

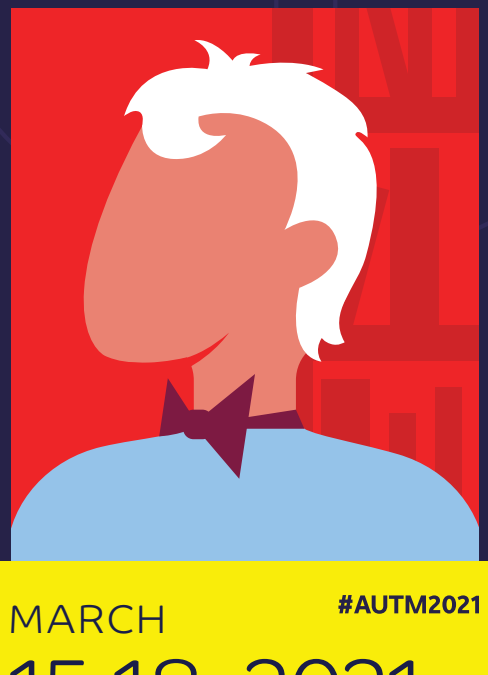
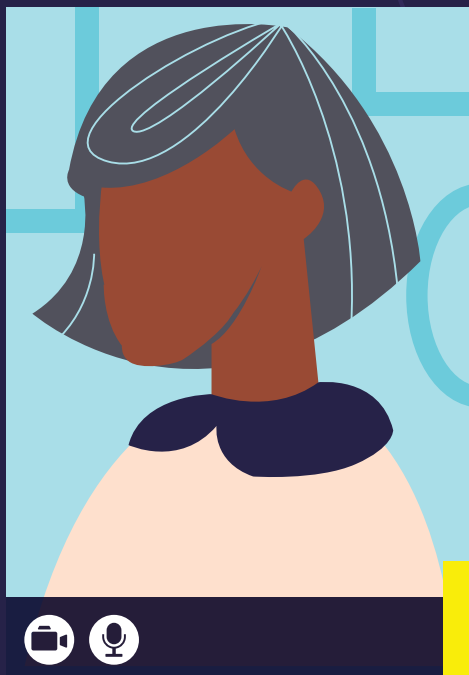
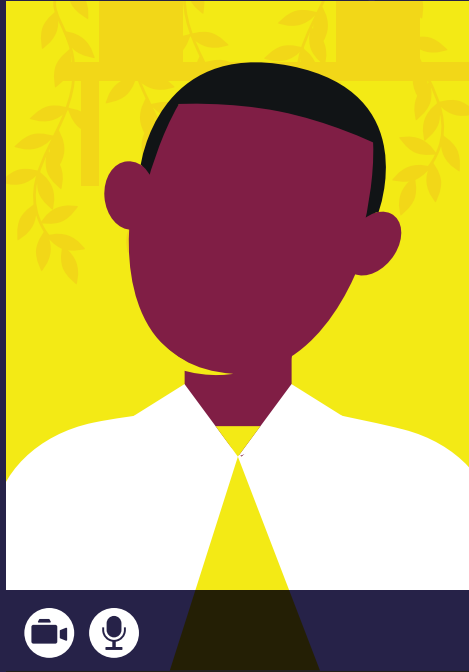
autm

annual meeting

2021



essential connections
empowering innovation



sponsorship prospectus

MARCH

#AUTM2021

15-18, 2021

VIRTUAL

PARTNER WITH AUTM

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

Reach out today to kickstart your exposure and gain improved access to our community.

To reserve an option or create a customized package, contact:

Casey Annunziata
AUTM Sponsor and
Exhibits Manager
+1-973-479-9472
cannunziata@autm.net

ABOUT THE AUTM ANNUAL MEETING

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 advance awareness of how their work improves lives. This four-day event provides educational and partnering opportunities for technology transfer professionals, researchers and intellectual property experts globally. In light of the COVID-19 pandemic, we've adapted our Meeting to create a safe and inclusive virtual format that will allow attendees to participate from the comfort and convenience of their homes.

