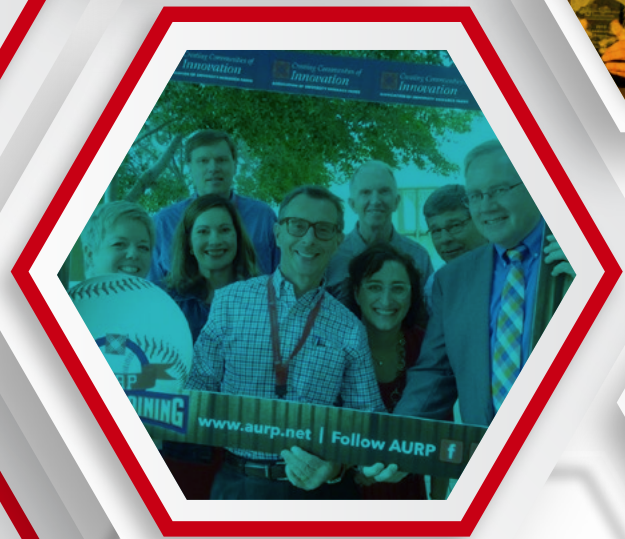




▶ A Message from
AURP President
Leah Burton



35th
ANNIVERSARY



Creating Communities of
Innovation[™]

ASSOCIATION OF UNIVERSITY RESEARCH PARKS

35 Years Advancing Innovation & Economic Growth

2021 AURP Partnership Opportunities

REACH DECISION MAKERS – GROW YOUR BUSINESS

WHAT IS AURP?

For 35 years, the AURP reach has expanded to **include innovation districts, incubators/accelerators, medical research centers/campuses, federal labs, and community colleges** – bringing together inspired professionals with key industry leaders to share knowledge and best practices, as well as see the latest advanced technologies needed to cost-effectively develop and manufacture quality products.

WHOM DOES AURP SERVE?

Research parks and innovation districts are physical environments that generate, attract and retain science and technology companies and talent in alignment with sponsoring research institutions such as universities as well as public, private and federal research laboratories.

Research parks and innovation districts are key economic drivers in many states across the country.

Top corporations partner with research parks and innovation districts to create corporate innovation centers.

Innovation activities result in measurable economic development successes through the incubation of emerging technology companies in research parks.*

These parks are integrated into regional innovation efforts and signature developments for creating dynamic live-work-play environments that attract high-skilled, technology professionals to a region.*

The focus on innovation is enabling research parks and innovation districts to demonstrate continued strong growth.

BUILD YOUR NETWORK BY JOINING OUR GLOBAL INNOVATION VILLAGE!

AURP unites innovation partners to ignite economies and transform lives.

MEMBERSHIP

AURP encourages an open membership strategy of research institutions and innovation districts plus corporate organizations and consultants – all representatives of our greater collective Community of Innovation!

AURP members are a close-knit community. By joining as a member of AURP you will gain access to a global network of the brightest minds in the research field and forge the long-term relationships that define AURP's membership.

We offer two levels of membership with varying benefits:

- **Sustaining** – This higher level of membership is an excellent tool to promote your park, innovation district or organization with additional marketing benefits to share news about community, tenants and partnerships.
- **Regular** – Our regular member category is open to all research institutions, innovation districts, academic medical campuses, both planned and operating.

ANNUAL SPONSOR

The AURP Annual Sponsor Program offers select corporate organizations and institutions 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 Annual Sponsor for a calendar year, you demonstrate to a vital audience your commitment to purposeful research and development that will lead world economies into the future.

These advanced Annual Sponsors are offered 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 AURP communications.

A premium benefit of Annual Sponsors includes the added recognition and benefits of the Sustaining membership level.



Create brand exposure that is targeted to your core market

EVENT-BASED SPONSOR

Sponsorship of AURP events offer investors, and those ultimately supporting research communities and innovation districts, the opportunity to be recognized as a major contributor to the success of the Association with a prominent presence at our events.

