



# AUTM

annual meeting

# 2023

FEB 19 - 22 \* AUSTIN

CREATING OPPORTUNITIES  
*for* **EVERYONE**



**SPONSORSHIP PROSPECTUS**

#autm2023

# Let's Work Together

We are driven to fulfill our mission to support and advance technology transfer worldwide.

You are driven to demonstrate your commitment to learning, sharing, and networking to continuously improve the practices that bring innovation to the public.

**Let's work together**

## Why Participate?

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

**1 OUT OF 6**



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

**33%**

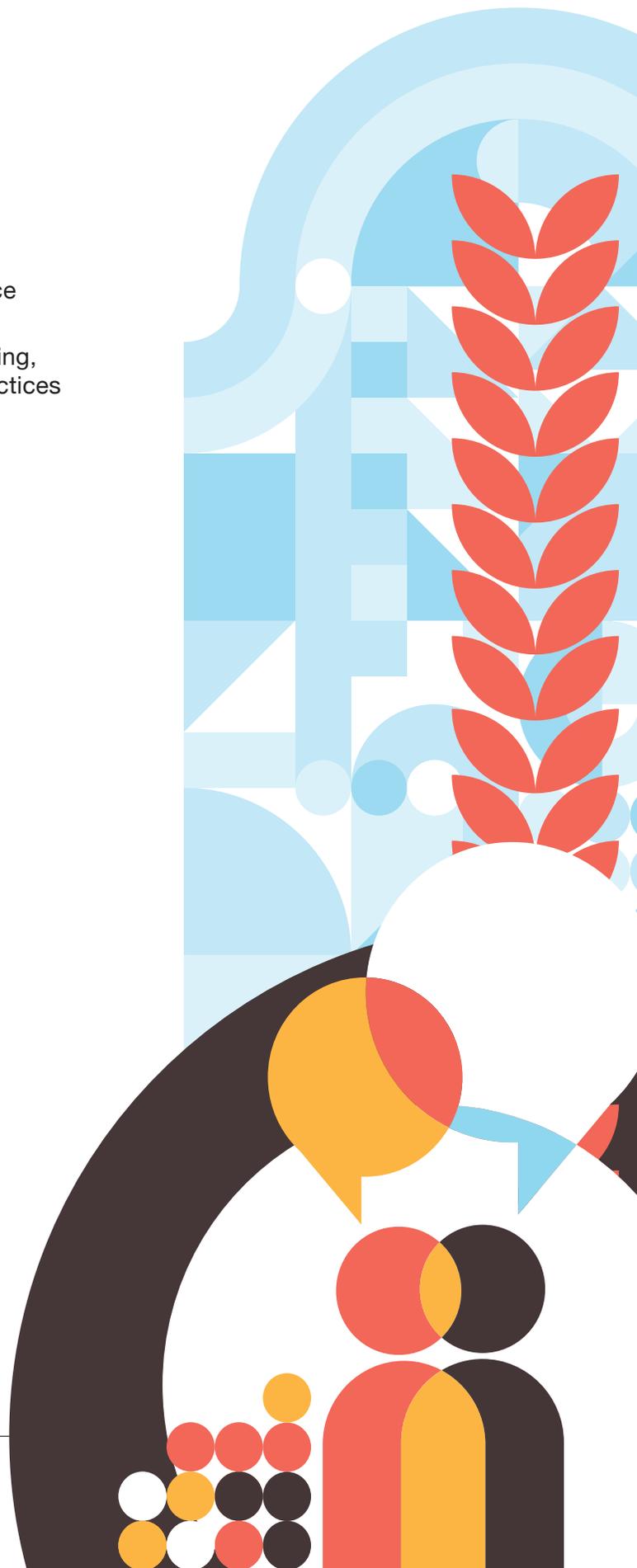
of attendees job responsibilities include licensing

**63%**

of attendees are in academia

**40**

countries represented at the meeting on average



# What the 2022 Annual Meeting Sponsors say:



of sponsors said that 2022 attendees were the right level of decision makers for their business objectives

SEE THE FULL LIST OF 2022 SPONSORS ON PAGE 12



This was our **first time** attending AUTM Annual Meeting. **It was an excellent investment and a huge step forward in our growth** into the tech transfer space. People were vocal about how much they appreciated our attendance.



