

# The 2023 AUTM Annual Meeting



**1,946**  
**Attendees**

**Working in 1,000**  
**Institutions**



**Representing 37**  
**Countries**



**5,784**  
**AUTM**  
**Connect**  
**Meetings**  
**Scheduled**

## ABOUT AUTM

AUTM is the largest self-funded, non-governmental, non-profit leader in efforts to educate, promote and inspire technology transfer professionals, throughout their careers, to support the development of academic research that changes the world.

## The Meeting

The 2023 Meeting took place on February 19-22<sup>nd</sup> at the JW Marriott in Austin, Texas. The technical program included 80 sessions, many of which focused on technology and the global impacts of research commercialization. Keynotes included talks by Kathi Vidal, Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office and Dr. Maria Elena Bottazzi, Co-Director of Texas Children's Hospital Center for Vaccine Development.

**48% of Attendees were from Academia.**

## Marketing Reach

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

## Attendees:

- ▶ Evaluate inventions
- ▶ Protect intellectual property through patent and copyrights
- ▶ Market ideas
- ▶ Negotiate and license inventions to interested companies
- ▶ Create and nurture start-ups
- ▶ Lead corporate engagements



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