AURP hosts a wide variety of networking and programming options including the International Conference, Spring Training, BIO Health Caucus, and Insights into Research Parks (I2RP).

Sponsors for these programs will:

- Support their event host communities and underwrite the delivering of these superior networking events
- Meet and network with colleagues representing major Communities of Innovation
- Gain access to the leaders and decision-makers at international innovation districts, and community improvement districts
- Hear speakers at the leading-edge of development and scientific exploration

MEMBERSHIP

Categories: Institution and Corporate

Sustaining \$2,200/year

Regular \$1,050/year

SPONSORSHIP

Sponsor Levels

Annual Sponsor

International Conference

Spring Training

BIO Health Caucus

Diamond

\$50,000/year

\$15,000

\$15,000

\$10,000

Platinum

\$25,000/year

\$10,000

\$10,000

\$7,500

Gold

\$15,000/year

\$7,500

\$7,500

\$5,000

Silver

\$10,000/year

\$5,000

\$5,000

\$2,500

Bronze

NA

\$2,500

\$2,500

\$1,500

General Underwriter

NA

\$1,500

\$1,500

\$1,000

AURP MEMBERSHIP

AURP unites innovation partners to ignite economies and transform lives.

AURP's goal is to connect great people, share outrageous ideas, plus create and grow communities. Representing over 1,000 global university-based institutions, innovation districts and more, these communities support 10,000+ jobs just within North America alone. AURP is the premier source of learning, knowledge and future-oriented research for the greater community of innovation and it's professionals, providing resources, education, ideas and advocacy to enhance the power and performance of our AURP membership and global network.

We believe the partnerships within these communities have the power to transform society for the better. Our passion is to help our executive leaders achieve previously unimaginable levels of performance. We do this by nurturing the relationships of really smart, creative, and interesting people—our members.

In short, **we ARE the COMMUNITY OF INNOVATION.**

Why AURP?

Sharpen your skills with access to premier events, professional development and resources. Strengthen your Community of Innovation by joining ours.

AURP is an open association encouraging members and partners from varying experiences. We categorize our members into two distinct areas:

Institutional including university research, science and technology parks, innovation districts both operating and planned.

Corporate members are a crucial sector within these relationships and includes any organization or individual with a declared interest in the planning, construction, management, support, research, or implementation of these Communities of Innovation or those who show a personal or professional interest in the promotion and development of those goals.



Strengthen your
Community of Innovation
by joining ours.



SUSTAINING MEMBER PRICE: \$2,200 USD

This membership category is open to the leaders within our Community of Innovation that wish to be recognized as pioneers in the field and want a seat at the table. In addition to all Regular Member benefits, this advance member level includes:

- Institution/Organization name featured on AURP website
- Logo showcased at all AURP conferences in programs and signage
- Invitation to the AURP Board of Directors' Dinner
- Priority consideration to serve as speaker or moderator at AURP conferences
- Priority consideration for features in the Park Post and website
- Opportunity to host or speak at member roundtable Peer to Peer sessions

REGULAR MEMBER PRICE: \$1,050 USD

- **Network Access** to a global network of the brightest minds in the research park field and forge the long-term relationships that define AURP's membership through connections: Member E-List, Circles (create your own member discussion groups) and Digital Library
- **Personalized Assistance** – Have questions about research parks and innovation districts? As a member you can pose a question to AURP's extensive network of professionals. Our strong AURP network can help you get the answers! Reach practitioners with your questions and share best practices 24/7.
- **Communications** – Important updates in innovation with new developments, new funding opportunities, RFPs/ RFQs, [job postings](#), [CEO Blog](#), Bi-weekly [Park Post](#) e-news.
- **Premier Professional Development** & education opportunities including
 - [Spring Training](#), [BIO Health Caucus](#), [Annual International Conference](#), [Innovation U](#) (university) Virtual Seminar Series, [Insights to Research Parks](#) series and more
 - [Peer to Peer CEO's Roundtable](#)
 - [Communicators Check-in](#)
- **Awards** – Recognition for Your Institution/Innovation District, Community Leader or Company with the [Annual Awards of Excellence](#) presented each year at the AURP International Conference.



