



# autm UNIVERSITY

## Sponsorship Program

September, 19 - 21, 2022

Baltimore Marriott - Inner Harbor  
at Camden Yards | Baltimore, MD



## AUTM's most popular courses. In one place. At the same time.

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AUTM University hosts four popular courses together in one venue. Sponsors get all the benefits of a diverse audience with a range of specialties, interests, and experience. Take advantage of AUTM's most popular courses colliding to reach these niche audiences all at once!

### Courses Offered

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#### Essentials

This course, designed for early career technology transfer professionals, builds the fundamental skills and resources necessary to evaluate inventions and negotiate license agreements.

#### Operations & Compliance Course

AUTM's successful TOOLS, Compliance, and Agreement Maintenance courses are now under one umbrella known as the Operations & Compliance Course. Comprises operations basics and advanced topics in compliance, agreements, and finance.

#### Small Office Course

The two-day AUTM Successful Practices in Small Technology Transfer Offices course benefits professionals interested in starting new technology transfer offices or growing an existing small office.

#### Software Course

The AUTM Software Course is designed specifically for university licensing professionals who work with software and other information assets. Ideal for both newcomers and experienced practitioners.

### Who Should Sponsor?

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- Corporations and foundations that support innovation and want to demonstrate this support and make and renew partnerships.
- Organizations that want to share their learnings, increase awareness of new resources, or get input from the AUTM community.

Don't see what  
you're looking for?

Contact Casey Annunziata,  
[cannunziata@autm.net](mailto:cannunziata@autm.net)  
for more information.



## Sponsor Packages

Benefits	Platinum \$10,000	Gold \$5,000	Bronze \$3,000	Contributing \$1,500
Complimentary registrations for one of the Courses	Four	Three	Two	One
Discounted meeting registrations for employees of the sponsoring firm ( <i>at the member early registration rate</i> )	Unlimited	Four	Two	
Prominent display of your firm's logo on signage at the meeting and on the event website	✓	✓	✓	✓
Company feature in an email sent to registrants before the Meeting begins	100 word company description	50 word company description	Contact Information	Logo
Final registration lists in digital format ( <i>excludes email addresses, per AUTM policy</i> )	✓	✓	✓	✓
Exhibit table in an area maximized for interaction with attendees	✓	✓	✓	✓
Recognition as sponsor during an event ( <i>dependent on sponsorship level</i> )	Opening Reception	Lunch	Breakfast	Networking Breaks
One message sent to attendees through AUTM Connect ( <i>meeting app</i> ) recognizing your support	✓	✓		
Twitter post on AUTM's account during the Meeting week recognizing your support	✓			
Acknowledgment of your firm at selected Course: Essentials, Operations & Compliance, Small Office, or Software	✓	✓		
Verbal recognition during the opening remarks of selected Course	✓			
Dedicated email to registrants of selected Course	✓			
Opportunity to greet attendees and introduce moderator at the podium on the second day of the Course ( <i>script must be reviewed by AUTM</i> )	✓			



## Important Information

- Deadline for inclusion on printed Meeting signage: **August 1, 2022**
- Deadline for final payment: **August 19, 2022**
- **Logo requirements:** For the best results, please send a vector-based or high-resolution version of your logo, at least 1024px wide, and a smaller "web" version of the logo, which should be max 245 px wide.

## Application and Payment

Email completed form to [cannunziata@autm.net](mailto:cannunziata@autm.net) along with a copy of your logo. Sponsorship fees are due upon application acceptance. Invoices can be created at the sponsor's request.

### AUTM's Taxpayer/ID number is 36-3011951

- If paying by credit card, include details on this form as indicated below.
- If paying by check, please email the completed form to [cannunziata@autm.net](mailto:cannunziata@autm.net) and then mail payment with a copy of the application to:  
**AUTM PO Box 7151 Carol Stream, IL 60197-7151**

### Sponsorship Selection:

- Platinum: \$10,000
- Gold: \$5,000
- Silver: \$3,000
- Contributing: \$1,500

Total: \$ \_\_\_\_\_

### If Gold or Platinum Level, please select course:

- Essentials
- Operations & Compliance
- Small Office
- Software

### Contact Information

Name/Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_

Country \_\_\_\_\_

ZIP/Postal code \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Company Website Address \_\_\_\_\_

### Payment Information

Check enclosed for \$ \_\_\_\_\_ in U.S. funds, payable to AUTM.

#### Charge my:

VISA    MasterCard    American Express    Discover

#### Amount:

Full payment                      \$ \_\_\_\_\_

Other                                      \$ \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

Print name as it appears on card \_\_\_\_\_

Billing address if different from above \_\_\_\_\_



Thank you for your support!