



Creating Communities of Innovation

# AURP 2012 ANNUAL CORPORATE PARTNER PROGRAM

## Be a Visible AURP Partner of Innovation for ALL AURP 2012 Programs



### The AURP Corporate Partner Program

offers select companies the opportunity to participate in advancing the work of bringing scientific and technological progress into being and to the marketplace. By participating as an AURP Partner of this leading professional organization at the Diamond, Platinum, Gold, or Silver level during the calendar year 2012 you demonstrate, to a vital audience, your commitment to purposeful research and development that will lead world economies into the future.

The AURP Annual Corporate Partner Program offers corporations the opportunity to be recognized throughout the year as a major contributor to the success of the organization with a prominent presence at all AURP events and in all AURP publications.



Clemson University - International Center for Automotive Research



Whiting-Turner Contracting Company display in the AURP Exhibit Hall



Buffalo Niagara Medical Campus

## Mark Your Calendar for AURP's 2012 Action-Packed Events



**AURP Spring Training**  
**March 19-23, 2012**

Renaissance Vinoy Resort  
St. Petersburg, Florida



**Innovation Coalition Fly-In Day**  
**May 23, 2012** Washington, D.C.



**AURP 2012 International Conference**  
**September 19-21, 2012**

Monona Terrace  
Hilton Monona Terrace  
Madison, Wisconsin

*Hosted by the University Research Park at the University of Wisconsin-Madison*

**Make Your Reservations Early at [www.AURP.net](http://www.AURP.net)**

**ALL LEVELS OF THE ANNUAL CORPORATE PARTNER PROGRAM INCLUDE:**

**Membership**

AURP Membership recognized at the Sustaining Level. In addition to regular AURP member benefits, Sustaining Members receive:

- Member benefits, Web access and newsletter subscriptions for unlimited company representatives.
- Priority consideration for periodic features in the Research Park Forum and AURP Web site.

**Visibility at major AURP Conferences (2-3 per year)**

- 8' x 10' Exhibit Booth at the International Conference
- Signage - Individual Corporate Banners & Regular Signage
- Advertising materials in registration packets
- Logo on conference Web site homepage and sponsor pages
- Invitation to AURP Board Dinners

**AURP web communications benefits**

- AURP homepage link to Annual Partnership's Web site (AURP's Web site is the source of the latest in research and science park news and professional development opportunities.)
- Electronic mailing list of registrants for all AURP events

**DIAMOND LEVEL ANNUAL PARTNER**

**Diamond Level Annual Partners commit an investment of \$50,000.**

Benefits specific to the Diamond Level include (in addition to the general sponsor benefits listed):

- Opportunity to host two (2) Webinars (on topics such as innovation, knowledge partnership creation, park development, or other topics of mutual interest to the Annual Partnering organization and AURP)
- Opportunity for a keynote presentation at the International Conference
- Meeting Registrations to AURP programs (5 registrations per conference)
- FULL-page, color advertising space in Conference Programs
- Recognition as the Sponsor of the 17th Annual Awards of Excellence
- AURP Electronic Newsletter - Banner advertisement 4 times/year

**PLATINUM LEVEL ANNUAL PARTNER**

**Platinum Level Annual Partners commit an investment of \$25,000.**

Benefits specific to the Platinum Level include (in addition to the general sponsor benefits listed):

- Meeting Registrations to AURP programs (4 registrations per conference)
- Opportunity to host one (1) Webinar (on topics such as innovation, knowledge partnership creation, park development, or other topics of mutual interest to the Annual Partnering organization and AURP)
- Priority attention to serve as Speaker or Moderator at any AURP conference
- Opportunity for a Keynote Presentation at International Conference

- Recognition as sponsor of Name Badge Lanyards at all 2012 programs
- FULL-page, color advertising space in Conference Programs
- AURP Electronic Newsletter - Banner advertisement 3 times/year

**GOLD LEVEL ANNUAL PARTNER**

**Gold Level Annual Partners commit an investment of \$15,000.**

Benefits specific to the Gold Level include (in addition to the general sponsor benefits listed):

- Meeting Registrations to AURP programs (3 registrations per conference)
- Recognition as the Sponsor of AURP Keynote Speaker
- HALF-page, color advertising space in Conference Programs
- AURP Electronic Newsletter - Banner advertisement 2 times/year

**SILVER LEVEL ANNUAL PARTNER**

**Silver Level Annual Partners commit an investment of \$7,500.**

Benefits specific to the Silver Level include (in addition to the general sponsor benefits listed):

- Meeting Registrations to AURP programs (2 registrations per conference)
- Recognition as Sponsor of Printed Conference Program
- QUARTER-page, color advertising space in Conference Programs

**ADDITIONAL OPPORTUNITIES**

**These opportunities are only available to committed 2012 Annual Corporate Partners.**

**Hand Sanitizer Sponsor \$5,000**

(Exclusive - 1 available) Logo imprinted on individual hand sanitizer bottles distributed at all AURP 2012 programs.

