

AUTM

ANNUAL MEETING

MARCH 8-11, 2020

SAN DIEGO

SPONSORSHIP
OPPORTUNITIES

CONNECT.
BE SEEN.
MAKE WAVES.

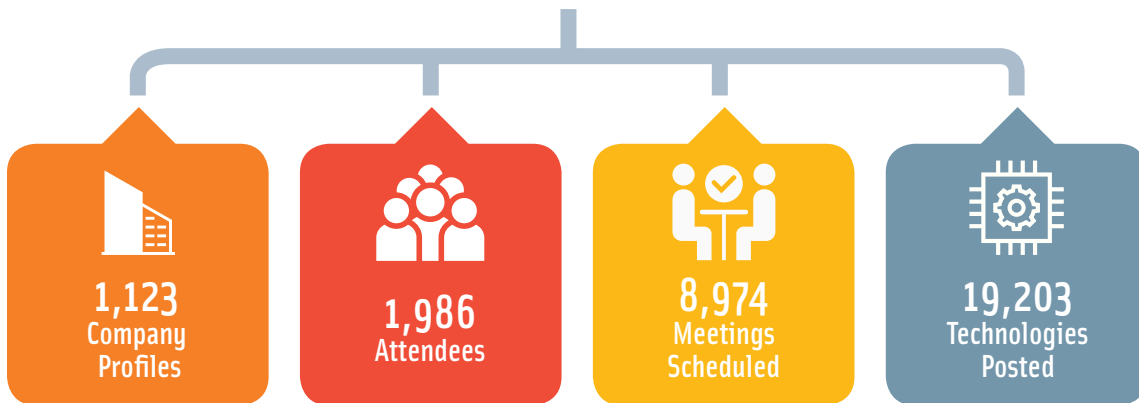


#AUTM2020
AUTM.NET/2020



WHY SPONSOR WITH AUTM?

As a sponsor of the AUTM 2020 Annual Meeting, you will provide valuable conference support and leadership to the industry's largest gathering of technology transfer professionals. You will be well-positioned to connect with important stakeholders, increase your brand visibility with your target audience, and share your expertise and thought leadership. There is no better investment of your marketing dollars when it comes to connecting with the industry's influencers and decision makers. Contact AUTM for a sponsorship package tailored to fit your needs.



WHO SHOULD SPONSOR?

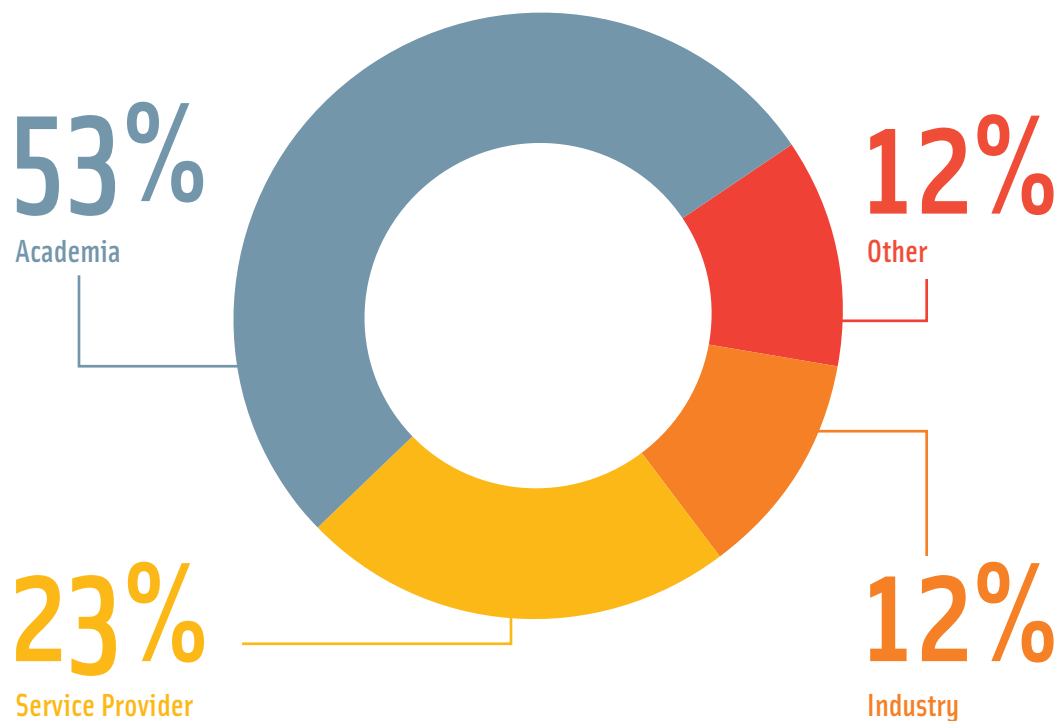
- Attorneys (IP, patents, trademarks, licensing, etc.)
- Biomedical organizations
- Incubators
- IP consultants
- Medical device companies
- Patent-related service providers
- Pharmaceutical companies
- Related nonprofit organizations
- Royalty audit firms
- Software developers
- Universities/research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

