



 Creating Communities of
Innovation
ASSOCIATION OF UNIVERSITY RESEARCH PARKS

2020 SPONSOR PROSPECTUS

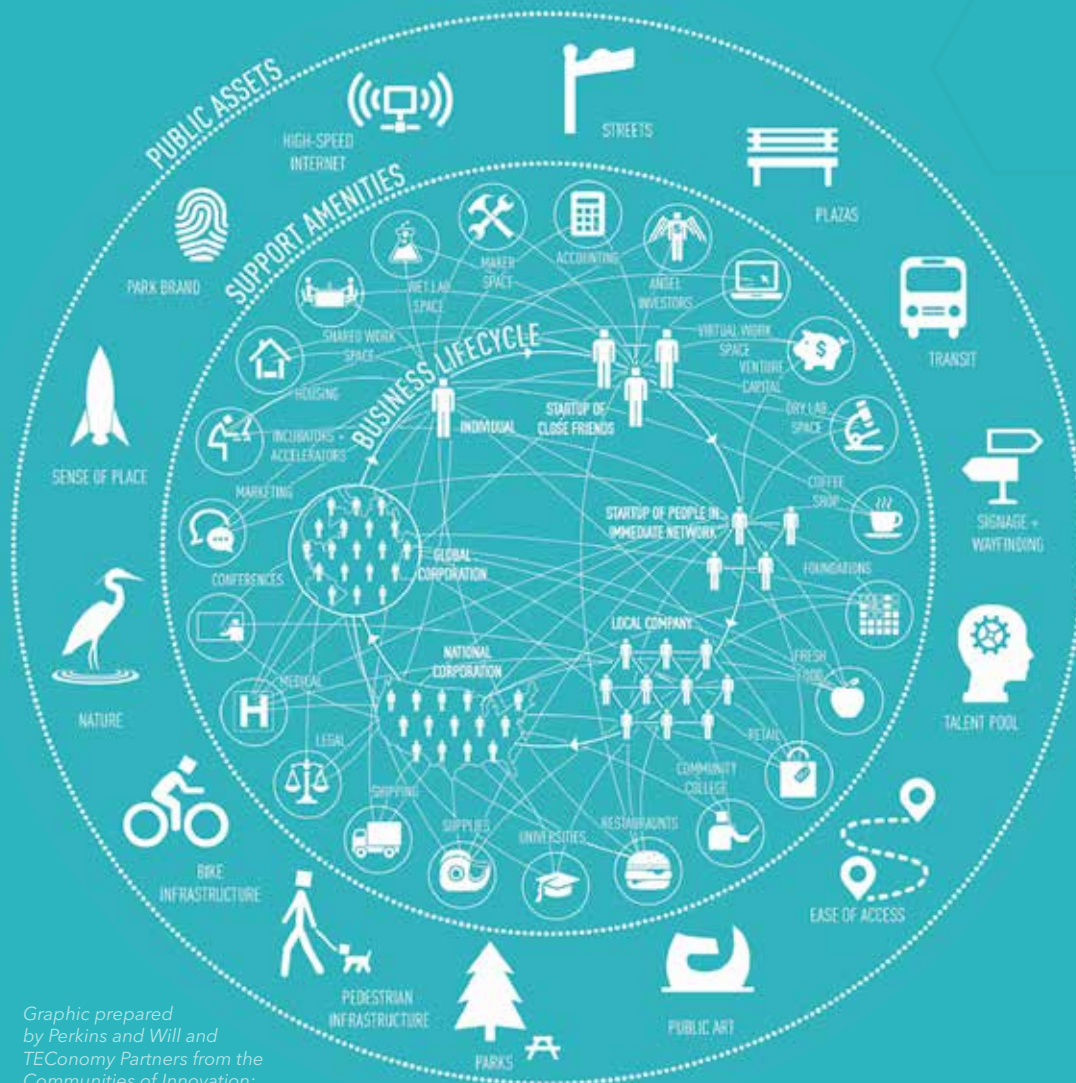


AURP

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

RESEARCH PARKS AND INNOVATION DISTRICTS FACTS

Research parks and innovation districts are physical environments that can 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.



Graphic prepared
by Perkins and Will and
TEconomy Partners from the
Communities of Innovation:
A State of the Practice 2018 study.



Research parks and innovation districts are key economic drivers in many of the 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.

* Battelle Study: Driving Regional Innovation and Growth:
Results from the 2012 Survey of North American University Research Parks

REACH DECISION MAKERS – GROW YOUR BUSINESS



The Association of University Research Parks (AURP) is an international professional association of university-related research parks and innovation districts. AURP exists to foster innovation, commercialization and economic growth through university, industry and government partnerships.

WHAT IS AURP?

The original Community of Innovation since 1986, the Association of University Research Parks (AURP) has been the converging force for university and other anchor institution-based research/science/tech park leadership. Uniting academia, research, and economic development executives, AURP is the unique forum for knowledge exchange in all matters of public-private partnerships advancing innovation and global prosperity.

For years now, 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?

More than 1,000 research, science and tech parks and innovation districts are in varying stages of development worldwide, and a variety of university, governmental, not-for-profit and private organizations interested in the development and operation of research-related technology projects and programs comprise the major portion of AURP's membership.

Corporate memberships are available to suppliers of goods and services, including planners, economic developers, architects, law firms, accountants, developers and construction firms specializing in this highly-technical endeavor.



THE FABRIC OF AURP

AURP members are the foundation of our association and represent a range of organizations and parks throughout the world.