**Room Drop Sponsor \$5,000**

(Exclusive - 1 available for International Conference) Your company logo imprinted on snack-size tote bag including your message, snacks and exclusive "logo-branded" water delivered to all attendee rooms for 2012 International Conference.

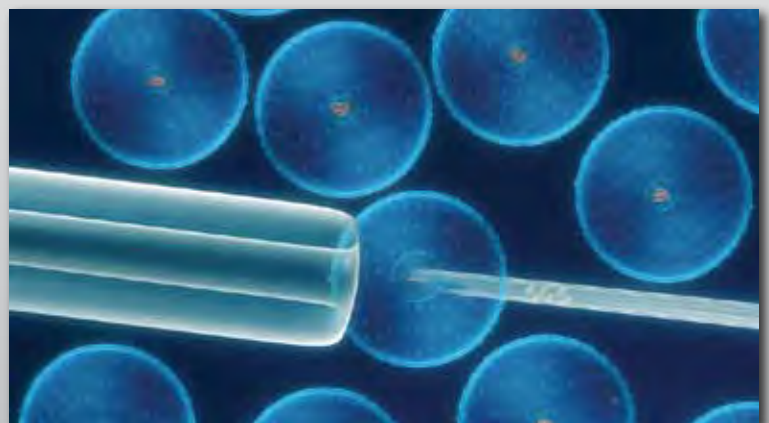
**Branded Bottled Water Sponsor \$3,000**

(Exclusive - 1 available) Company logo and message presented on exclusive "logo-branded" water distributed at the AURP Registration Desk to all Spring Training 2012 attendees.

**Pocket Schedule-at-a-Glance Sponsor \$2,500**

(Exclusive - 1 available for International Conference) Your company logo noting "Compliments of..." headline on pocket schedule-at-a-glance distributed to all attendees at the International Conference.

**To confirm your sponsorship or for more information, contact Vickie Palmer, Events Manager, at [vickiepalmer@aurp.net](mailto:vickiepalmer@aurp.net) or call (520) 529-2524.**





Creating Communities of Innovation

# 2012 AGREEMENT ANNUAL CORPORATE PARTNER AND EVENT SPONSORS

AURP will confirm your participation and accompanying benefits, via email, upon receipt of this partnership form.

Organization/Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web site: \_\_\_\_\_

### PARTNER/SPONSOR COMMITMENT: Sign me up!

#### AURP 2012 Annual Corporate Partner:

- Please check the appropriate box:
- Diamond Corporate Partner (\$50,000)
  - Platinum Corporate Partner (\$25,000)
  - Gold Corporate Partner (\$15,000)
  - Silver Corporate Partner (\$7,500)

#### Additional sponsorship opportunities:

- Hand Sanitizer Sponsor (\$5,000)
- Room Drop "Snack Bag" Sponsor (\$5,000)
- "Branded Bottled Water" Sponsor (\$3,000)
- Pocket Schedule-at-a-Glance Sponsor (\$2,500)

#### AURP 2012 International Conference Sponsor:

- Please check the appropriate box:
- Diamond Conference Sponsor (\$25,000)
  - Platinum Conference Sponsor (\$10,000)
  - Gold Conference Sponsor (\$7,500)
  - Silver Conference Sponsor (\$5,000)
  - Bronze Conference Sponsor (\$2,500)

#### Additional sponsorship opportunities:

- Room Drop "Snack Bag" Sponsor (\$5,000)
- "Branded Bottled Water" Sponsor (\$3,000)
- Hand Sanitizer Sponsor (\$2,500)
- Pocket Schedule-at-a-Glance Sponsor (\$2,500)

#### AURP 2012 Spring Training Sponsor:

- Please check the appropriate box:
- Diamond Conference Sponsor (\$25,000)
  - Platinum Conference Sponsor (\$10,000)
  - Gold Conference Sponsor (\$7,500)
  - Silver Conference Sponsor (\$5,000)
  - Bronze Conference Sponsor (\$2,500)

Contributions and gifts paid to AURP are not tax-deductible as charitable contributions. However, they may be deductible as ordinary and necessary business expenses.

#### EXHIBITOR INDEMNIFICATION:

The sponsor assumes the entire responsibility for losses, damages, and claims arising out of AURP International Conference exhibit's activities on the Hotel premises and will indemnify, defend, and hold harmless AURP, the Hotel, their agents, servant and employees from any and all such losses, damages, and claims. Please note your signifies acceptance of all terms and conditions of exhibiting.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

#### PAYMENT INFORMATION:

Enclosed is: \$ \_\_\_\_\_ (Payable in U.S. Dollars only)

**Check/Purchase Order** (please include check or purchase order number)  
 (Check or purchase order must be in U.S. dollars, payable to the Association of University Research Parks)

Please submit payments to AURP  
 c/o CHASE Dept. #1072, P.O. Box 29338, Phoenix, AZ 85038

