

AUTM

ANNUAL MEETING

MARCH 8-11, 2020

MANCHESTER GRAND HYATT SAN DIEGO

EXHIBITOR PROSPECTUS

CONNECT.
BE SEEN.
MAKE WAVES.

#AUTM2020
AUTM.NET/2020



AUTM 2020 ANNUAL MEETING

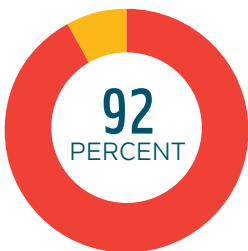
Meet face-to-face with 2,000 technology transfer professionals from around the globe at the AUTM Annual Meeting in San Diego. This is the premier event to build your client relationships, discover developments within the profession, unveil new services you're offering and share your unique expertise. There is no other meeting that offers this level of access to thousands of decision makers responsible for protecting and licensing intellectual property. Each year, more than 90% of Annual Meeting attendees visit the Exhibit Hall. And most turn to exhibitors as valued industry resources of information on purchase decisions. Don't miss this opportunity to network with nearly every academic research institution in the world, in one place, at one time.

SPACE IS LIMITED, SO [SIGN UP TODAY TO BECOME A 2020 EXHIBITOR](#)

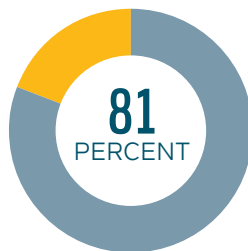
SEE YOU IN SAN DIEGO!

EXHIBIT HALL VALUE

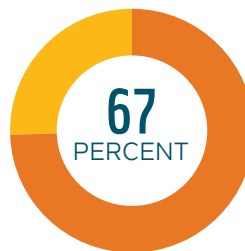
92% of Exhibit Hall visitors learn about innovative products and industry trends relevant to their work.



81% of Exhibit Hall visitors have the power to buy products, or direct influence on purchasing decisions.



67% of all Annual Meeting attendees are new prospects and potential customers for exhibiting companies.



\$142^{}**

^{**}\$259 without exhibiting.

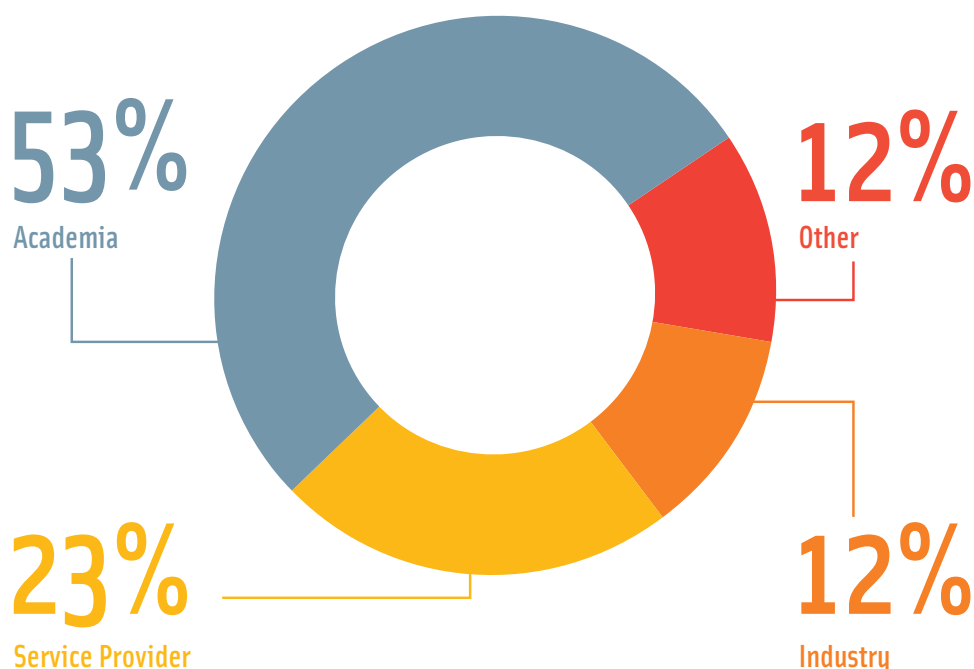
Cost of making an initial face-to-face visit with a potential customer through an exhibition lead – compared to \$259 without exhibiting.

Statistics are based on current Center for Exhibition Industry Research report

“By having an exhibit booth, we made many more connections than at previous conferences, and the connections made were not only around partnering, but broader opportunities. It was very productive. We received overwhelming interest from attendees who were eager to learn about the innovative discoveries born in Brandeis labs.”

