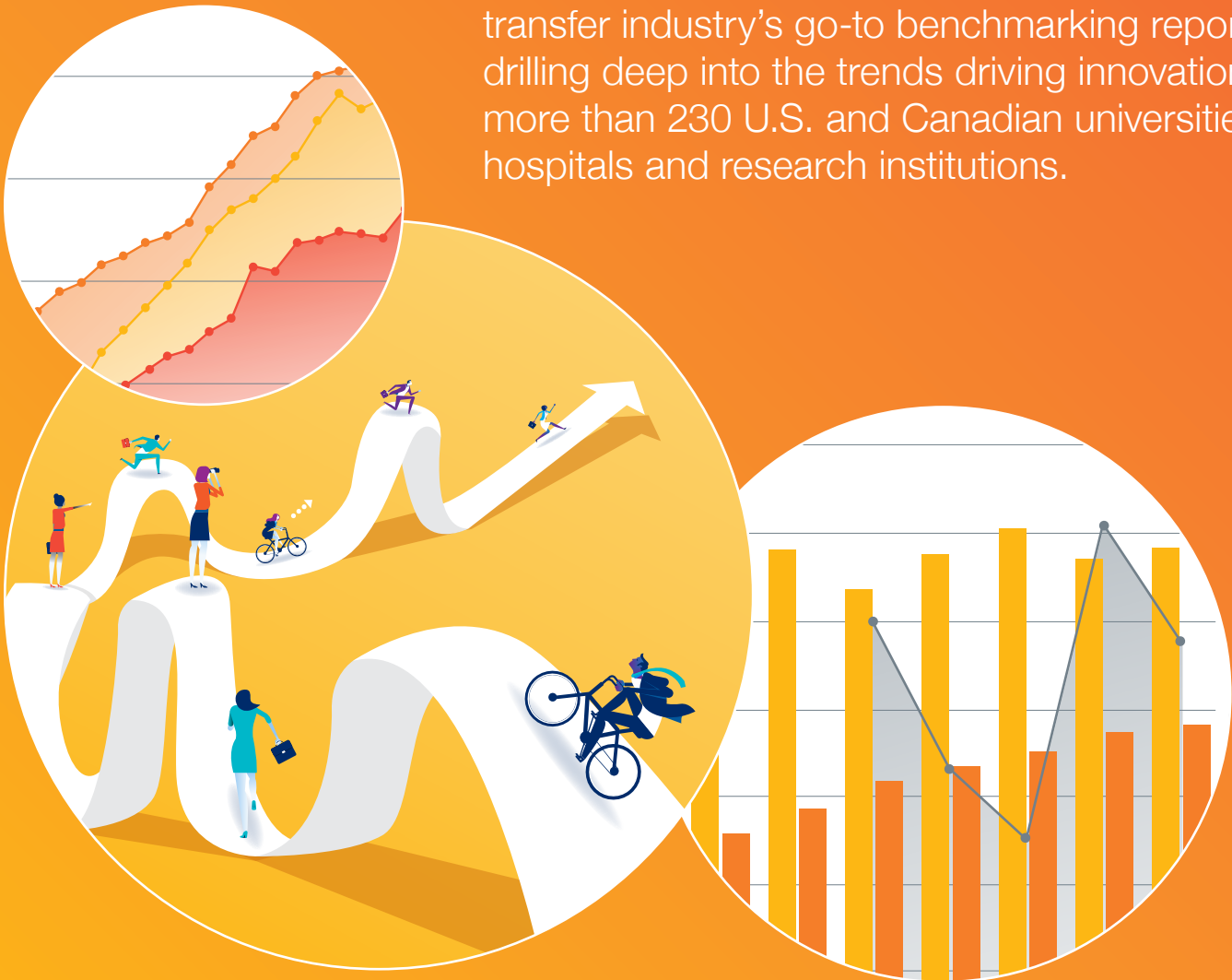




Licensing Activity Survey Sponsorship & Advertising

The AUTM Licensing Activity Survey is the tech transfer industry's go-to benchmarking report — drilling deep into the trends driving innovation at more than 230 U.S. and Canadian universities, hospitals and research institutions.