THE VALUE IN VIRTUAL

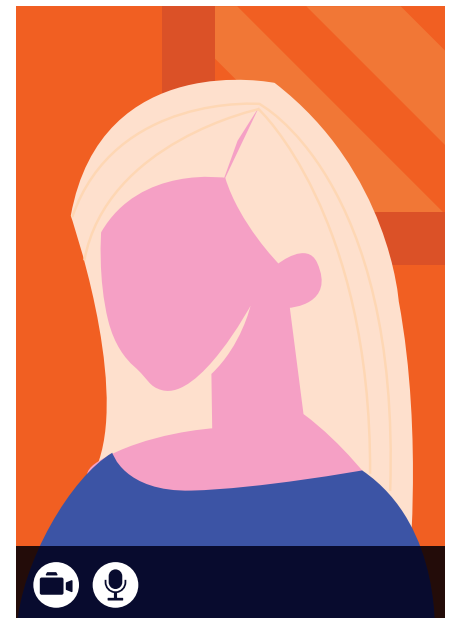
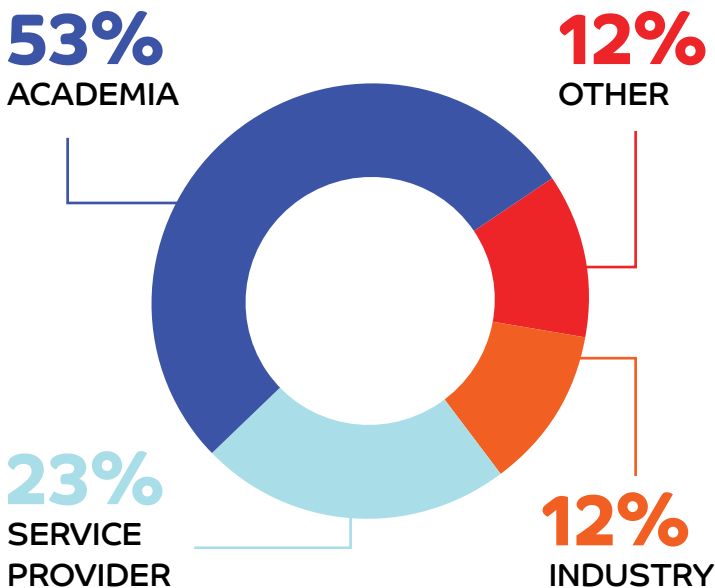
- **Greater Reach:** In-person events exclude those in your target market that are unable to attend due to travel restrictions, scheduling conflicts and/or budgetary constraints. The virtual model removes these barriers and opens the door to a larger audience.
- **Improved ROI:** Typically the time to interact with attendees is limited to the Meeting's dates. The virtual model provides exposure for an extended period, as the Meeting platform will be available long after the meeting concludes.
- **Valuable Data:** It's easier to measure event engagement with a virtual platform because every move an attendee makes is tracked. You'll learn more about attendee interaction with your brand and be able to make educated decisions about your digital marketing plans for the future.



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

WHO ATTENDS



WHY THEY WILL ATTEND

- **High quality content:** AUTM works all year long to bring attendees renowned industry content and insight.
- **Connections:** The need to network, collaborate, and learn is greater than ever. This is the opportunity to renew relationships, meet new contacts and catch up on developments in the field.
- **Ease of attending:** No travel is required which minimizes out-of-office time for professionals with demanding schedules.

Our community consists of more than 3,000 Members who work in over 800 universities, research centers, hospitals, businesses and government organizations around the globe.

See the full list of 2020 sponsors on page 15



GENERAL SPONSORSHIP

PLATINUM \$20,000 – LIMITED TO 4 SPONSORS

- The most visible and prominently placed logo with hyperlink on Meeting platform and marketing materials.
- Complimentary exhibit booth featuring customizable options.
- Prominently placed promotional video.
- Twitter post on AUTM's account during the Meeting week recognizing your support.
- Push notification sent to attendees recognizing your support.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- Five complimentary Meeting registrations.
- Company feature in an email sent to registrants before the Meeting begins. Company feature includes a 50-word company description and logo with hyperlink.
- Verbal acknowledgement by AUTM's Chair during the Opening Session and Closing Remarks.
- Sponsored Demonstration slot (available upon request).