2021 SPONSOR BENEFITS	Sustaining Membership	Park Post & Website Feature Articles	Individual Banner Recognition & Logo on Website Widget	Webinar, Podcast or Peer2Peer Host	Virtual TourPark/ District Video	Attend AURP Board Dinner	Comp Event Registrations	Ad Space in Program	Park Post Banner Ad	Table Top Display at Conference	Priority to Serve as Keynote Speaker	Priority to Serve as Moderator or Speaker at Conference	Reception Sponsor	Awards of Excellence Sponsor	AudioVisual Sponsor	Continental Breakfast or Break Sponsor	Luncheon Sponsor	Tote Bag Sponsor	Transportation Sponsor	Program, Signage & Website Recognition	
ANNUAL SPONSOR																					
DIAMOND • \$50,000	◆	◆	◆	◆	◆	5	5	Full	◆	◆	◆	◆		◆						◆	
PLATINUM • \$25,000	◆	◆	◆	◆	◆	4	4	Full	◆	◆	◆	◆	◆	◆						◆	
GOLD • \$15,000	◆	◆	◆	◆	◆	3	3	Half	◆	◆	◆	◆		◆						◆	
SILVER • \$10,000	◆	◆	◆	◆	◆	2	2	Quarter	◆	◆	◆	◆		◆						◆	
INTERNATIONAL CONFERENCE																					
TRAILBLAZERS • \$15,000		◆		◆	◆	4	4	Full	◆	◆	◆	◆	◆	◆						◆	
INVENTORS • \$10,000		◆		◆	◆	4	4	Full	◆	◆	◆	◆		◆				◆		◆	
CONVENERS • \$7,500		◆		◆	◆	3	3	Half	◆	◆	◆	◆					◆			◆	
CATALYSTS • \$5,000		◆			◆	2	2	Quarter	◆	◆		◆			◆						◆
PIONEERS • \$2,500		◆			◆	1	1	Quarter		◆							◆			◆	◆
EXPLORERS • \$1,500 (General Underwriter)		◆							Quarter		◆										◆
SPRING TRAINING																					
MVP • \$15,000		◆		◆	◆	NA	3	Flyer	◆	NA		◆		NA				NA	NA	◆	
GRAND SLAM • \$10,000		◆		◆	◆	NA	3	Flyer	◆	NA		◆		NA				NA	NA	◆	
BIG LEAGUE • \$7,500		◆		◆	◆	NA	2	Flyer	◆	NA		◆		NA				NA	NA	◆	
THE PROS • \$5,000		◆		◆	◆	NA	2	Flyer	◆	NA			◆	NA	◆		◆	NA	NA	◆	
MINOR LEAGUE • \$2,500		◆				NA	1	Flyer		NA					NA		◆		NA	NA	◆
SCOUTS • \$1,500 (General Underwriter)		◆				NA			Flyer		NA				NA				NA	NA	◆
BIO HEALTH CAUCUS																					
GENERATORS • \$5,000		◆		◆	◆	NA	2	Half	◆	NA	◆	◆	NA	NA	◆	NA	NA	NA	NA	◆	
INVESTIGATORS • \$2,500		◆				NA	2	Quarter		NA	◆	◆	NA	NA		NA	NA	NA	NA	◆	
ENTREPRENEURS • \$1,500		◆				NA	1	Quarter		NA				NA	NA		NA	NA	NA	◆	
VISIONARIES • \$1,000 (General Underwriter)		◆				NA			Quarter		NA				NA	NA		NA	NA	NA	◆

WE'RE IN GOOD COMPANY

Creating a successful Community of Innovation is finding the network to support it.

The world's leading research, science & tech parks, innovation districts and community colleges comprise the AURP network.



