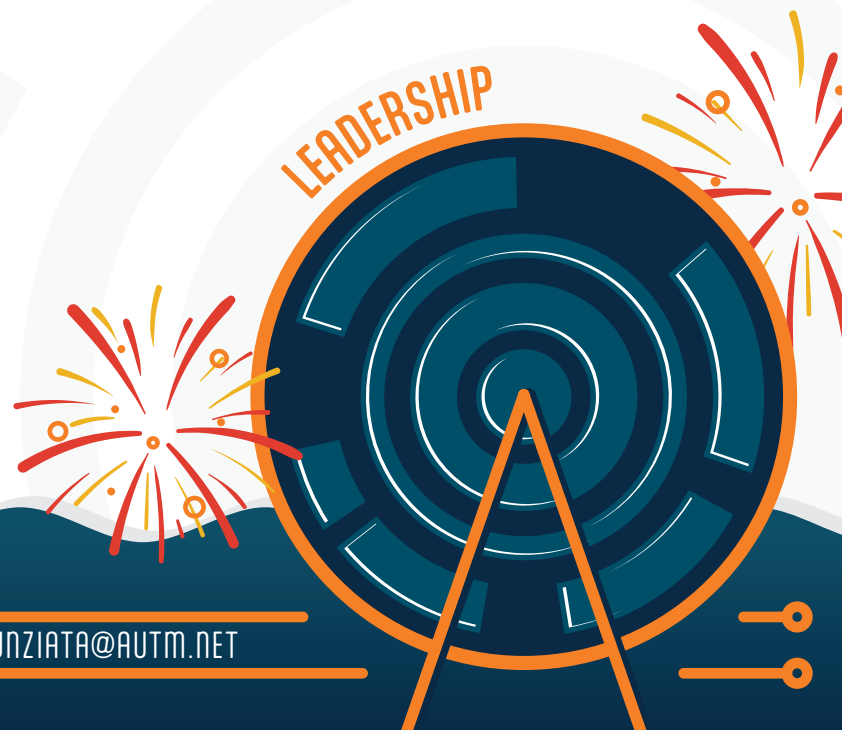
A great opportunity for groups looking to highlight their partnering goals for the meeting.

- A table reserved in the AUTM Connect Partnering room for your teams' meetings.
- Inclusion in our Partnering Promote email sent to attendees will highlight your partnering goals and how attendees can connect with your team.

### General:

This comprehensive marketing package is designed to enhance your brand's visibility and impact among meeting attendees. By choosing this umbrella package, you will benefit from a wide range of promotional opportunities.

- Recognition as the sponsor of the all-attendee networking coffee breaks.



# SPONSORSHIP OPPORTUNITIES

## CONTRIBUTING - \$1,750

Each Contributing package includes one discounted Meeting registration (\$500 off) and one invitation to the Chair's Reception. Please choose one of the options listed below.

### Nursing Room: **SOLD**

A private space for attendees to utilize.

- High-visibility signage and recognition in marketing materials promoting this amenity.



### Contemplation Room: **SOLD**

A private space for attendees to utilize.

- High-visibility signage and recognition in marketing materials promoting this amenity.



### Ribbon Wall: **SOLD**

Help add flare to the meeting by sponsoring the wall where attendees can share their accomplishments and personal style in the form of badge ribbons.

- High-visibility recognition on this popular amenity.



### General:

This comprehensive marketing package is designed to enhance your brand's visibility and impact among meeting attendees. By choosing this umbrella package, you will benefit from a wide range of promotional opportunities.

- Recognition as the sponsor of the all-attendee dessert reception in the exhibit hall on Tuesday afternoon.

### Add-On Opportunities:

- **Sponsored Demonstration:** 20-minute session held on the Innovation Stage. \$1,500
- **Private Partnering Table:** A dedicated table in the AUTM Connect room for your partnering meetings. \$1,500
- **Email to Attendees:** A custom message sent to all meeting attendees. \$1,500 (*Limited to 4 sponsors.*)
- **Push Notification:** A message sent to all attendees through the AUTM Connect app. \$500
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**Casey Annunziata**

AUTM Business Development Manager



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