GOLD \$10,000 – LIMITED TO 4 SPONSORS

- Prominent placement of logo with hyperlink on Meeting platform and marketing materials.
- Complimentary exhibit booth featuring customizable options.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- Twitter post on AUTM's account during the Meeting week recognizing your support.
- Three complimentary Meeting registrations.
- Company feature in an email sent to registrants before the Meeting begins. Company feature includes a 30-word company description and logo with hyperlink.

GENERAL SPONSORSHIP

SILVER \$7,000

- Logo with hyperlink on Meeting platform and marketing materials.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- Two complimentary Meeting registrations.
- Company feature in an email sent to registrants before the Meeting begins. Email includes a 15-word company description and logo with hyperlink.

BRONZE \$5,000

- Logo with hyperlink on Meeting platform and marketing materials.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- One complimentary Meeting registration.
- Company feature in an email sent to registrants before the Meeting begins. Email includes a logo with hyperlink and contact information.

CONTRIBUTING \$1,500

- Logo with hyperlink on Meeting platform and marketing materials.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- One discounted Meeting registration (at the member early rate)
- Company feature in an email sent to registrants before the Meeting begins. Email includes a logo.

PROGRAM SPONSORSHIP

WELCOME ADDRESS

Introduce your brand to the entire community as AUTM's Chair, opens this virtual event and welcomes attendees from around the world.

BENEFITS INCLUDE:

- Logo with hyperlink on Meeting platform and marketing materials.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- One complimentary Meeting registration.
- Verbal acknowledgement at the start of the event.

Co-Sponsor: \$5,000

SPONSORED DEMONSTRATION

Have a topic or demonstration you want to present? We have the tools to showcase your brand. With time dedicated to this segment within the program, this is a great opportunity to have the spotlight.

BENEFITS INCLUDE:

- Logo with hyperlink on Meeting platform and marketing materials.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- One complimentary Meeting registration.

Sponsor: \$7,000

REGION MEETINGS (EASTERN, WESTERN AND CENTRAL REGIONS)

Take advantage of this opportunity to connect with those in your geographic region and discuss opportunities and challenges unique to your area.

BENEFITS INCLUDE:

- Logo with hyperlink on Meeting platform and marketing materials.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- One complimentary Meeting registration.
- Verbal acknowledgement at the start of the event.

Sponsor: \$5,000

VIRTUAL GIFT BAG - LIMITED TO THREE SPONSORS

Send attendees an unexpected gesture of gratitude to not only make them feel appreciated, but to leave a lasting impression of your brand.

BENEFITS INCLUDE:

- One discounted Meeting registration (at the Member early rate).
- Final registration list in digital format (excludes email addresses, per AUTM policy).

Agreement: Gift option and delivery date to be approved by AUTM staff.

Sponsor: \$3,000 management fee + cost of gift

MONDAY PLENARY SESSION: STUDIO INTERVIEW (PREVIOUSLY FIRESIDE CHAT)

This engaging event brings a high-profile thought leader in the field of technology transfer to answer questions posed by a moderator.

- 30-second promotional video played at the start of the event.
- Logo with hyperlink on Meeting platform and marketing materials.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- Two complimentary Meeting registrations.
- Verbal acknowledgement at the start of the event.

Sponsor: \$7,000

TUESDAY'S PLENARY SESSION FEATURING ASTRONAUT ELLEN OCHOA

Astronaut Ellen Ochoa is the first Hispanic woman ever to go to space. She's also a brilliant inventor and only the second female Director of NASA's Johnson Space Center. She will talk about change, innovation, and the culture of teams. And what we can do – really do – to ensure that more women and minorities find a place within STEM fields.

- 30-second promotional video played at the start of the event.
- Logo with hyperlink on Meeting platform and marketing materials.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- Two complimentary Meeting registrations.
- Verbal acknowledgement at the start of the event.

Sponsor: \$7,000

WEDNESDAY'S PLENARY SESSION FEATURING DR. ANTWI AKOM

Professor Antwi Akom is the Director of the Social Innovation and Urban Opportunity Lab – a joint research lab between UCSF and SFSU (SOUL). He has an extensive background in building collaborative, community-facing technology projects and new models of urban innovation that help cities become smarter, more equitable, just and sustainable.

BENEFITS INCLUDE:

- 30-second promotional video played at the start of the event.
- Logo with hyperlink on Meeting platform and marketing materials.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- Two complimentary Meeting registrations.
- Verbal acknowledgement at the start of the event.