YOUR BEST SPONSORSHIP INVESTMENT

For more than 40 years, AUTM has provided essential education for technology transfer professionals – helping them meet the ever-increasing demands of the field and advancing awareness of how their work improves lives. The four-day AUTM Annual Meeting provides educational and partnering opportunities for more than 1,900 technology transfer professionals, researchers and intellectual property experts globally.

As a sponsor of the meeting, your organization gains access to key decision makers at the year's largest gathering of technology transfer professionals. The comprehensive AUTM sponsorship program offers flexibility to meet your marketing goals and budget. Select one of the sponsorship packages provided here or contact AUTM to create your customized package.

WHO ATTENDS



ANNUAL MEETING SPONSORSHIPS INCLUDE

- Logo on all general meeting signage
- Acknowledgement in the registration/program materials
- Company listing in the registration/program materials
- Verbal acknowledgement during the opening plenary session (for \$10,000 sponsors and higher)
- An invitation to the Sponsors' Luncheon
- An invitation to the Chairs' Reception
- Acknowledgement on the AUTM website
- A pre- and post-registration mailing list in Excel format for one-time use (excludes email addresses, per AUTM policy)

Note: AUTM reserves the right to review and approve sponsor mailing materials before providing a mailing list.

EVENT SCHEDULING

If you plan to hold hospitality functions or social events at the AUTM 2020 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.

AUTM recommends scheduling your event for the evening of Tuesday, March 10. Refer to the preliminary schedule of events for additional options if you choose to host a function on an alternate date.

MULTI-YEAR AND/OR MULTI-EVENT SPONSORSHIP PACKAGE DISCOUNT

Maximize the value of your sponsorship package: Reserve your sponsorship package for two years and/or multiple AUTM events or publications to receive a discount.

TO RESERVE YOUR SPONSORSHIP PACKAGE OR CREATE A CUSTOMIZED PACKAGE, CONTACT:

MADHURI CARSON

Sponsorship and Exhibits Manager

+1-847-686-2362

mcarson@autm.net

OPENING RECEPTION MONDAY, MARCH 9, 6:30 – 8 P.M.

Make a strong impression at this popular event. The Opening Reception offers an energetic environment for renewing relationships, making new contacts and catching up on developments in the profession.

BENEFITS INCLUDE:

- One complimentary 10' x 10' exhibit booth
- Five complimentary meeting registrations
- Signage with logo at the Opening Reception
- Hospitality table at Opening Reception (available upon request)

Sponsor: \$25,000

WI-FI SPONSOR

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 and password. This assures that all attendees using the Wi-Fi are typing in your organization's name to connect.

BENEFITS INCLUDE:

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

Sponsor: \$25,000



SPONSOR:

AstraZeneca 



SPONSOR:

Elanco 

CHAIRS' RECEPTION SPONSOR

SUNDAY, MARCH 8, 7 – 8:30 P.M.

This invitation-only reception gathers AUTM Board members, past presidents, 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 meeting registrations)

EXHIBIT HALL NETWORKING LOUNGE SPONSOR

What better place to have a networking lounge than in the center of the exhibit hall? Attendees will have a place to meet with sponsors, exhibitors or fellow attendees. You will be able to place your handouts on the tables that are located in this lounge where your organization's name is sure to be seen.