AUTM 2022 was a noticeably more diverse, smoothly coordinated learning and networking event that was better than other years in many ways. **It is the must attend technology transfer event.** We look forward to the opportunity to sponsor next year.



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.**



## READY TO RESERVE?

To reserve a sponsor offer or create a customized package, **contact Casey Annunziata**, AUTM Business Development Manager +1-202-960-1782 [cannunziata@autm.net](mailto:cannunziata@autm.net)

# How AUTM's Sponsorship Program Works:

## ALL SPONSORSHIPS INCLUDE:

- First-right-of-refusal for 2024 Annual Meeting
- Logo on all general Meeting signage, emails, and the website
- 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.)

## EACH SPONSORSHIP LEVEL HAS THREE OPTIONS:

You will select either the general package or one of the program or branding opportunities.

- **General** – A comprehensive marketing package to increase awareness of your brand.
- **Program** – Align with targeted education topics, elite thought leaders and memorable experiences.
- **Branding** – High-impact advertising.

## 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.

## HOSPITALITY FUNCTIONS:

*If you plan to hold hospitality functions or social events at the AUTM 2023 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, or events, including receptions and meals provided by AUTM. Please contact Casey Annunziata (cannunziata@autm.net) to submit your application.*

## DECISIONS, DECISIONS'

Once you've made your decision complete your sponsorship application

**Book Here**

Then, send a copy of your logo and a brief blurb (up to 30 words) about your organization to

**Casey Annunziata**  
**cannunziata@autm.net**



# Sponsorship Opportunities

Please select either the general package or one of the program or branding opportunities.

## PLATINUM \$20,000

Each Platinum package includes **four** complimentary Meeting registrations, **three** discounted registrations and **verbal acknowledgment during the opening plenary session.**

### GENERAL

- One complimentary 10' x 10' exhibit booth
- One post on AUTM's Twitter & LinkedIn account during the Meeting week recognizing your support.
- One post on LinkedIn prior to the Meeting week recognizing your support.
- One message sent to attendees through the Meeting app, AUTM Connect, recognizing your support.
- 100-word company feature in our sponsor spotlight email sent to registrants before the Meeting begins.
- One complimentary lead-retrieval license with exhibit booth
- Full page ad in the Meeting program pocket guide.
- A dedicated table that your AUTM Connect-scheduled meetings will be assigned to.

### PROGRAM

#### Opening Reception\*

This celebration allows attendees to unwind and catch up with friends and meet their fellow attendees.

*\*Sponsor is welcome to provide logoed cocktail napkins and/or bottle koozies.*

#### Chairs Reception

This invitation-only reception gathers AUTM Board Members, past AUTM Chairs, technology transfer VIPs and other leaders in the field.



**BRANDING** (limited to one sponsor per item):

**WiFi**



WiFi is the most used attendee amenity during the event. Your branded design appears on the log-in page, and your personalized password is required to log in daily.

**Notebook**



Always a favorite, this is something attendees are sure to take home and keep on their desk for a long time. Attendees can pick up your logoed notebook at registration.

**GOLD \$15,000**

Each Gold package includes **three** complimentary Meeting registrations, **two** discounted registrations as well as **verbal acknowledgment** during the opening plenary session.

**GENERAL**

- One post on AUTM's LinkedIn account during the Meeting week recognizing your support.
- One message sent to attendees through the Meeting app, AUTM Connect, recognizing your support.
- Company feature in our sponsor spotlight email sent to registrants before the Meeting begins.
- A dedicated table that your AUTM Connect-scheduled meetings will be assigned to.