Sponsor: \$7,000

THURSDAY'S PLENARY SESSION – VC'S TALK BACK WITH MODERATOR ORIN HERSKOWITZ

This interactive, audience-driven session will cover current investment hypotheses and emerging best practices for forging deeper ties between VCs and universities.

- 30-second promotional video played at the start of the event.
- Logo with hyperlink on Meeting platform and marketing materials.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- Two complimentary Meeting registrations.
- Verbal acknowledgement at the start of the event.

Sponsor: \$7,000

INDUSTRY/ACADEMIA – CONNECT & COLLABORATE

This session provides a venue for members of industry and academia worldwide to socialize, connect and discuss areas of interest. 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, see below)
- 30-second promotional video played at the start of the session (sponsor only).
- Prominent logo placement in marketing that pertains to this session.
- Verbal acknowledgement at the start of the event.

Sponsor: \$8,000 - limited to two sponsors (two registrations)

Co-Sponsor: \$4,000 (one registration)

CONCURRENT SESSION SPONSOR

Support the educational mission of AUTM with this single or multiple track sponsorship. Exclusive logo placement acknowledging the Concurrent Session Sponsor displayed in program materials.

BENEFITS INCLUDE:

- Logo with hyperlink on Meeting platform and marketing materials.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- One discounted Meeting registration (at the member early rate).

Sponsor: \$2,000 per timeslot

Note: A few sessions that are offered as exclusive sponsorships will be excluded from this offering, i.e. Industry/Academia Connect and Collaborate, plenary sessions etc.

INTERNATIONAL ATTENDEE SESSION

A benefit to the virtual setting is the ability to reach attendees from all over the world. This session will cater to attendees coming from Europe, Asia and beyond.

BENEFITS INCLUDE:

- Logo with hyperlink on Meeting platform and marketing materials.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- One complimentary Meeting registration.
- Verbal acknowledgement at the start of the event.

Sponsor: \$5,000

AWARDS LOUNGE - LIMITED TO ONE SPONSOR

Help give this special cohort the spotlight they deserve and associate your brand with leaders in the field. This area of the Meeting's virtual venue will highlight those making a large impact on the industry this year.

BENEFITS INCLUDE:

- One complimentary Meeting registrations
- Banner ad at the bottom of the awards lounge page.
- Logo with hyperlink on Meeting platform and marketing materials.

Sponsor: \$5,000

CAREER CENTER - LIMITED TO ONE SPONSOR

With the shift of the normal working environment everyone is looking for ways to improve their working habits and to remain competitive in their career field. This is a valuable resource for attendees which will serve them long after the Meeting.

BENEFITS INCLUDE:

- One complimentary Meeting registrations
- Banner ad at the bottom of the career center page.
- Logo with hyperlink on Meeting's platform and marketing materials.

Sponsor: \$5,000

CLOSED CAPTIONING - LIMITED TO ONE SPONSOR

Want your brand associated with every session? This exclusive opportunity allows you to reach the entire audience while providing a valuable resource for attendees.

- Prominent placement of logo with hyperlink on Meeting platform and marketing materials.
- Complimentary exhibit booth featuring customizable options.
- Verbal acknowledgement by AUTM's chair during the Opening Session and Closing Remarks.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- Twitter post on AUTM's account during the Meeting week recognizing your support.
- Four complimentary Meeting registrations.

Sponsor: \$15,000

PARTNERING FORUMS

Industry Partnering Forums provide technology transfer professionals from industry and universities a unique opportunity to network in a particular technology sector and explore opportunities to form collaborations. The Meetings are intended to foster more robust networking opportunities.

BENEFITS INCLUDE:

- Logo with hyperlink on Meeting platform and marketing materials.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- One discounted Meeting registration (at the member early rate).

Sponsor: \$2,000

CLOSING ADDRESS

Leave a lasting impression as AUTM's chair reflects on the Meeting, recognizes the board members and announces the winner of Better World Project Award.

- Logo with hyperlink on Meeting platform and marketing materials.
- Final registration list in digital format (excludes email addresses, per AUTM policy).
- One complimentary Meeting registration.
- Verbal acknowledgement at the start of the event.