#BuildingtheAURPNetwork

aurp.net | Follow AURP



CONNECT & CREATE

Advance with our innovation ecosystem

PEER2PEER

Peer to Peer Network Groups

AURP's Peer to Peer groups allow industry leaders a 'safe place' to share challenges and lessons learned in a friendly and informal environment. It provides an opportunity for individuals in similar roles or functions to exchange advice and best-practices. The CEOs Roundtable and Communicators Check-In groups are not only for directors, but for facility managers, marketers, business development leaders and community managers, to name a few. This member only program is free to participate on any or all of the network groups.

Spring Training 2021 | Thursdays in April



Enroll in the ultimate masterclass with experts in the industry as we cover the most important topics and tackle burning questions of the day through interactive sessions. Learn from not only our speakers, but your peers as you take part in the ultimate knowledge exchange at AURP's Spring Training. springtraining.aurp.net

AURP BIO HEALTH CAUCUS

BIO Health Caucus | June 8 from 1PM-4PM ET

At AURP's BIO Health Caucus, we explored trends in life science research, opportunity zone funding resources, the marriage of life science and philanthropy in global partnership opportunities. Our lightning round executives, shared the unique roles that biomedical innovation cluster and research parks play in innovation ecosystems around the globe. Translating discoveries from the lab to the market has never been more important.

Insights into RESEARCH PARKS



I2RP | September 22-23 in Newark, DE

HOSTED BY



Pushed forward to 2021, this I2RP at the University of Delaware will showcase this distinctive park, learning from their unique story of ongoing development and programs. We will get a front row look at their P3 model for business attraction and retention, STAR Campus, NIIMBL and Fraunhofer Institutes. Each I2RP is an exclusive learning environment and knowledge exchange you won't want to miss.

AURP2021



INNOVATION ELEVATED

International Conference | October 18-21 at Hilton Hotel, Salt Lake City, Utah

UNITED WE RISE! Home to a pioneering past and an exciting future, Salt Lake has grown in population, cultural diversity, and accolades. Our [AURP 2021 International Conference](#) host, the University of Utah Research Park (URP), will feature the transformation of this mature park into Innovation District of the Mountain West innovation ecosystem. It's not too early to set your plans for Salt Lake 2021 to learn about the next innovation generation!



Come see why
the entire state is
a Research Park.

HOSTED BY



**A Look at the Programs
and Policies Under the New
Administration and Congress**

February 24th

1:30 - 3:00 PM ET

Hear from leading policy analysts and practitioners that have helped communities build communities of innovation around universities, federal labs, hospital systems, cities, and other anchor institutions how the incoming Biden Administration and new Congress will reshape policies and programs in the upcoming years. Anyone working on place-based or tech-based economic development should join this webinar.

**How The SBA Can Help
Companies in Your Parks
– March 24th**

**Aligning Your Park with
Your Regional Technology
Ecosystem – May 6th**

**Energy Research and
Innovation Hubs
– November 16th**



AURP INTERNATIONAL CONFERENCE STATS

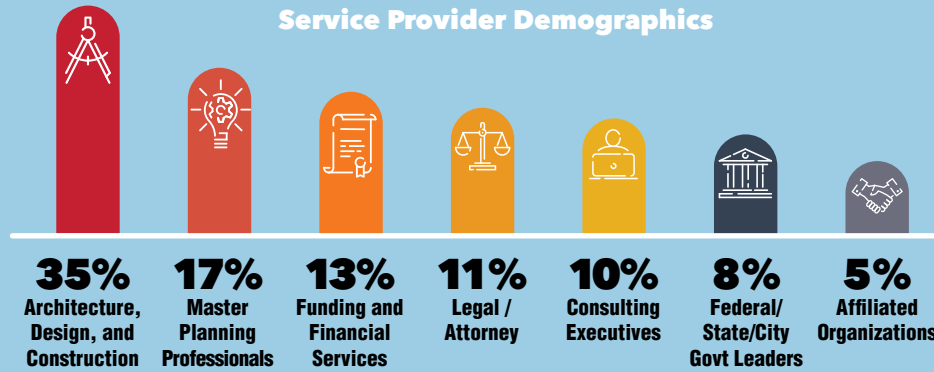
WHO ATTENDS?



