



Sponsorship Application 2021 Professional Development Courses *Virtual*

AUTM's professional development courses reach the most committed and enthusiastic technology transfer professionals. By sponsoring an AUTM course, you'll align with a highly involved audience who understands that staying on top of trends, networking, and hearing from subject matter experts, is critical to professional success.

Technology Valuation

Tuesdays in August, starting August 10th

10:00am-12:30pm EDT

Targets those who have responsibility for negotiating license by providing the fundamental principles of how to construct the various financial terms that go into a license. The course examines concepts such as valuation versus pricing and risk, as well as a series of valuation methodologies, including cost, income, industry standards (comparables), rules of thumb, discounted cash flow and equity.

Essentials of Academic Technology Transfer

September 20-24, 2021

10:30am-3:30pm EDT

Everyone who attends the AUTM Essentials Course, regardless of background or level of experience, leaves with a deeper understanding of the fundamental goals and processes of academic technology transfer. This course builds the fundamental skills and resources necessary to evaluate inventions and negotiate license agreements.

Operations and Compliance

October 18-21, 2021

This course offers critical training on a myriad of topics. We'll cover operations basics and advanced topics in compliance, agreements, and finance, including a National Institute of Standards and Technology iEdison update, third-party ownership considerations and data management.

Software

Friday, October 15 and Friday, October 29

12:00-1:30pm CT

The 2021 Virtual Software Course Webinar Series will cover:

- Recent Decisions in the Field of Software and Intellectual Property
- Emerging Trends in Artificial Intelligence, Machine Learning and Data Licensing

Included in the course is On-Demand access to the 2020 Virtual Software Course Webinars, which includes an additional five 90-minute presentations.

Questions? Interested in creating a bundle?

Contact AUTM Sponsor and Exhibits Manager, Casey Annunziata, at cannunziata@autm.net, or +1-202-960-1782.

Platinum Level \$5,000

- Recognition in electronic marketing materials (website, emails, registration notices etc.)
- 4 complimentary course registrations.
- Registration list in electronic format (excludes email addresses, per AUTM policy) sent prior and post event.
- Banner ad on meeting platform.
- Verbal acknowledgment by moderator at the opening session.
- Push notification sent to attendees via event platform recognizing support.

Gold Level \$2,000

- Recognition in electronic marketing materials (website, emails, registration notices etc.)
- Two complimentary course registrations.
- Registration list in electronic format (excludes email addresses, per AUTM policy) sent prior and post event.
- Verbal acknowledgment by moderator at the opening session.
- Push notification sent to attendees via event platform recognizing support.

Silver Level \$1,000

- Recognition in electronic marketing materials (website, emails, registration notices etc.).
- One complimentary course registration.
- Registration list in electronic format (excludes email addresses, per AUTM policy) sent prior and post event

Ready to Secure your spot?

Completed the form below and email to cannunziata@autm.net. Sponsorship is available on a first-come, first-served basis. Sponsorship fees are due upon application acceptance. Invoices can be created at sponsor’s request.

- 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 Level and Include Course Title(s):

Silver: \$1,000.00 _____

Gold: \$2,000.00 _____

Platinum \$5,000.00 _____

TOTAL: \$ _____

**Discounts are available for bundles.*

Contact Information:

Name: _____ Company: _____

Address: _____ City,

State/Province: _____ ZIP/Postal Code,

Country: _____ Phone:

_____ Email: _____ 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: _____ Signature: _____ Account

Number: _____ Exp. Date: _____ Amount \$ _____