**PROGRAM**

**Keynote Session**



Here is your chance to welcome future clients during the opening session or leave them with a final thought at the closing session. Keynotes take place on Monday, Tuesday and Wednesday and each sponsor receives two minutes of stage time to introduce the speaker or moderator.

**Sponsored Demonstration**

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



### 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.

## BRANDING

### AUTM Connect



The Meeting app that serves as a powerful online partnering and networking tool.

### Professional Headshot Station



One of the most in-demand products, professional photographers will take headshots of attendees on the exhibit floor.

## SILVER \$10,000

Each Silver package includes **two** complimentary Meeting registrations and **one** discounted Meeting registration as well as **verbal acknowledgment** during the opening plenary session.

## GENERAL

- Post on AUTM's LinkedIn account during the Meeting week recognizing your support.
- Company feature in our sponsor spotlight email sent to registrants before the Meeting begins.

## PROGRAM

### Fireside Chat



Jump start the Meeting by having two minutes of stage time to greet attendees and introduce the moderator for the opening session.

### Co-Sponsor\* Industry / Academia - Connect and Collaborate Networking Reception

Participants from the Connect and Collaborate session will continue networking with all Meeting attendees in the exhibit hall.

*\*AUTM reserves the right to offer multiple, non-competing companies the opportunity to sponsor the same program session or item.*



**Booths, Boots & Banjos - Exhibit Hall Meet and Greet Reception**

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

**Networking Lunch** *(for all attendees)*

Get in front of the Meeting attendees while they break for lunch. Choose Monday or Wednesday. Sponsor is welcome to provide logoed napkins.

**BRANDING**

**Hotel Keycard**



Sponsor the hotel keycards at the JW Marriott Austin and your company logo is the last one AUTM attendees will see before turning in each night.

**Conference Pen**



All Conference attendees can pick up your logoed pen during registration.

**Lanyard**



Featuring the sponsor's logo are worn by attendees, exhibitors, and speakers throughout the Meeting.

**BRONZE \$5,000**

Each Bronze package includes **one** complimentary Meeting registration.

**GENERAL**

- 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.

**PROGRAM**

**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.



**Co-Sponsor\* Booths, Boots & Banjos - Exhibit Hall Meet and Greet Reception**

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

**Co-Sponsor\* Industry / Academia - Connect and Collaborate Networking Reception**

Participants from the Connect and Collaborate session will continue networking with all Meeting attendees in the exhibit hall.

*\*AUTM reserves the right to offer multiple, non-competing companies the opportunity to sponsor the same program session or item.*

**BRANDING:**

**AUTM Meeting Rooms**



Rooms reserved for attendees to have private discussions, committee meetings and focus group gatherings.

**Meeting Program Pocket Guide Advertisement**



Full page ad on the back cover of the meeting program pocket guide.

**CONTRIBUTING \$1,500**

Each Contributing package includes **one** discounted Meeting registration.

**GENERAL**

- Company feature in an email sent to registrants before the Meeting begins. Company Feature to include logo.

**PROGRAM**

**Career Development Sessions**

*Information to come*

**Networking Breaks**

Breaks are a popular time for attendees to meet up with colleagues and recharge with coffee or tea. Sponsor is welcome to provide logoed beverage napkins. Sponsor listed as host for one coffee break. Either Monday, Tuesday or Wednesday morning or Monday or Tuesday afternoon.



**Directors Luncheon**

As one of the most active AUTM eGroups, this engaged group will meet for lunch to network and discuss challenges and opportunities.

**BRANDING**

**Nursing Room or Contemplation Room**



A private space for attendees to utilize

**Ribbon Wall**



Attendees love to share their accomplishments in the form of badge ribbons. Sponsor the popular ribbon wall and your logo and marketing message can be seen by all who visit.

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## Add-Ons

To take advantage of these opportunities you must be a sponsor or exhibitor.