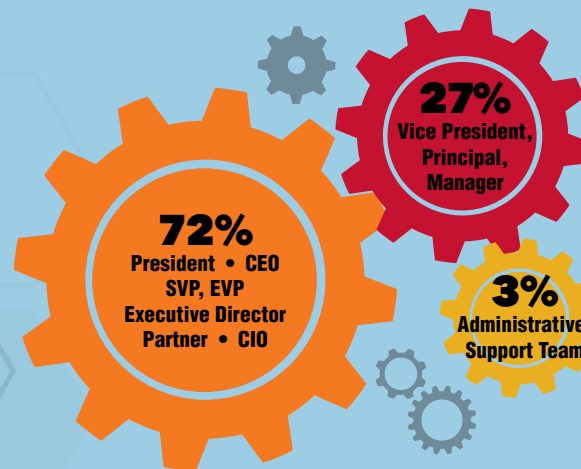
200+

national and international attendees

Service Provider Demographics



Connect with Decision Makers

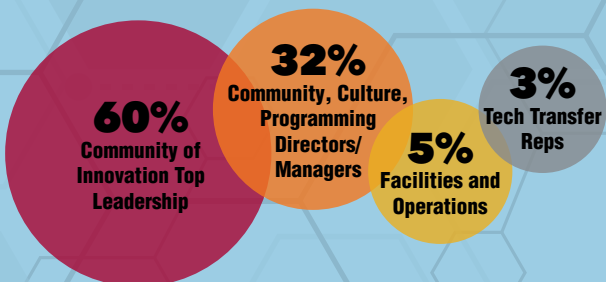


21%
Increase in overall attendance

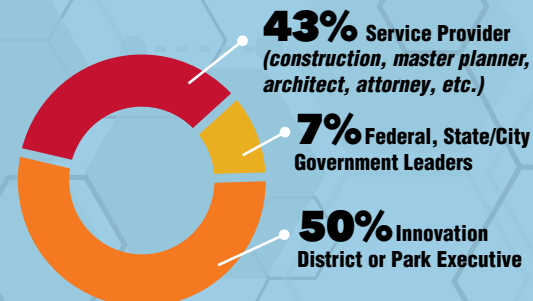
32%
Increase in average attendance year over year

65
Sponsoring organizations

Breakdown of Institutional-based Attendees



Who Attended IC2019 in Atlanta?



WHAT TO EXPECT



EXCHANGE: Meet and network with colleagues representing major university research parks, innovation district and technology incubators to create lasting business relationships



ENGAGE: Speakers at the leading-edge of university research park development and scientific exploration



EXPAND: Grow your knowledge through stimulating panel discussions and workshops addressing your most critical issues, plus tours that inspire innovation and forward-thinking



EXPERIENCE: Connect with veteran colleagues and partners that have the experience of mature parks and district that have stood the challenges of yesterday and the opportunities for today.