AUTM Licensing Activity Survey

Tech transfer has a story to tell. And this is it. Each year.

AUTM's annual licensing activity report tells a data-driven story on what's powering the innovation economy — from trends in research funding and invention disclosures to insights on patents, licensing, startups, and more.

If you need something beyond the report's charts, graphs and in-depth analysis, the background stories dive even deeper into what makes tech transfer tick. This year's report explores how tech transfer offices are creating a more inclusive, welcoming workforce.

Want to know how tech transfer affects day-to-day lives? Read the report's examples of how tech transfer has brought ideas to life that have made the world a better place.

Be a Sponsor

The survey reaches far beyond the AUTM community. It's a must-have resource for those working in the field to benchmark against peer and aspirational institutions. The report is also used to advocate on behalf of the industry to local and national policymakers and legislators. Each year it's picked up by media reporting on higher ed and the innovation economy.

Reach Your Audience with the Annual Survey Report

- 230+ institutions participate
- Referenced by media via press release
- Benchmarked by organizations such as AAU
- Cited by economic development groups
- Referenced in other reports such as AUTM-BIO economic impact report
- A paid media campaign by AUTM to promote the report
- Stored in the AUTM STATT database
- Sent digitally through all the AUTM communication channels including emails, social media and *Insight*.

Sponsorship Packages to Fit Your Marketing Needs

	Contributor Level \$1,000	Supporter Level \$2,000	Leader Level ² \$5,000
Sponsor logo with hyperlink on Survey website for one year.	●	●	●
Sponsor logo featured on email blast promotion of Survey.	●	●	●
Verbal recognition at Annual Meeting Plenary Session with sponsor logo on PowerPoint slides. ¹	●	●	●
Sponsorship acknowledgement on Infographic.	●	●	●
Logo inside cover of Survey report.	●	●	●
Sponsorship acknowledgement in STATT Database.	●	●	●
Acknowledgement via AUTM's Facebook, LinkedIn and Twitter.		●	●
½-page advertisement within Survey report.		●	
An invitation to the Chairs' Reception at the Annual Meeting. ¹			●
50-word company greeting or overview on inside cover of Survey report.			●
Full-page advertisement within Survey report.			●

¹Once within the 12-month period following contract acceptance.

²Cost for full report (includes US and Canada): \$5,000. Cost for the Canadian report: \$1,500.

Questions?

Find the sponsorship package to fit your marketing needs. Contact Casey Annunziata, AUTM Sponsor and Exhibits Manager, cannunziata@autm.net or +1-202-960-1782

Ad Specs and Pricing

Patents
Great Expectations:
Rulings Force Universities to Up Their Game

Assistant vice president of Tech Launch Arizona, the tech transfer office for the University of Arizona, "But it doesn't affect the number of invention disclosures or patent filings. What it did do was create a need to define the way you file for patents differently."

Calling the past few years "critically important to the future of our business," Jon Soderstrom, who heads Tech University's Office of Cooperative Research, said the courts have raised the standards for claiming that an invention will have value. "Now you need evidence and to be able to withstand a challenge, so it's become increasingly difficult to substantiate a claim," he said. "The patents that get issued are more stringent" but harder for universities to obtain, which is challenging our ability to compete in the marketplace.

"Patents are the lifeblood of technology transfer. There's a disproportionate effect if there's any additional risk on universities for commercializing their inventions."

—Gregory J. Sussler, AUTM CEO

With companies growing more risk-averse and wanting data to prove the value of an invention before investing time and money in it, Soderstrom says universities will need to figure out new ways to collect that data. "Success will come from different risk-reward equations," he says, rather than universities going it alone.

"Given the cost of securing, not to mention litigating patents, there may be more reluctance to sue them for software and diagnostic tools," said Miles, who doesn't foresee a big downward trend. "I think new areas will step in as technology evolves," he said, adding that it depends on research opportunities. "If they hit, you'll see a decline."