– 2019 Exhibitor, Rebecca Menapace, Associate Provost for Innovation at Brandeis University.

WHO ATTENDS



WHY EXHIBIT?

Exhibit space at the AUTM 2020 Annual Meeting is ideal for meeting key decision makers from the technology transfer industry. Last year 98% of our attendees visited the Exhibit Hall. Exhibiting is one of the best marketing investments you can make.

- Gain visibility with the influential decision makers you want most to reach
- Strengthen your organization's position in the industry
- Build your contacts and form valuable partnerships
- Learn about the profession through sessions, workshops and meetings
- Discover the latest developments in technologies and services
- Meet face-to-face with people who seek your expertise

WHO SHOULD EXHIBIT?

If showcasing your organization's products and services to academic technology transfer professionals from around the world is a priority, exhibiting at the 2020 AUTM Annual Meeting is the perfect fit.

- Pharmaceutical companies
- Universities and research institutions
- Medical device companies
- Attorneys (IP, patents, trademarks, licensing, etc.)
- Biomedical organizations
- IP consultants
- Nonprofit organizations
- Incubators
- Venture capital firms
- Software developers
- Royalty audit firms
- Patent-related service providers
- Research and development professionals
- other technology transfer service providers

ABOUT AUTM

AUTM is the nonprofit leader in efforts to educate, promote and inspire professionals, throughout their careers, to support the development of academic research that changes the world. AUTM's community is comprised of more than 3,000 members who work in more than 800 universities, research centers, hospitals, businesses and government organizations around the globe.

BOOTH ASSIGNMENTS

Space at the AUTM Annual Meeting fills up quickly. Review the Exhibit Hall layout, then submit an Exhibit Contract along with your three preferred booth locations. AUTM will make every effort to accommodate one of your top choices, and requests for additional space. AUTM reserves the right to determine final booth assignments.

Note: Past Annual Meeting sponsors are given first priority on exhibit space. Submit a contract immediately to hold your place in the queue.

AUTM's core mission is to support and advance academic technology transfer worldwide.