BENEFITS INCLUDE:

- Four complimentary meeting registrations
- Signage with logo at the Networking Lounge
- Hospitality table at Networking Lounge (available upon request)
- Opportunity to place branded items in the Exhibit Hall Networking Lounge (at sponsor's expense)

Sponsor: \$20,000

WATER BOTTLE/COOLER SPONSOR

Be the exclusive water bottle sponsor and get maximum brand exposure as you help attendees stay hydrated. Each attendee will receive an environmentally friendly water bottle to carry throughout the meeting and take home. AUTM will provide branding with your company logo near four water cooler stations in high-traffic meeting spaces.

BENEFITS INCLUDE:

- One-color sponsor logo on water bottles handed out at the AUTM registration desk
- One-color sponsor logo near four water coolers in the high-traffic meeting spaces
- Three complimentary meeting registrations

Sponsor: \$15,000



SPONSORS:



INDUSTRY/ACADEMIA - CONNECT & COLLABORATE SESSION SPONSOR

MONDAY, MARCH 9, 1:45 – 5:30 P.M.

The Industry/Academia – Connect & Collaborate Session 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. By hosting this forum, AUTM aims to encourage industry and academia to make connections early in the conference for maximum benefit.

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)

INDUSTRY/ACADEMIA - CONNECT & COLLABORATE NETWORKING RECEPTION SPONSOR

MONDAY, MARCH 9, 5:30 – 6:30 P.M.

The Industry/Academia – Connect & Collaborate Networking Reception follows the session. The reception will allow participants 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 at the entrance of the Industry/Academia – Connect & Collaborate Networking Reception
- Signage with logo near bars during the reception
- Hospitality table outside meeting room (available upon request)

Sponsor: \$15,000

(Three complimentary registrations)

Co-Sponsor: \$7,500

(One complimentary registration)

CO-SPONSORS TO DATE:

LifeArc



CO-SPONSOR TO DATE:



OPENING PLENARY FEATURING KEYNOTE SPEAKER SPONSOR MONDAY, MARCH 9, 8 – 10 A.M.

This sponsorship associates your organization's name with a high-profile guest, and helps pay for speaker fees, travel stipends and honoraria. Though AUTM's Program Committee retains full responsibility for selecting plenary speakers, sponsors will be apprised of the group's interests.

BENEFITS INCLUDE:

- Opportunity to introduce moderator at the podium (script provided by AUTM)
- Acknowledgement 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

Co-Sponsor: any amount

(benefits will vary)

PLENARY SESSION SPONSOR VENTURE CAPITAL PANEL TUESDAY, MARCH 10, 10:30 A.M. - NOON

This sponsorship associates your organization's name with Tuesday's plenary session featuring a venture capital panel. Though AUTM's Program Committee retains full responsibility for selecting plenary speakers, sponsors will be apprised of the group's interests.

BENEFITS INCLUDE:

- Opportunity to greet sponsored speakers and introduce moderator at the podium (script provided by AUTM)
- Acknowledgement 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

Co-Sponsor: any amount

(benefits will vary)



SPONSOR:

AMSTER
ROTHSTEIN
& EBENSTEIN LLP
Intellectual Property Law

CLOSING PLENARY SESSION SPONSOR

WEDNESDAY, MARCH 11, 2:45 – 4:15 P.M.

This sponsorship associates your organization's name with the closing plenary session. Though AUTM's Program Committee retains full responsibility for selecting plenary speakers, sponsors will be apprised of the group's interests.

BENEFITS INCLUDE:

- Opportunity to greet sponsored speaker and introduce speaker at the podium (script provided by AUTM)
- Acknowledgement at sponsored speaker's 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

Co-Sponsor: any amount

(benefits will vary)

AUTM CONNECT SPONSOR

The AUTM Annual Meeting will feature our powerful online partnering and networking tool, AUTM Connect. AUTM Connect will enable 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. Last year, the partnering system hosted more than 2,000 attendee profiles representing more than 1,000 organizations and more than 19,000 technologies available for licensing. Attendees used AUTM's partnering tool to schedule nearly 9,000 meetings and post more than 200 documents and videos. Given the increased interest in partnering and dealmaking, AUTM anticipates networking and business opportunities to continue to increase in 2020.

