

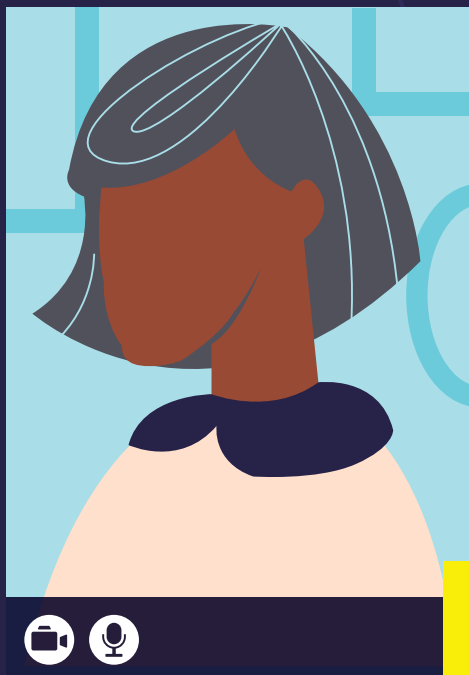
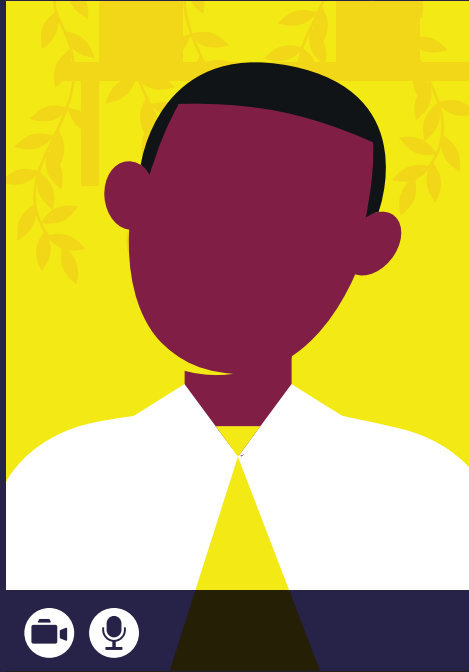
# autm

annual meeting

# 2021



essential connections  
empowering innovation



# exhibitor prospectus

MARCH

#AUTM2021

# 15-18, 2021

VIRTUAL

## PARTNER WITH AUTM

We're driven to fulfill our mission to support and advance technology transfer worldwide. Reach out today to kickstart your exposure and gain improved access to our community.

## ABOUT THE AUTM ANNUAL MEETING

For more than 40 years, AUTM has provided essential education for technology transfer professionals – helping them meet the ever-increasing demands of the field and advance awareness of how their work improves lives. This four-day event provides educational and partnering opportunities for technology transfer professionals, researchers and intellectual property experts globally. In light of the COVID-19 pandemic, we've adapted our Meeting to create a safe and inclusive virtual format that will allow attendees to participate from the comfort and convenience of their homes.

## THE VALUE IN VIRTUAL

- **Greater Reach:** In-person events exclude those in your target market that are unable to attend due to travel restrictions, scheduling conflicts and/or budgetary constraints. The virtual model removes these barriers and opens the door to a larger audience.
- **Improved ROI:** Typically the time to interact with attendees is limited to the Meeting's dates. The virtual model provides exposure for an extended period, as the Meeting platform will be available long after the meeting concludes.
- **Valuable Data:** It's easier to measure event engagement with a virtual platform because every move an attendee makes is tracked. You'll learn more about attendee interaction with your brand and be able to make educated decisions about your digital marketing plans for the future.

"By having an exhibit booth, we made many more connections than at previous conferences, and the connections made were not only around partnering, but broader opportunities. It was very productive. We received overwhelming interest from attendees who were eager to learn about the innovative discoveries born in Brandeis labs."

– 2019 Exhibitor, Rebecca Menapace, Associate Provost for Innovation at Brandeis University.

Our community consists of more than 3,000 Members who work in over 800 universities, research centers, hospitals, businesses and government organizations around the globe.