**Private Partnering Table:**



A dedicated table in the AUTM Connect room for your partnering meetings.

**\$2,500**

**Daily Updates Email Advertising:**



A banner ad in the daily emails sent to registrants during the Meeting. Ad placement at the discretion of AUTM.

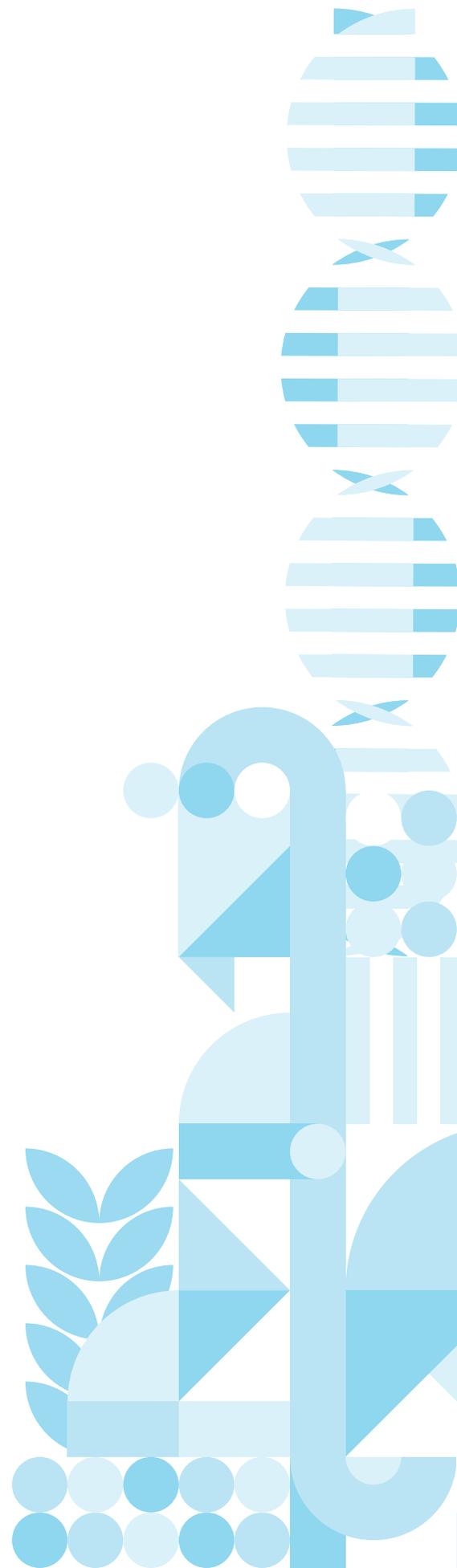
**\$500 per email**

**Push Notifications:**



A message sent to all attendees through the AUTM Connect app.

**\$500 per notification (limit 3 per day)**



## Exhibit Booths

Showcase your brand on our exhibit floor.

100% of exhibitors said that 2022 attendees were the **right level of decision makers** for their business objectives



**Book Here**

## Important Information

- Deadline for inclusion on printed Meeting signage: January 13, 2023
- Deadline for final payment: January 6, 2023
- Logo requirements: For the best results, please send a vector-based version of your logo (.eps, .svg, .ai) or a high-resolution version, at least 1024px wide, and a smaller “web” version of your logo, which should be at a max 245 px wide.

## CUSTOM & BUNDLE OPPORTUNITIES

Don't see what you're looking for? Interested in a bundle?

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

Contact **Casey Annunziata** at +1-202-960-1782 or [cannunziata@autm.net](mailto:cannunziata@autm.net) to start planning today.



# 2022 Meeting Sponsors

## Platinum



Wellspring

## Gold



DocuSign



IRELL & MANELLA  
LLP



LifeArc



## Bronze

BLANKROME



## Contributing

BAKER DONELSON



ROYALTY PHARMA