Credit Card:  VISA  MasterCard

Credit card number: \_\_\_\_\_ Exp. \_\_\_\_\_

Name as it appears on credit card: \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_

#### CONFIRM YOUR SUPPORT TODAY

**By mail to:**  
 AURP  
 Attn: Vickie Palmer  
 6262 North Swan Road, Suite 100  
 Tucson, AZ 85718

**By fax to:**  
 (520) 529-2499

**Online:**  
 www.aurp.net

**For more information**  
 Contact Vickie Palmer, Events  
 Manager, in the AURP Office at  
 (520) 529-2524.

# FACTS

**Over \$1.5 Billion**

in planned research park improvements over the next few years.\*

*\*According to AURP North American Member Survey*

## Creating Communities of Innovation

The Association of University Research Parks (AURP) is a professional association of university-related research, science and technology parks.

AURP's membership includes planned and operating parks, many of which contain technology incubators. A variety of university, government, not-for-profit and private companies interested in the development and operation of high technology economic development projects also comprise AURP's membership.



## What is a Research Park?

AURP defines a university research park as a property-based venture, which:

- Master plans property designed for research and commercialization
- Creates partnerships with universities and research institutions
- Encourages the growth of new companies
- Translates technology
- Drives technology-led economic development

## About Research Parks

- University research parks in the United States and Canada encompass more than 47,000 acres and include 124 million square feet of space
- At full build out, these research parks will include 275 million square feet of space
- More than 300,000 workers in North America work in a university research park
- Every core job in a research park generates an average of 2.57 jobs in the economy

## MISSION STATEMENT

**AURP fosters innovation, commercialization and economic growth through university, industry and government partnerships.**

## UPCOMING EVENTS

### AURP Spring Training

March 19-23, 2012  
Renaissance Vinoy Resort  
St. Petersburg, Florida

### Innovation Coalition Fly-In Day

May 23, 2012  
Reserve Officers Association/Top  
of the Hill  
Washington, D.C.

### AURP 2012 International Conference

September 19-21, 2012  
Monona Terrace Community and  
Conference Center  
Madison, Wisconsin  
Hosted by  
the University Research Park,  
University of Wisconsin-Madison

## FOR MORE INFORMATION

### Contact:

Vickie Palmer  
AURP Events Manager  
(520) 529-2524  
[vickiepalmer@aurp.net](mailto:vickiepalmer@aurp.net)

**[www.AURP.net](http://www.AURP.net)**

Get the latest information about membership benefits, regional meetings, sponsorship opportunities, breaking news, and trends in research park development at [www.aurp.net](http://www.aurp.net).

# AURP Poised for Growth

Let AURP **maximize**  
your marketing dollars!

Find out **more** about our AURP Research Park members.

Planned improvements exceed  
**Over \$1.5 Billion**

**25%**

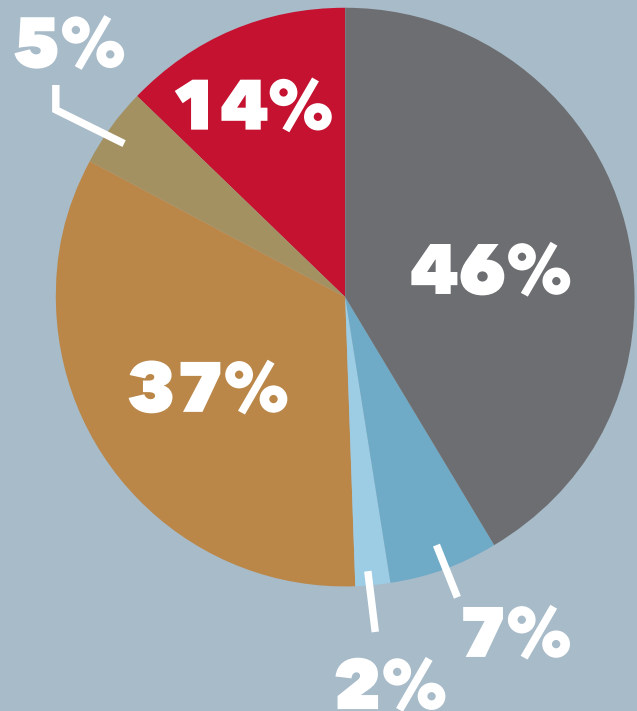
of members responding to our survey are planning  
a NEW university Research Park in the next few years

**89%**

of members responding to our survey plan to  
expand their existing built environment

## AURP members

represent these Research Park entities:



**46%** University (research university with doctoral-level studies)

**37%** Non-profit foundation

**14%** Governmental

**7%** University with bachelor or masters level studies

**5%** Private developer

**2%** Medical School

For more information on how you and your organization can partner with AURP, contact Vickie Palmer, Events Manager, at (520) 529-2524 or [vickiepalmer@aurp.net](mailto:vickiepalmer@aurp.net).

Association of University Research Parks  
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