To reserve an option or create a customized package, contact:

**Casey Annunziata**  
AUTM Sponsor and  
Exhibits Manager  
+1-973-479-9472  
cannunziata@autm.net

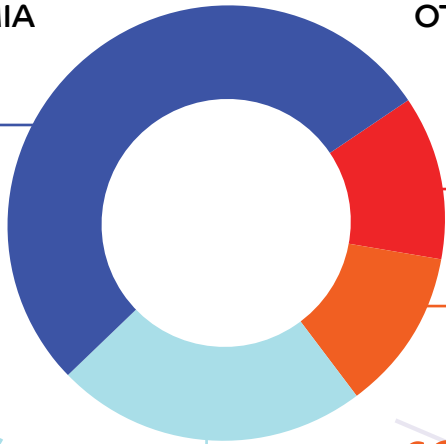
## WHO ATTENDS

**53%**  
ACADEMIA

**12%**  
OTHER

**23%**  
SERVICE  
PROVIDER

**12%**  
INDUSTRY



### WHY EXHIBIT?

Virtual exhibit space at the AUTM 2021 Annual Meeting is ideal for engaging with key decision makers from the technology transfer industry. Exhibiting is one of the best marketing investments you can make.

- Gain visibility with the influential decision makers you want most to reach.
- Strengthen and reinforce your organization's position in the industry.
- Meet new contacts and form valuable partnerships.
- Learn about the profession through sessions, workshops and meetings.
- Discover the latest developments in technologies and services.
- Find people looking for your expertise.

### WHO SHOULD EXHIBIT?

If showcasing your organization's products and services to academic technology transfer professionals from around the world is a priority, exhibiting virtually at the 2021 AUTM Annual Meeting is the perfect fit for you.

- Pharmaceutical companies
- Universities and research institutions
- Medical device companies
- Attorneys (IP, patents, trademarks, licensing, etc.)
- Biomedical organizations
- IP consultants
- Nonprofit organizations
- Incubators
- Venture capital firms
- Software developers
- Royalty audit firms
- Patent-related service providers
- Research and development professionals
- other technology transfer service providers

### WHY THEY WILL ATTEND

- **High quality content:** The AUTM Meeting brings attendees exceptional content and insight.
- **Connections:** The need to network, collaborate and learn is greater than ever. This is the opportunity to renew relationships, meet new contacts and catch-up on developments in the field.
- **Ease of attending:** No travel is required, which minimizes out-of-office time for professionals with demanding schedules.

See the full list of 2020 exhibitors on page 6

## EXHIBIT PACKAGE

- One complimentary full meeting registration. Additional registrations are available at the applicable Member/non-Member rate.
- Customizable virtual exhibit booth
- Company description and logo with hyperlink on annual meeting website.
- Registration list in digital format (excludes email addresses, per AUTM policy) sent prior and post event.

**Price: \$1,000 USD**

### EXHIBIT BOOTH INFORMATION

#### Dedicated landing page which can include:

- Company Description
- Contact Information
- Virtual Business Card
- Embedded Video - Youtube or Vimeo
- Social Media Links
- Messaging Links - Text Message, Facebook Messenger, Email etc.

- Live Meeting App Links - Zoom, WebEx, MS Teams, Skype
- Calendar Links - Calendly, Etc.

#### Exhibitor Data

- Number of Visitors
- Average Visit Length
- Outlinks (Clicks leaving platform)
- Virtual Business Card submissions

## SPONSORSHIP

Double down on your investment and get the most out of your time at the Meeting. A variety of sponsorship opportunities are available for every budget to maximize your impact at AUTM 2021.

### DID YOU KNOW YOU CAN INTERACT WITH OUR COMMUNITY ALL YEAR?

AUTM offers numerous sponsorship and advertising opportunities that will carry your message until the 2022 Annual Meeting in New Orleans! Consider:

- The Better World Project
- AUTM Innovation Marketplace (AIM)
- *AUTM Insight* Newsletter
- Surveys
- Courses
- Region Meetings
- Partnering Forums
- Webinars

## ADVERTISING

Enhance engagement with your booth by exploring AUTM's advertising opportunities. Options include the *AUTM Insight* digital newsletter, customized emails, our AUTM Career Center and more.