Disclosures vs. Patent Applications

Disclosures
Patent Applications Filed
New Patent Applications Filed

20,000
15,000
10,000
5,000
0

2010 2011 2012 2013 2014 2015 2016 2017 2018

Reporting Year

1 | AUTM

Half-Page Ad

Included with **Supporter Level sponsorship**
A great value.

File Format

JPEG

With bleed: 8.75 in x 5.75 in

With no bleed: 7.75 in x 4.625 in

Cost

\$1,500

The Survey
Fresher Ways to Fund Research

Funding the work of researchers and scientists at colleges, universities and other research institutions is the first step in developing technologies that eventually improve our world. Funding comes from the federal government, industrial sponsors and other sources.

Data from 2018 continues the trend of finding more funding, but not in the usual places. The biggest funding change occurred in the Non-Classified research index category, which increased 14% from 2017 levels. This category can include funding sources such as grants from nonprofit organizations or state and city grants. However, over the past few years, growth in the category has steadily eroded reliance on federal and industrial funding. This trend indicates that institutions are successfully pursuing more non-traditional funding sources and partnerships.

KEY FINDINGS

- Total research expenditures grew by \$17 billion, an increase of 5.7% over 2017 funding levels.
- Funding fell from 13.9% of research and development spending in 2017 to 13.2% in 2018.
- The most dramatic increase in funding came from industrial sponsors, which grew 14% over the past five years.
- Non-classified and non-federal funding from non-traditional sources such as grants from nonprofit organizations and city grants, grew by 14% over the past year and an average of 4% over the last five years.

Research Expenditures (\$ Billions)

	2014	2015	2016	2017	2018
Federal	\$37.96	\$39.21	\$36.94	\$39.77	\$41.24
Industrial	\$4.62	\$4.87	\$4.73	\$4.83	\$5.01
Non-Classified	\$26.28	\$27.49	\$33.02	\$23.01	\$29.44
Total	\$68.86	\$69.57	\$66.69	\$68.20	\$75.69

	2014	2015	2016	2017	2018
% Federal	55.2%	56.5%	55.2%	57.0%	57.0%
% Industrial	7.3%	7.3%	7.4%	7.0%	7.0%
% Non-Classified	38.4%	36.8%	37.4%	36.0%	36.0%

1 | AUTM

Full-Page Ad

Included with **Leader Level sponsorship**
For maximum exposure.

File Format

JPEG

With bleed: 8.75 in x 11.25 in

With no bleed: 8.5 in x 11 in

Cost

\$3,000

It's Easy to Advertise

- Submit your creative assets in jpg format (with url link).
- Your creative assets must be received by AUTM no later than **May 14, 2021**.
- All advertising must be reviewed and approved by AUTM staff.



Sponsorship Contract

Sponsorship fees are due upon application acceptance. Invoices can be created at the sponsor's request.
AUTM's Taxpayer/ID number is 36-3011951.

Email completed form to cannunziata@autm.net, as sponsorship is available on a first-come, first-served basis.

- 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 and then mail payment with a copy of the application to: **AUTM PO Box 7151, Carol Stream, IL 60197-7151**

Select Package

Contributing Level Sponsorship \$1,000
Supporter Level Sponsorship \$2,000
Leader Level Sponsorship \$5,000

Half-page advertisement \$1,500
Full-page advertisement \$3,000
Total: \$ _____

Contact Information

NAME _____

COMPANY _____

ADDRESS _____ CITY STATE/PROVINCE _____ ZIP/POSTAL CODE, COUNTRY _____

EMAIL _____ PHONE _____ WEBSITE _____

Payment Information

Enclosed is a check for \$ _____ in U.S. funds, payable to: **AUTM**

Charge my:

MasterCard VISA American Express Discover

NAME ON CREDIT CARD _____ EXPIRATION DATE _____

\$

SIGNATURE _____ ACCOUNT NUMBER _____ AMOUNT _____