

AUTM

ANNUAL MEETING

FEBRUARY 18–21, 2024

MARRIOTT MARQUIS SAN DIEGO MARINA

SPONSORSHIP PROSPECTUS

LEARN. CONNECT. MAKE WAVES.

STRENGTHEN YOUR POSITION IN THE INDUSTRY & GAIN ACCESS TO KEY DECISION MAKERS.

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.**

HOW WE SHOWCASE OUR SPONSORS

For the 2023 Annual Meeting, the sponsor banner was featured on the products below:

- 69 Emails sent to our subscriber list of **15,000**
- 89,016** Opened emails
- 25,438** Annual meeting webpage views
- Session slides seen **3,855** times
- 26** Social media posts & **6,316** impressions

2023 FACTS & FIGURES

5,784

autm connect™

AUTM
CONNECT
MEETINGS
SCHEDULED

REPRESENTING

37

COUNTRIES

1,946
ATTENDEES

WORKING IN 1,000

INSTITUTIONS

WHAT PAST ANNUAL MEETING SPONSORS HAD TO SAY:

100%

of 2023 sponsors said that attendees were the right level of decision makers for their business objectives.

100%

of 2023 sponsors said that their organization received the value they expected from their sponsorship.

"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. I think follow-up attendance at the regional meetings + San Diego in 2024 will help solidify our position in this space."

"Everyone is there looking for innovation and to improve the collaboration process."

"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

SPONSOR NOW

SEE THE FULL LIST OF 2023 SPONSORS ON PAGE 13



HOW AUTM'S SPONSORSHIP PROGRAM WORKS:



ALL SPONSORSHIPS INCLUDE:

- First-right-of-refusal for 2025 Annual Meeting
- Logo on all general meeting signage, emails, the meeting/partnering app, conference app, website and inclusion in the award-winning conference program book
- One invitation to the Sponsors' Luncheon with AUTM Board Members
- One invitation to the Chairs' Reception
- Final registration list in digital format (excludes email addresses, per AUTM policy)

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.



**ONCE YOUR DECISION IS MADE,
CLICK BELOW TO BOOK.**

SPONSORS

EXHIBITORS

HOSPITALITY FUNCTIONS

If you plan to hold hospitality functions or social events at the AUTM 2024 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. Please contact Casey Annunziata to submit your application.



SPONSORSHIP OPPORTUNITIES

GENERAL SPONSORSHIP OPTIONS:

	TITANIUM <i>*Limited to two sponsors</i>	PLATINUM	GOLD	SILVER	BRONZE	CONTRIBUTING
Complimentary Meeting Registrations	6	4	3	2	1	Discounted Reg (\$500 off)
Company feature in our sponsor spotlight email sent to registrants before the Meeting begins	✓	✓	✓	✓	✓	Logo Included
First-right-of-refusal for 2025 Annual Meeting	✓	✓	✓	✓	✓	✓
Logo on all general meeting signage, emails, and website	✓	✓	✓	✓	✓	✓
Invitation to the Sponsors' Luncheon with AUTM Board Members	4	3	2	1	1	1
Invitation to the Chairs' Reception	4	3	2	1	1	1
Final registration list in digital format (excludes email addresses, per AUTM policy)	✓	✓	✓	✓	✓	✓
Verbal acknowledgement during the opening plenary session	✓	✓	✓	✓		
One post on AUTM's LinkedIn recognizing your support	✓	✓	✓			
One complimentary exhibit booth	10x20'	10x10'				
A dedicated table that your AUTM Connect-scheduled meetings will be assigned to	✓	✓				
One message sent to attendees through the Meeting app, AUTM Connect, recognizing your support	✓	✓				
Full page ad in the Meeting program pocket guide	✓					
Customized Email sent to all registrants	✓					
A banner ad in the daily emails sent to registrants during the Meeting. Ad placement at the discretion of AUTM	✓					
COST	\$30,000	\$20,000	\$15,000	\$10,000	\$5,000	\$1,500

SPONSORSHIP OPPORTUNITIES

TITANIUM \$30,000

*LIMITED TO TWO SPONSORS

- Six complimentary Meeting Registrations
- Company feature in our sponsor spotlight email sent to registrants before the Meeting begins
- First-right-of-refusal for 2025 Annual Meeting
- Logo on all general meeting signage, emails and the website
- Four invitations to the Sponsors' Luncheon with AUTM Board Members
- Four invitations to the Chairs' Reception
- Final registration list in digital format (excludes email addresses, per AUTM policy)
- Verbal acknowledgement during the opening plenary session
- One post on AUTM's LinkedIn account recognizing your support
- One complimentary 10x20' exhibit booth
- A dedicated table that your AUTM Connect-scheduled meetings will be assigned to
- One message sent to attendees through the Meeting app, AUTM Connect, recognizing your support.
- Full page ad in the Meeting program pocket guide
- Customized email sent to all registrants
- A banner ad in the daily emails sent to registrants during the Meeting (ad placement at the discretion of AUTM)

SPONSORSHIP OPPORTUNITIES

PLATINUM \$20,000

Each Platinum package includes four complimentary Meeting registrations as well as verbal acknowledgement during the opening plenary session. Please choose one of the options below or a general package which will include all the benefits outlined in the graph on page 5.