Sponsor: \$5,000

ADVERTISING

Enhance your engagement with our community by exploring AUTM's various advertising opportunities. Options include the *AUTM Insight* digital newsletter, customized emails, our Career Center and more.

Did You know you can interact with our community all year?

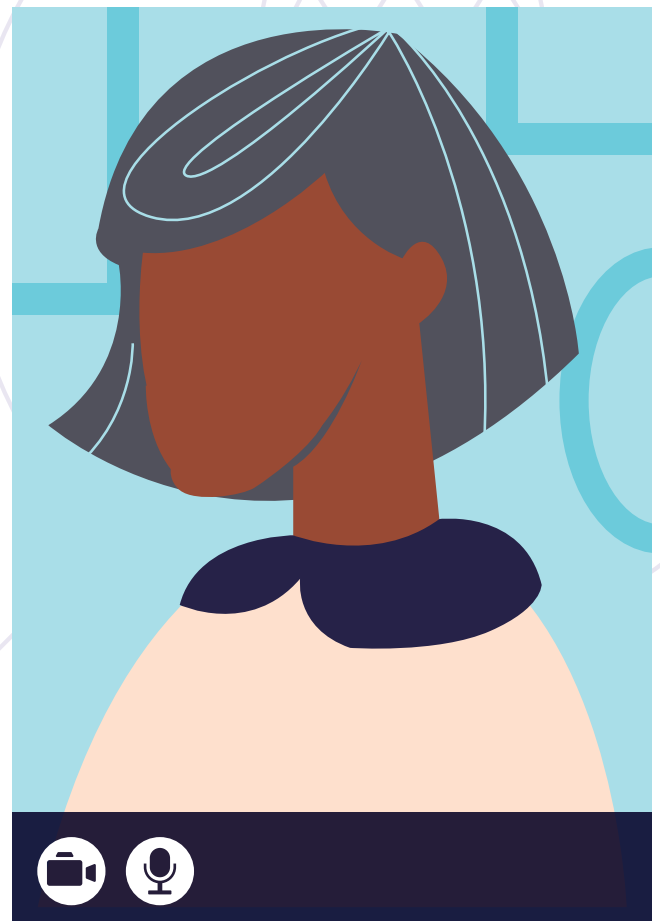
AUTM offers numerous sponsorship opportunities that will carry your message until the 2022 Annual Meeting in New Orleans!

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

CUSTOM & BUNDLE OPPORTUNITIES:

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

Maximize your marketing investment by creating a package that gives you the reach you are aiming for. Contact **Casey Annunziata** at +1-973-479-9472 or cannunziata@autm.net to start planning today.



AUTM 2021 ANNUAL MEETING SPONSORSHIP PROGRAM APPLICATION



To secure your sponsorship(s), complete and forward this application to Casey Annunziata, AUTM Sponsor and Exhibits Manager, at cannunziata@autm.net.

- Platinum Sponsor: \$20,000
- Gold Sponsor: \$10,000
- Silver Sponsor: \$7,000
- Bronze Sponsor: \$5,000
- Contributing Sponsor: \$1,500
- Sponsored Demonstration: \$7,000
- Welcome Address: \$5,000
- Round Table Discussion: \$5,000
- Monday Plenary Session: Studio Interview: \$7,000
- Region Meetings: \$5,000
- Tuesday Plenary Session: \$7,000
- Industry/Academia – Connect & Collaborate Sponsor: \$8,000
- Industry/Academia – Connect & Collaborate Co-Sponsor: \$4,000
- Concurrent Session Sponsor: \$2,000
- International Attendee Session: \$5,000
- Wednesday Plenary Session: \$7,000
- Awards Lounge: \$5,000
- Career Center: \$5,000
- Closed Captioning: \$15,000
- Partnering Forums: \$2,000
- Thursday Plenary Session: \$7,000
- Virtual Gift Bag: \$3,000
- Closing Address: \$5,000

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 event and/or course.

CONTACT INFORMATION

Name/Title

Company

Address

City

State/Province

Country

ZIP/Postal code

Phone

Email

Website address

PAYMENT INFORMATION

Check Enclosed (All fees must be paid in U.S. funds.)