BENEFITS INCLUDE:

- Two complimentary meeting registrations
- Prominent signage with logo outside the partnering meeting room(s)
- Prominent logo placement on email marketing that pertains specifically to partnering
- Prominent logo placement within partnering software digital screen display
- Hospitality table in a high-traffic area (available upon request)

Co-Sponsor: \$10,000

Optional Upgrade for \$5,000

For an extra fee, AUTM can offer each AUTM Connect co-sponsor a private meeting room at the hotel where partnering meetings can be scheduled. Private partnering rooms will be available on Monday, March 9 – Wednesday March 11. This upgrade also includes an additional complimentary registration.

CO-SPONSORS TO DATE:



FIRESIDE CHAT SPONSOR **SUNDAY, MARCH 8, 5:30 – 6:30 P.M.**

The Fireside Chat is a high-profile opportunity for a thought leader in the field of technology transfer to answer questions posed by a moderator. This year's Fireside Chat speaker will be Judge Paul Michel.

BENEFITS INCLUDE:

- Opportunity to greet sponsored speaker and introduce speaker at the podium (script provided by AUTM)
- Acknowledgement at sponsored speaker's general session
- Two complimentary meeting registrations
- Signage with logo at the Fireside Chat
- Hospitality table at the Fireside Chat (available upon request)

Sponsor: \$10,000

AUTM PITCH AND PLAY - **VENTURE CHALLENGE SPONSOR** **TUESDAY, MARCH 10, 2 – 5:15 P.M.**

The AUTM Pitch and Play - Venture Challenge sponsor will provide attendees with the opportunity to interact with some of the top institutional and corporate venture investors in the country. The forum will consist of two events: a venture capital (VC) panel discussion and a Pitch and Play Business Plan Competition. The VC panel will offer a moderated question-and-answer session that will help academic institutions and their affiliated new ventures understand the venture capital perspective and more effectively work together to build value in our university affiliated technology companies. The Business Plan Competition will offer a rare opportunity to hear feedback on pitches: Learn what worked, what didn't and why. Our panel of seasoned venture investors will judge the business plan competition, where university related start-up companies compete for a \$10,000 cash prize.

BENEFITS INCLUDE:

- Two complimentary meeting registrations
- Signage with logo at the Venture Challenge
- Hospitality table outside the meeting room (available upon request)

Co-Sponsor: \$10,000

CO-SPONSOR TO DATE:



PEN SPONSOR

Get noticed right from the start of the AUTM 2020 Annual Meeting. When attendees check in at the registration desk, the first thing they will see is your logo on the conference pens. 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

LANYARD SPONSOR

Want to see your company logo on every attendee? The lanyard sponsorship is for you. Lanyards (also known as neck cords) hold each name badge and are constantly visible.

BENEFITS INCLUDE:

- One-color sponsor logo on registration lanyard distributed to all meeting attendees
- Two complimentary meeting registrations

Sponsor: \$10,000

SUNSCREEN SPONSOR

If you are planning on spending any time exploring the San Diego area, don't forget the sunscreen! With mild, sunny weather throughout the year, San Diego offers so many opportunities to be outside when sessions are not occurring. Sign-up for this sponsorship option today!

BENEFITS INCLUDE:

- Full color sponsor logo on mini sunscreen bottles distributed to all meeting attendees
- Two complimentary meeting registrations

Sponsor: \$10,000

SCREEN CLEANER/ PHONE SANITIZER SPONSOR

Tired of seeing fingerprints on your phone screen? This sponsored item allows attendees to quickly sanitize and clean their phone screens. It will get plenty of use onsite at the meeting and beyond.

BENEFITS INCLUDE:

- One-color sponsor logo on 2-in-1 screen cleaner/phone sanitizer distributed to all meeting attendees
- Two complimentary meeting registrations

Sponsor: \$10,000



SPONSOR:



ParkerHighlander PLLC
Intellectual Property Law



SPONSOR:

**MARSHALL
GERSTEIN** *ip*

NEW!