### CUSTOM & BUNDLE OPPORTUNITIES:

Don't see what you're looking for?  
Interested in creating a bundle?

Maximize your marketing investment by creating a package that gives you the reach you are aiming for.

**Contact Casey Annunziata** at +1-973-479-9472 or [cannunziata@autm.net](mailto:cannunziata@autm.net) to start planning today.

## AUTM 2021 ANNUAL MEETING VIRTUAL EXHIBIT BOOTH APPLICATION

To secure your exhibit booth, complete and forward this application to Casey Annunziata, AUTM Exhibits and Sponsor Manager, at [cannunziata@autm.net](mailto:cannunziata@autm.net).



Virtual Exhibit Booth: \$1,000

### CONTACT INFORMATION

Name/Title

Company

Address

City

State/Province

Country

ZIP/Postal code

Phone

Email

Website

### PAYMENT INFORMATION

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

Charge my:

VISA  MasterCard  American Express  Discover

Name on Credit Card

Signature

Account Number

Expiration date

Amount \$

### IMPORTANT PAYMENT INFORMATION:

- If paying by **credit card**, include details on this form as indicated.
- If paying by **check**, please email the completed form to [cannunziata@autm.net](mailto:cannunziata@autm.net) who will then provide the mailing address for payment.

\*The balance is due no later than Friday, February 12, 2021.

AUTM retains full discretion regarding exhibit application acceptance.

**Questions?** Contact Casey Annunziata at +1-973-479-9472 or [cannunziata@autm.net](mailto:cannunziata@autm.net).

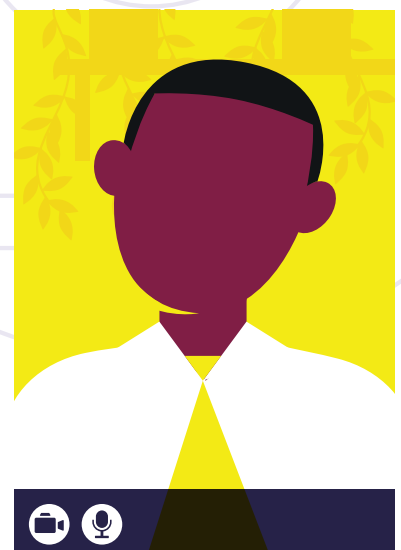
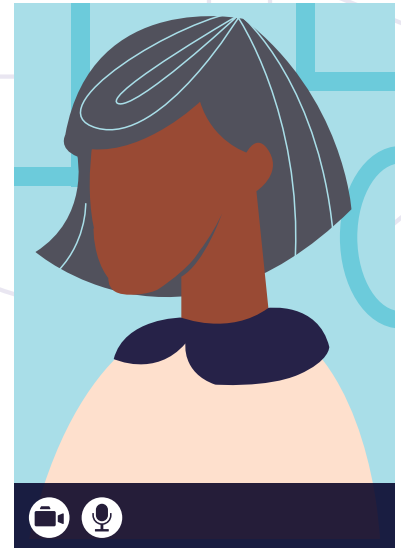
**Cancellation Policy:** Cancellation of the sponsorship agreement must be submitted to AUTM in writing by no later than Friday, February 12, 2021. Refunds are subject to a 10% processing fee.