Attending Innovation Districts and Universities Represented

Aggie Square
– University of California, Davis

Arizona State University

Atlanta University Center Consortium

Auburn Research & Technology
Foundation

Ben Gurion University of the Negev

BioSTL

Brookhaven National Laboratory

Buffalo Niagara Medical Campus

Capital City Innovation

Children's National Hospital

Cleantech Commons at Trent University

Clemson University

Coldstream Research Campus

Cortex Innovation Community

Cumberland City at Tennessee
State University

Cummings Research Park

Curiosity Lab

Dhahran Techno Valley Holding Company

Emory University

Fraunhofer USA

George Mason University

Georgia Institute of
Technology

Georgia Research Alliance

Global Center for Medical Innovation

Global Institute on Innovation Districts

HudsonAlpha Institute for Biotechnology

IITB Research Park Foundation

Illinois State University

Innovate Calgary

Iowa State University Research Park

JLabs

John Deere Technology Innovation
Center

Kansas State University

KAUST Research & Technology Park

Knowledge Park, Inc. & Ignite Fredericton

Kwantlen Polytechnic University

Lehigh University

Louisiana State University Innovation Park

Mayo Clinic Florida

Michigan State University Foundation

NASA

Nebraska Innovation Campus

North Carolina State University
Centennial Campus

Northeastern University

Northeast Indiana
Innovation Center

Northwestern University

Oklahoma City
Innovation District

Osceola Board of County Commissioners

Parque Tecnológico Orion Del Tec
De Monterrey Chihuahua

PCI Ventures, University of Pennsylvania

Pinkney Innovation Complex for Science
and Technology at Montgomery College

Pittsburgh Innovation District/
InnovatePGH

Purdue Research Park

Research Park at Florida Atlantic
University

Research Park at South Dakota
State University

Research Triangle Park

Saint Louis University

San Diego State University

Sandia Science and Technology Park

Sheffield City Council

Shepherd University

Southern Company Energy
Innovation Center

Southern Illinois Research Park

STAR Park–Texas State University

Tech Parks Arizona

Temple University

Texas A&M University – Central Texas

Texas Tech University

Trent University

University of California San Diego,
Scripps Oceanography

bwtech@UMBC Research
& Technology Park

University Corporate Research Park

University of Central Florida

University of Cincinnati

University of Delaware

University of Georgia

University of Illinois Research Park
& Incubator Services

University of Maryland Discovery District

University of Maryland BioPark

University of Maryland, Baltimore

University of Nevada Las Vegas
Research Foundation

University of New Orleans Research and
Technology Foundation

University of South Alabama

University of South Dakota Research Park

University of South Florida Research Park

University of Tennessee Research Park

University of Utah Research Park

University Research Park at University
of Wisconsin, Madison

University System of Maryland

University Technology Park at IIT

University of Virginia Foundation

Utah State University

UT Health System San Antonio

Virginia Tech Corporate Research Center

Viva White Oak

Vrije Universiteit Amsterdam

Wake Forest Innovation Quarter

Washington State University – Tri-Cities



35th
ANNIVERSARY

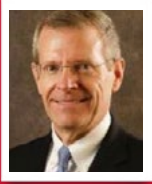


Creating Communities of
Innovation[™]

ASSOCIATION OF UNIVERSITY RESEARCH PARKS

35 Years Advancing Innovation & Economic Growth

WHAT THEY'RE SAYING...



AURP provides valuable resources including research studies to assist with benchmarking, professionals from other parks willing to share their experiences and opinions, and continuing education events to keep participants on the leading edge of research park operations and development. One program in particular, Creating Communities of Innovation 101, offered just prior to AURP's annual conference, provides many tips and tools to help executives create lasting impact in their communities.

GEORGE WARD

Executive Director, Coldstream Research Campus and UK Real Estate Services, University of Kentucky



The Association of University Research Parks is an outstanding organization comprised of many global leaders and organizations that create a continuous learning environment for research parks leaders. A peer-to-peer network willing to provide support at any moment.

LARRY SHAW

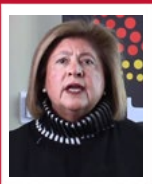
CEO, Knowledge Park, Inc. & Ignite Frederickton



The breadth of experience and knowledge of the AURP membership and the networking value the organization provides is a must for any University Park whether in concept phase or even having been in operation for many years.

HARRY BRISLIN, IV, MBA

Director, USA Properties & USA Technology & Research Park, University of Southern Alabama



AURP leadership and members have been integral to the development of the UM BioPark project; from sharing best practices, development models, tenant experiences, and more, the rich depth of expertise in AURP is invaluable.

JANE SHAAB

Senior Vice President, University of Maryland Research Park Corporation
Associate Vice President for Economic Development, University of Maryland, Baltimore



Sponsor opportunities: For more information, contact Brian Darmody at briandarmody@aurp.net or (301) 928-0527.



AURP

FOSTERING INNOVATION, COMMERCIALIZATION
AND ECONOMIC GROWTH IN A GLOBAL
ECONOMY THROUGH UNIVERSITY, INDUSTRY
AND GOVERNMENT PARTNERSHIPS.

Association of University Research Parks

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www.aurp.net. Follow AURP    