HOTEL KEYCARD/SLEEVE SPONSOR

Place your company's logo in attendees' pockets. Sponsor the hotel keycards or sleeves at Manchester Grand Hyatt San Diego 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)

Keycard Sponsor: \$15,000

Sleeve Sponsor: \$10,000

BOOTHS, BITES AND BUBBLES — EXHIBIT HALL MEET AND GREET RECEPTION SPONSOR

SUNDAY, MARCH 8, 6:30 – 7:30 P.M.

Help us kick-off the meeting with an all-attendee Meet and Greet Reception in the exhibit hall. It's your first chance to learn about the exhibitors' products and services while networking with other attendees.

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)

FIRST-TIME ATTENDEES NETWORKING EVENT SPONSOR SUNDAY, MARCH 8, 4 – 5 P.M.

A great networking option for both sponsors and first-time attendees, this networking event will include a review of the conference program and will underscore specific educational and networking opportunities as well as other meeting highlights. The partnering software will be reviewed to maximize attendees' networking capabilities, and membership benefits will be discussed.

BENEFITS INCLUDE:

- Complimentary meeting registrations (based on level of sponsorship)
- Signage with logo at First-Time Attendees event
- Hospitality table outside the meeting room (available upon request)

Co-Sponsor: \$5,000

(One complimentary registration)

CANADIAN LUNCH SPONSOR TUESDAY, MARCH 10, NOON – 2 P.M.

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

BENEFITS INCLUDE:

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

Sponsor: \$10,000

(Two complimentary registrations)

Co-Sponsor: \$5,000

(One complimentary registration)

CO-SPONSOR TO DATE:



SPONSOR:

**Bereskin
& Parr**

NETWORKING BREAKFAST/ LUNCH SPONSOR

Sponsor one of the many food functions that take place at the meeting. Your organization's name will be on signage at these functions that most attendees attend. Availability of these cost-effective and high-impact opportunities are limited, so plan now to reserve this sponsorship 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 (2 breaks on either Monday or Tuesday): \$5,000

(One complimentary registration)

Coffee Break (one break on Wednesday afternoon): \$2,500

(One discounted registration at member early rate)

TWITTER SPONSOR

As the official AUTM Twitter sponsor, you will be recognized on the meeting website, on the Twitter feed, and in tweets and promotional materials sent by AUTM to attendees prior to the meeting. There will also be a monitor, branded with your company logo, displayed near a high-traffic area, which will show a live stream of tweets throughout the meeting.

BENEFITS INCLUDE:

- One complimentary meeting registration
- Four-color sponsor logo prominently displayed on the Twitter Board screen
- Four-color sponsor artwork displayed alongside the screen (artwork must be approved by AUTM staff)
- Information about the Twitter Board will be included in the printed program including the sponsor's logo

Sponsor: \$7,500



**TUESDAY BREAKFAST
SPONSOR:**

OBLON

**MONDAY COFFEE BREAK
SPONSOR:**

HAMILTON
BROOK SMITH
REYNOLDS
Intellectual Property Law

**WEDNESDAY COFFEE BREAK
SPONSOR:**

MPEGLA
The Standard for Standards®

WEB BANNER SPONSOR

Place your banner prominently on the AUTM Annual Meeting home page of the AUTM website and get your message out. Web banners will be posted for four months prior to the Annual Meeting. Banner placement at the discretion of AUTM.

BENEFITS INCLUDE:

- Prominent position of web banner on annual meeting home page
- One complimentary meeting registration

Sponsor: \$5,000

CANADIAN PROGRAM SPONSOR TUESDAY, MARCH 10, 2 – 3 P.M.

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 room
- Hospitality table during the session (available upon request)

Sponsor: \$5,000

CANADIAN NETWORKING RECEPTION SPONSOR TUESDAY, MARCH 10, 3 – 4 P.M.

An afternoon of Canadian-specific programming will be followed by a 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

MEETING PLACE SPONSOR

The AUTM Annual Meeting is the perfect place to have face-to-face committee meetings to develop strategies for the coming year. To enhance this productivity, attendees can sign up and reserve time in private committee rooms.

Rooms are available on a first come, first-served basis.