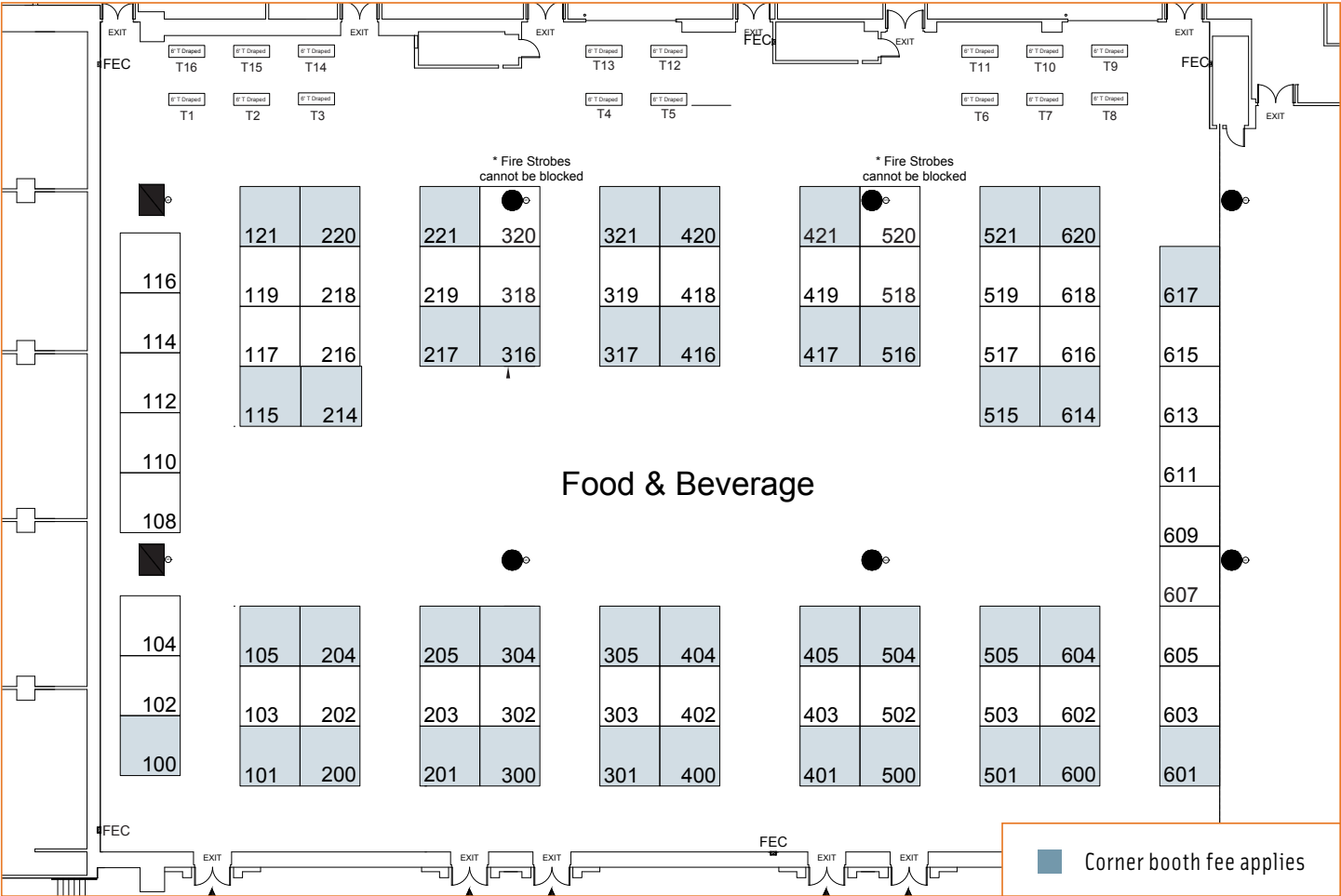


EXHIBIT SCHEDULE

SETUP

Sunday, March 8 Noon – 5 p.m.

EXHIBIT HOURS

Sunday, March 8 6 – 8 p.m.

Booths, Bites and Bubbles
(reception 6:30 – 7:30 p.m.)

Monday, March 9 9:30 a.m. – 6:30 p.m.

(two refreshment breaks,
dessert and a reception)

Tuesday, March 10 7:30 a.m. – 4 p.m.

(breakfast and two
refreshment breaks)

TEAR DOWN

Tuesday, March 10 4 p.m.

EXHIBITOR BENEFITS

- One complimentary full meeting registration per 10' X 10' booth space (includes access to sessions and available social functions). Additional registrations are available at the applicable member/non-member rate
- Company listing in the registration/program materials
- Recognition and link on the AUTM website
- Complimentary one-time use of the pre- and final meeting attendee mailing labels (emails are excluded)

EXHIBIT BOOTH RENTAL 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)

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.

EXHIBIT HALL OVERVIEW

| | |
|----------------------------|--|
| Location: | Grand Hall A-C, Lobby Level Manchester Grand Hyatt San Diego San Diego, California |
| Ceiling Height: | 14 feet |
| Floor: | Carpeted |
| Inline Booth Price: | \$2,000 USD per 10' X 10' booth |
| Corner Booth Price: | \$2,150 USD per 10' X 10' booth |

CANCELLATION POLICY

Exhibitors that need to cancel or reduce exhibit space must notify AUTM in writing. If the notification reaches AUTM by Thursday, January 2, 2020, the exhibitor is eligible for a 50% of the exhibit contract payment. AUTM will make no refunds after Thursday, January 2, 2020.

“The Sunday evening exhibit kick-off was exceptional. The full day Monday of exhibition was outstanding.”

– 2019 Exhibitor

ADVERTISING OPPORTUNITIES - GET SEEN!

There are many advertising opportunities available at the AUTM 2020 Annual Meeting. Options include traditional advertising space in the printed program (distributed to attendees) or ad placement in the *AUTM Insight* digital newsletter, which reaches 14,000 readers. Our advertising media kit has all the details you need including ad rates in *AUTM Insight*, which start at just \$125 per issue. Customized ad programs are also available. But don't delay. Advertising opportunities are extremely limited, and prime ad positions sell out quickly. Complete and submit an **Advertisement Application**, or email Madhuri Carson at mcarson@autm.net to reserve ad space.

SECURE YOUR PLACE AMONG THE LEADERS OF TECHNOLOGY TRANSFER

Don't miss this opportunity to meet new prospects and network with existing customers all under one roof. Maximize your return on investment and get the full attention of more than 2,000 technology transfer thought leaders and decision makers. And remember to inquire about new sponsorship options, too.

EVENT SCHEDULING

AUTM encourages its vendors to host hospitality suites or other events during the course of the Annual Meeting. AUTM recommends that events be scheduled for the evening of Tuesday, March 10. Events may not conflict with any scheduled AUTM activities. Refer to the [preliminary schedule of events](#) to find the ideal time for hosting your function.

QUESTIONS?

With questions, or to secure exhibit space, sponsorship and marketing opportunities, contact:

Madhuri Carson

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