



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.

Practical Negotiations

August 02-04, 2021

Daily 3:00-4:30pm EDT

This course covers advanced negotiation techniques, including practical responses to objections to proposed licensing terms, both financial and non-financial, how to respond to difficult people, communication modalities, negotiating without leverage and firm price contracts.

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.

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.

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.
- 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?

Complete 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 \$ _____