BENEFITS INCLUDE:

- One complimentary meeting registration
- Signage with logo at the entrance of private committee rooms throughout the Annual Meeting
- Hospitality table outside rooms (available upon request)

Sponsor: \$5,000

SPONSORS TO DATE:



SPONSOR:

BLANKROME



PRIVATE PARTNERING TABLE SPONSOR

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 complimentary meeting registration
- Signage with logo at assigned partnering table for the duration of the meeting

Sponsor: \$5,000

CLOSING RECEPTION SPONSOR WEDNESDAY, MARCH 11, 4:30 – 6 P.M.

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

CO-SPONSOR TO DATE:



CONCURRENT SESSION SPONSOR

Support the educational mission of AUTM with this single or multiple track sponsorship. Exclusive signage acknowledging the Concurrent Session Sponsor is displayed outside the session rooms.

BENEFITS INCLUDE:

- Signage with logo at entrance of the session rooms on day(s) of sponsored concurrent sessions
- One discounted meeting registration (at the member early rate)

Sponsor: \$4,000 per timeslot

Note: A few sessions that are offered as exclusive sponsorships will be excluded from this offering, i.e. AUTM Pitch and Play - Venture Challenge, Industry/Academia Connect and Collaborate

BRANDED METER BOARDS SPONSOR

Use this sponsorship to 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 rate)

Sponsor: \$3,500

(Three Opportunities Available)

RTTP RECEPTION SPONSOR TUESDAY, MARCH 10, 5:30 – 6:30 P.M.

This reception is a gathering of international Annual Meeting attendees who have attained the Registered Technology Transfer Professional (RTTP) or Candidate RTTP designations, which are recognized around the world. Technology transfer professionals will have the opportunity to network and explain to candidates the importance and influence of RTTP certification. The RTTP reception is a high-visibility opportunity for organizations that want to work closely with active international technology transfer offices.

BENEFITS INCLUDE:

- One discounted meeting registration (at the member early rate)
- Admission to the reception for up to two delegates from sponsoring organization
- Signage with logo at the RTTP Reception
- Hospitality table at the RTTP Reception (available upon request)

Sponsor: \$3,000

EQUITY, DIVERSITY AND INCLUSION IN THE TECHNOLOGY TRANSFER PROFESSION

TUESDAY, MARCH 10, 7 – 8:30 A.M.

This inaugural breakfast meeting will include introduction to AUTM's equity, diversity and inclusion initiatives and a discussion of a select diversity topic or a moderated group-exercise. It will be both a learning and a networking experience for the attendees and likely a beginning of a tradition at AUTM. Be the first sponsor of this new event!

BENEFITS INCLUDE:

- One discounted meeting registration (at the member early rate)
- Signage with logo at the Diversity Breakfast
- Hospitality table at the Diversity Breakfast (available upon request)

Sponsor: \$2,500



SPONSOR:



SPONSOR:

**BAKER
DONELSON**

CAREER DEVELOPMENT SESSION SPONSOR (CHOOSE ONE OF THREE)

MONDAY, MARCH 9, 10:45 A.M. – 12:15 P.M.:

How to Navigate Tech Transfer as a Newcomer

TUESDAY, MARCH 10, 8:30 – 9:45 A.M.:

Approaches to Training New Hires

WEDNESDAY, MARCH 11, 1 – 2:15 P.M.:

It's Not the Dark Side: True Stories of Crossing Over into Industry

The Career Development sessions will provide a venue for participants to learn about the options and pathways available in pursuing a career in technology transfer. These highly interactive session will be presented by some of the most experienced professionals in the field and will examine the typical roles and responsibilities involved for entry-, mid- and senior-level licensing positions and various specialized positions. Presenters and participants will have time to engage in open and dynamic conversations about challenges and opportunities at every level.

BENEFITS INCLUDE:

- Signage with logo at the entrance of the meeting room
- Hospitality table outside the meeting room (available upon request)

Sponsor: \$1,500 per session

OUTREACH FUND SPONSOR

Have a limited budget? You can still get visibility. Sign-up as an Outreach Fund Sponsor and your logo will be included in the program, on event signage and on the AUTM website. You'll also receive a final registration list in Excel format to reach those Annual Meeting targets who you didn't get a chance to connect with in person.

