

AURP 2012 INTERNATIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

September 19-21 at the Monona Terrace in Madison, Wisconsin



The AURP International Conference Sponsorship offers

corporations the opportunity to be recognized at the International Conference as a major contributor to the success of the organization with a prominent presence at this event and in all AURP conference-marketing publications. At this conference, research park leaders will:

- Meet and network with colleagues representing major research parks and technology incubators with top-level expertise
- Hear speakers at the leading-edge of the research park development evolution
- Experience stimulating panel discussions
- Enjoy all that Madison has to offer!



ALL LEVELS OF SPONSORSHIP INCLUDE:

Visibility at the International Conference

- 8'x 10' Exhibit Booth Space
- Invitation to AURP Board of Directors Sponsor Appreciation Dinner
- Company logo and description in the meeting program
- Logo on conference Web site and in marketing materials
- Signage recognition at sponsored event and throughout meeting

AURP web communications benefits

- AURP link to International Conference Sponsor'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 International Conference
- Special news release recognition

DIAMOND LEVEL SPONSOR

Diamond Level Sponsors commit an investment of \$25,000.

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

- Conference Registrations (5 comp registrations)
- Ability to introduce Company and welcome attendees during the Welcome Reception
- Recognition as the Sponsor of the Welcome Reception
- Priority attention to serve as Speaker or Moderator at the conference
- FULL-page, color advertising space in Conference Program
- AURP Electronic Newsletter - Banner advertisement 2 times/year
- Ability to include Tote Bag insert (information or attendee gift)

PLATINUM LEVEL SPONSOR

Platinum Level Sponsors commit an investment of \$10,000.

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

- Conference Registrations (4 comp registrations)
- Recognition as the Sponsor of the Luncheon
- Recognition as the Sponsor of the Conference Tote Bag (include insert/information or attendee gift)
- Priority attention to serve as Speaker or Moderator at conference
- FULL-page, color advertising space in Conference Program
- AURP Electronic Newsletter - Banner advertisement 2 times/year

GOLD LEVEL SPONSOR

Gold Level Sponsors commit an investment of \$7,500.

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

- Conference Registrations (3 comp registrations)
- Recognition as the Sponsor of the Conference Audio Visual
- HALF-page, color advertising space in Conference Program
- AURP Electronic Newsletter - Banner advertisement 1 time/year

SILVER LEVEL SPONSOR

Silver Level Sponsors commit an investment of \$5,000.

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

- Conference Registrations (2 representatives)
- Recognition as the Sponsor of either Continental Breakfast or Refreshment Breaks
- QUARTER-page, color advertising space in Conference Program

BRONZE LEVEL SPONSOR

Bronze Level Sponsors commit an investment of \$2,500.

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

- Conference Registration (1 representative)
- Recognition as the Sponsor of either Tour Buses or specific item

ADDITIONAL OPPORTUNITIES

These opportunities are only available to committed 2012 International Conference Sponsors.

Room Drop "Snack Bag" Sponsor \$5,000

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

Hand Sanitizer Sponsor \$2,500

(Exclusive - 1 available) Your company logo imprinted on individual hand sanitizer bottles distributed at the AURP 2012 International Conference.

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 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

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.

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

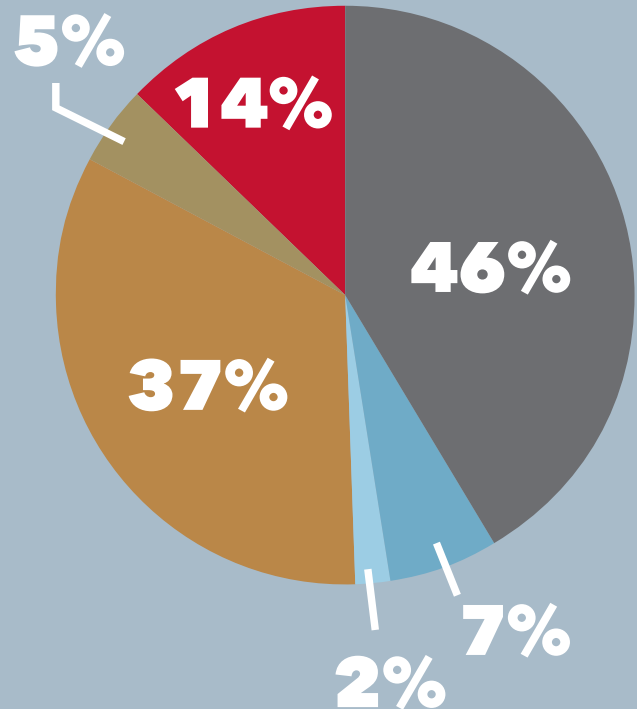
25%

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.

Association of University Research Parks
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