Make check payable to:

AUTM

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

Charge my:

VISA MasterCard American Express Discover

Amount:

Full payment \$ _____

Card Number

Expiration date

Authorized Signature

Date

Print name as it appears on card

Billing address if different from above

IMPORTANT PAYMENT INFORMATION:

- If paying by **credit card**, include details on this form as indicated.
- If paying by **check**, please email the completed form to cannunziata@autm.net. Mail check to:

AUTM
PO Box 7151
Carol Stream, IL 60197-7151

Questions? Contact Casey Annunziata at +1-973-479-9472 or cannunziata@autm.net.

Cancellation Policy: Cancellation of the sponsorship agreement must be submitted to AUTM in writing by February 15, 2021. Payments will be refunded only if the cancelled sponsorship is resold.

OFFICIAL SPONSORSHIP TERMS OF PARTICIPATION

US tax code forbids sponsors to make any qualitative statements about their companies, products or services.

Conflicting Events: Sponsors will be prohibited, as a condition of their participation, from hosting events that conflict with any of AUTM's educational sessions, special programs, social and themed events. Sponsors should review the Meeting program for potential conflicts before scheduling.

Payment: AUTM sponsorships are sold on a first-come, first-served basis. AUTM reserves the right to assign sponsorships. By submitting the Sponsorship Agreement form, the sponsor understands and agrees to the provisions and terms and conditions as listed on this agreement and verifies they are authorized to execute the Sponsorship Agreement on behalf of their company. AUTM does not guarantee a minimum level of attendance at any program and sponsorship fees will not be adjusted or refunded in accordance to final attendance numbers.

Inability to Hold Conference; Change in Scheduled Dates: Should the premises or virtual platform in which the AUTM Meeting is to be held become, in the sole judgment of AUTM, unfit for occupancy, or should the Meeting be materially interfered with by the pandemic, elements, strike, picketing, boycott, embargo, war, riot, emergency declared by a government agency, or any other act beyond the control of AUTM, the Agreement may be terminated. In the event of such termination, the sponsor waives liability and releases AUTM of and from all claims for damages and agrees that AUTM shall have no obligations except to refund to the sponsor a prorated share, after deducting all costs and expenses in conjunction with such sponsorship.

Audio, Photography and Video: By sponsoring this Meeting, you authorize that audio, photography or video taken of you may be used by AUTM for marketing purposes. For more on how AUTM manages and protects your data, visit autm.net/privacy-policy.

Marketing and Advertising: The sponsor acknowledges that their company's name, logo, and other information will be printed in the conference program, signage and in digital marketing materials (website, emails, registration notices etc.). The sponsor grants AUTM a non-exclusive, royalty-free license to use its logos and trademarks in recognizing and acknowledging sponsorship, both prior to, during and after the event. In addition, any marketing or advertising on the sponsor's behalf, prior to, during and after the event, pertaining to the Meeting and/or using AUTM's name or logo must align with the AUTM's policies.

Check Here if you wish to be excluded from all marketing related to this event.

Signature

2020 SPONSORS

*List reflective of those that confirmed their participation prior to the cancellation of the 2020 Annual Meeting.

AbbVie
Aird & McBurney LP
Amster, Rothstein & Ebenstein LLP
Astellas Pharma Inc.
AstraZeneca
Baker Donelson
BCC Research
Bereskin & Parr LLP
Blank Rome LLP
Boehringer Ingelheim
Pharmaceuticals Inc.
Burford Capital
Casimir Jones
CrossPond Law
CSL Behring
Elanco Animal Health
Eli Lilly and Company
Hamilton, Brook, Smith & Reynolds, PC
Hodgson Russ LLP
LifeArc
Longford Capital Management, LP
Marshall, Gerstein & Borun LLP
Merck & Co. Inc.

Michael Best & Friedrich LLP
MPEG LA LLC
Murgitroyd
NIIMBL
Novartis Institutes for BioMedical
Research, Inc.
Osage University Partners
Ostrolenk Faber LLP
Pabst Patent Group LLP
Parker Highlander PLLC
Pfizer Inc.
Pharmaceutical Research and
Manufacturers of America
Polisinelli PC
Quarles & Brady LLP
Royalty Pharma
Schwegman Lundberg & Woessner
Smith, Gambrell & Russell LLP
TreMonti Consulting LLC
University of New Hampshire
Ventech Solutions Inc.
Wellspring Worldwide
Wilson Sonsini Goodrich & Rosati