BENEFITS INCLUDE:

- Acknowledgement in the registration/program materials
- Acknowledgement on general Annual Meeting signage
- Acknowledgement on the AUTM website

Benefactor: \$3,500+

Patron: \$2,500–\$3,499

Friend of AUTM: \$1,000–\$2,499



MONDAY SESSION SPONSOR:



TUESDAY SESSION SPONSOR:



PRIVATE PARTNERING TABLE UPGRADE

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. In order to take advantage of this opportunity you must be a sponsor or exhibitor at the AUTM 2020 Annual Meeting.

Sponsor: \$1,000

PUSH NOTIFICATION SPONSOR

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 2020 Annual Meeting.

Sponsor: \$500 per push notification
(limit 3 per day)

DID YOU KNOW?

AUTM offers numerous sponsorship opportunities throughout the year including:

- The Better World Project
- AUTM Innovation Marketplace (AIM)
- AUTM Insight Newsletter
- Surveys
- Courses
- Region Meetings
- Partnering Forums
- Webinars
- And more...

CLICK HERE for a full list of available sponsorship opportunities. We're happy to put together a package that helps you reach your target audience at the AUTM Annual Meeting and at other key points throughout the year. Contact Madhuri Carson at +1-847-686-2362 or mcarson@autm.net to discuss how AUTM can help you leverage your sponsorship budget.

PROFESSIONAL DEVELOPMENT COURSE SPONSORSHIPS

SUNDAY, MARCH 8, 8 A.M. – 5 P.M.

AUTM Marketing Course

Although marketing takes many forms from one licensing office to the next, it is always an essential element of every successful technology licensing operation. Some offices are fortunate enough to have trained marketing professionals dedicated to this job. Most do not. Regardless of resources, the goal for this course is to present an overview of marketing concepts and ideas to help participants gain a better understanding of how these concepts can be successfully implemented to enhance overall effectiveness. The AUTM Marketing Course, a full-day educational event that includes a networking breakfast and lunch, will focus on key marketing concepts with heavy emphasis on value proposition, market research and branding.

BENEFITS INCLUDE:

- One complimentary course registration
- Acknowledgement (logo with link) on the course section of the AUTM website through April 30
- Signage with logo at the entrance of the course room
- Hospitality table outside the course room (available upon request)
- Acknowledgement on printed Annual Meeting program and electronic course materials
- Final course registration list in electronic format (excludes email addresses, per AUTM policy)

Sponsor: \$2,500

SUNDAY, MARCH 8, 8 A.M. – 5 P.M.

AUTM Technology Valuation Course

The AUTM Technology Valuation Course offers the fundamentals of technology valuation as specifically applied to academic licensing. The first half of the course examines basic concepts such as valuation versus pricing and risk, and then covers a series of basic valuation methodologies, including cost, industry standards (comparables), rules of thumb and discounted cash flow and equity. The first segment concludes with a review of payment structures within a license. The second half of the course consists of two case studies derived from real world examples. The class will be divided into groups that will develop license term proposals for the two technologies which will then be discussed by the class.

BENEFITS INCLUDE:

- One complimentary course registration
- Acknowledgement (logo with link) on the course section of the AUTM website through April 30
- Signage with logo at the entrance of the course room
- Hospitality table outside the course room (available upon request)
- Acknowledgement on printed Annual Meeting program and electronic course materials
- Final course registration list in electronic format (excludes email addresses, per AUTM policy)

Sponsor: \$2,500

TUESDAY, MARCH 10, 2 – 5:30 P.M.***AUTM Advanced Negotiation Course***

The AUTM Advanced Negotiation Course is a must-attend for anyone involved in negotiations. The course will explore the art of negotiation with an emphasis on the practical tools and strategies essential for conducting successful negotiations.

BENEFITS INCLUDE:

- One complimentary course registration
- Acknowledgement (logo with link) on the course section of the AUTM website through April 30
- Signage with logo at the entrance of the course room
- Hospitality table outside the course room (available upon request)
- Acknowledgement on printed Annual Meeting program and electronic course materials
- Final course registration list in an electronic format (excludes email addresses, per AUTM policy)

Sponsor: \$1,500

Note: Sponsors of the professional development courses listed on pages 21-22 will not receive the same benefits as Annual Meeting sponsors. All professional development course sponsorship benefits are specifically designed to provide maximum exposure to the professional development audience and are limited to what is listed on the page.