# 2020 EXHIBITORS

*\*List reflective of those that confirmed their participation prior to the cancellation of the 2020 Annual Meeting.*

Anaqua  
AshmarIP  
BCC Research  
Berggren Oy  
Bioscience Advisors Inc.  
Biotechnology Innovation  
Organization (BIO)  
Borman & Company  
Branchly Innovation  
CAS/Science IP  
Casimir Jones  
Cerovations  
Certified Licensing Professionals (CLP)  
Computer Packages Inc  
CPA Global  
D'Hue Law LLC  
Elanco Animal Health  
Federal Laboratory Consortium  
Foresight Science & Technology, Inc.  
Fuentek LLC  
Global Royalty Audits Inc  
Greensfelder  
Hong Kong Trade Development Council  
InfoEd Global  
Innovate IP Inc  
IN-PART  
InteliSpark  
Inteum Company LLC  
InvotexIP LLC  
IP Pragmatics  
IPAssets/WeFunder  
Kerafast  
Knowledge Sharing Systems

ktMINE  
LES  
LifeArc  
Merck & Co Inc  
Michelson Institute for  
Intellectual Property  
Morningside Translations  
Murtha Cullina LLP  
Myers Bigel  
MyIP Limited  
NanoVest Inc.  
National Center for Advancing  
Translational Sciences  
National Human Genome  
Research Institute  
PatentDesigns.net  
PCT Korea Center  
PLI (Practising Law Institute)  
Richman Chemical Inc  
RWS  
Saul Ewing Arnstein & Lehr LLP  
The SearchLite  
SpinUp Campus  
Sun IP  
Tekcapital  
Thomas Horstemeyer LLP  
Tradespace  
TreMonti Consulting  
Wellspring Worldwide  
Western University of Health Sciences  
Ximbio



**"It's an excellent opportunity to engage directly with curious organizations and for word-of-mouth to spread quickly."  
– 2019 AUTM Exhibitor**

# OFFICIAL VIRTUAL EXHIBIT TERMS OF PARTICIPATION

**Conflicting Events:** Exhibitors will be prohibited, as a condition of their participation, from hosting events that conflict with any of AUTM's educational sessions, special programs, social and themed events. Exhibitors should review the Meeting program for potential conflicts before scheduling.

**Virtual Exhibit Booth Setup:** It is the responsibility of each Exhibitor to manage the content of their virtual space. Once the application and payment have been received more information will be provided to Exhibitors to complete the booth set up.

**Payment:** By submitting the Exhibit Agreement form, the Exhibitor understands and agrees to the provisions and terms and conditions as listed on this agreement and verifies they are authorized to execute the Exhibit Agreement on behalf of their company. All exhibits must be paid in full, 30 days prior to the start of the event. AUTM does not guarantee a minimum level of attendance at any program and exhibit fees will not be adjusted or refunded in accordance to final attendance numbers.

**Inability to Hold Conference; Change in Scheduled Dates:** Should the premises or virtual platform in which the AUTM Meeting is to be held become, in the sole judgment of AUTM, unfit for occupancy, or should the Meeting be materially interfered with by the pandemic, elements, strike, picketing, boycott, embargo, war, riot, emergency declared by a government agency, or any other act beyond the control of AUTM, the Agreement may be terminated. In the event of such termination, the Exhibitor waives liability and releases AUTM of and from all claims for damages and agrees that AUTM shall have no obligations except to refund to the Exhibitor a prorated share, after deducting all costs and expenses in conjunction with such exhibit.

**Audio, Photography and Video:** By exhibiting at this meeting, the Exhibitor authorizes that audio, photography or video taken of the Exhibitor may be used by AUTM for marketing purposes. For more on how AUTM manages and protects the privacy of collected data, visit [autm.net/privacy-policy](http://autm.net/privacy-policy).

**Marketing and Advertising:** The Exhibitor acknowledges that their company's name, logo, and other information may be printed in the conference program, virtual signage and in electronic marketing materials (website, emails, registration notices etc.). The Exhibitor grants AUTM a non-exclusive, royalty-free license to use its logos and trademarks in recognizing and acknowledging the exhibit booth, both prior to, during and after the event. In addition, any marketing or advertising on the Exhibitor's behalf, prior to, during and after the event, pertaining to the Meeting and/or using AUTM's name or logo must align with the AUTM's policies.

Check Here if you wish to be excluded from all marketing related to this event.

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*Signature*