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.

Massage Relaxation Station for Attendees

Hands down, the best way to support attendees' wellbeing and help them thrive and succeed during the event.

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.

Opening Reception

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

SPONSORSHIP OPPORTUNITIES

GOLD \$15,000

Each Gold package includes three complimentary Meeting registrations as well as verbal acknowledgement during the opening plenary session. Please choose one of the options below or a general package which will include all the benefits outlined in the graph on page 5.

Chairs Reception

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

Fireside Chat

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

Lanyard

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

AUTM Connect

The Meeting app will be in the hands of every attendee as they reference it to view the schedule, browse attendees, read speaker bio's and schedule meetings. Your logo will be front and center on the app before, during, and after the event.

Professional Headshot Station

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

SPONSORSHIP OPPORTUNITIES

SILVER \$10,000

Each Silver package includes two complimentary Meeting registrations as well as verbal acknowledgement during the opening plenary session. Please choose one of the options below or a general package which will include all the benefits outlined in the graph on page 5.

Industry & Academia - Connect and Collaborate Session

A highly anticipated and marketed session that provides a unique venue for members of industry and academia worldwide to socialize, connect and discuss areas of interest.

Networking Lunch (for all attendees)

Get in front of the Meeting attendees while they break for lunch. Choose Monday or Wednesday.

Hotel Keycard

Sponsor the hotel keycards at the JW Marriott San Diego 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.

SPONSORSHIP OPPORTUNITIES

BRONZE \$5,000

Each Bronze package includes one complimentary Meeting registration. Please choose one of the options below or a general package which will include all the benefits outlined in the graph on page 5.

Exhibit Hall Meet and Greet Reception

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

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.

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.

Closing Reception

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.

Partnering Package

Streamline your partnering efforts by having a private table where your AUTM Connect-scheduled meetings will be assigned to. We will also send a description of your partnering objectives to attendees via a pop-up notification on AUTM Connect and in an email sent to registrants before the meetings begins.

SPONSORSHIP OPPORTUNITIES

CONTRIBUTING \$1,500

Each Contributing package includes one discounted Meeting registration (\$500 off). Please choose one of the options below or a general package which will include all the benefits outlined in the graph on page 5.

Networking Coffee Breaks

Breaks are a popular time for attendees to meet up with colleagues and recharge with coffee or tea. Choose either Monday, Tuesday or Wednesday morning or Monday or Tuesday afternoon.

AUTM Insight Sponsor

(limited to two sponsors)

Your banner ad prominently placed in AUTM Insight, our bi-monthly newsletter, for 4 issues before or after the event. Our award-winning newsletter has an average open rate of 45%!

Nursing Room

A private space for attendees to utilize.

Contemplation Room

A private space for attendees to utilize.

Ribbon Wall

Help add flare to the meeting by sponsoring the wall where attendees can share their accomplishments and personal style in the form of badge ribbons.

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

EXHIBIT BOOTHS

SHOWCASE YOUR BRAND
ON OUR EXHIBIT FLOOR

[CLICK HERE](#)

ADVERTISING

WANT TO MAKE YOUR MARK BEFORE OR
AFTER THE EVENT? SCHEDULE YOUR
ADVERTISING CAMPAIGN NOW!

Options Include:

- **AUTM ON THE AIR PODCAST:**
Tackles timely topics and is downloaded 2,500 times a month.
- **AUTM INSIGHT:**
With a 45% open rate and over 15,000 subscribers this is the best placement for your ad.
- **EMAIL BLAST:**
Customized messages sent directly to our mailing list of more than 15,000 subscribers.

CUSTOM & BUNDLE OPPORTUNITIES

DON'T SEE WHAT YOU'RE LOOKING FOR?
INTERESTED IN A YEAR-ROUND PACKAGE?

Contact Casey Annunziata
at +1 202-960-1782 or cannunziata@autm.net
to start planning today!

[SPONSORS](#)

100%

of the 2023 exhibitors
said that the attendees
were the right level of
decision-makers for their
business objectives!

IMPORTANT INFO

- Deadline for inclusion on printed meeting signage: **January 12, 2024**
- Deadline for final payment: **January 19, 2024**
- 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.

2023 SPONSORS

PLATINUM



GOLD



SILVER



BRONZE



CONTRIBUTING