WHY SPONSOR?

We have a number of options for your consideration to meet your needs and budget whether you partner with AURP for an event or throughout the year.

ANNUAL CORPORATE SPONSOR

The AURP Corporate Sponsor 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 at the Diamond, Platinum, Gold, Silver or General Contributing level during the calendar year, 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 Sponsor 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.

AURP is an unmatched network of decision makers, park executives and community leaders.

EVENT-BASED SPONSOR

Sponsorship of AURP Programs offers investors, and those ultimately supporting research communities and innovation districts, the opportunity to be recognized as a major contributor to the success of the organization with a prominent presence at its 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:

- Meet and network with colleagues representing major university research parks and technology incubators
- Gain access to the leaders and decision-makers at international innovation districts, and community improvement districts
- Hear speakers at the leading-edge of university research park development and scientific exploration
- Eligible to nominate programs and people for the AURP Annual Awards Program



Connect and have access to community innovation leaders who make critical programming, partnership and development decisions



Showcase your firm's capabilities and services to innovation leaders who are looking to enhance their facilities and programming



Create brand exposure that is targeted to your core market



Learns the newest trends from global communities of innovation to better tailor and adapt your future offerings to meet your community needs



Develop rich business connections



Receive industry validation from other individuals within or those servicing communities of innovation from the US and around the globe

	Annual Corporate Sponsor	International Conference	Spring Training	BIO Health Caucus
Diamond	\$50,000/year	\$25,000	\$15,000	\$10,000
Platinum	\$25,000/year	\$15,000	\$10,000	\$7,500
Gold	\$15,000/year	\$10,000	\$7,500	\$5,000
Silver	\$10,000/year	\$5,000	\$5,000	\$2,500
Bronze	NA	\$2,500	\$2,500	\$1,500
General Contributing*	\$5,000/year *	\$1,500 *	\$1,500 *	NA

*The contributing/general sponsor level does not include registration to attend AURP events.

MAKE AN IMPACT THROUGHOUT THE YEAR

The AURP Corporate Sponsor 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 Sponsor at the Diamond, Platinum, Gold, Silver or General Contributing Sponsor during the calendar year 2020, 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 Sponsor 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.



THANK YOU TO OUR 2019 ANNUAL CORPORATE SPONSORS

Diamond



THE UNIVERSITY OF ARIZONA
**TECH PARKS
ARIZONA**

Platinum



WEXFORD
SCIENCE+TECHNOLOGY



Gold

Sterling Bay

Silver



Perkins&Will



Contributing/General Sponsor



LEVELS OF THE ANNUAL CORPORATE SPONSOR 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 Park Post e-news and AURP web site

PARTNER PROGRAM – ALL EVENTS

- Opportunity to have table top display in break area at International Conference (limited spots available)
- Signage – Individual Corporate Banners & Regular Signage (*excluded from General Contributing Sponsor*)
- Advertising materials in registration packets
- Logo on Conference web site homepage and sponsor pages
- Invitation to AURP Board Dinners and other VIP sponsor appreciation events (*excluded from General Contributing Sponsor*)

AURP WEB COMMUNICATIONS BENEFITS

- AURP homepage link to Annual Sponsorship'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

AURP 2020 ANNUAL CORPORATE SPONSORSHIP BENEFITS

MAKE YOUR MARKETING DOLLARS WORK FOR YOU THROUGHOUT 2020!

	Diamond \$50,000	Platinum \$25,000	Gold \$15,000	Silver \$10,000	General Contributing \$5,000
Sustaining Membership	√	√	√	√	√
Periodic features in Research Park Forum and web site	√	√	√	√	√
Individual banners with organization logo (pop-up style) at ALL AURP Conferences	√	√	√	√	
Signage at ALL AURP Conferences	√	√	√	√	√
Advertising materials in registration packets for ALL AURP Conferences	√	√	√	√	√
Logo on AURP home page and ALL Conference sponsor pages	√	√	√	√	√
Invitation to ALL AURP Board Dinners	5	4	3	2	NA
Complimentary Meeting registrations to ALL AURP Conferences	5	4	3	2	NA
Ads in ALL AURP Conference programs	Full-page	Full-page	1/2-page	1/4-page	1/4-page
Electronic mailing list for ALL AURP Conference registrants	√	√	√	√	√
AURP E-newsletter banner ads	4x/year	3x/year	2x/year		√
Webinars (posted on AURP web site)	2	1			
AURP Staff to confirm appointments with AURP membership throughout the year	√	√	√	√	
Keynote presentation at International Conference	√	√			
Priority to serve as speaker or moderator at ALL AURP Conferences	√	√			
Recognition as sponsor of Annual Awards of Excellence	√				
Sponsor of keynote speaker at ALL AURP Conferences			√		
Recognition as sponsor of ALL 2020 Conference lanyards		√			
Ability to have table top display in break area at Conference	√	√	√	√	
Printed program sponsor for ALL AURP Conferences				√	



Spring Training 2020 or 2021

FEBRUARY 24-28, 2020 | FEBRUARY 22-26, 2021
IN TEMPE MISSION PALMS, TEMPE, AZ

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

JUNE 7-8, 2020 IN SAN DIEGO, CA

Held in conjunction with



AURP BIO Health Caucus is a powerful means of connecting with health science center leaders and others interested in the role of place-based biotechnology and bio health clusters. Join us for dinner on Sunday, June 7th, followed by a breakfast meeting on Monday morning, June 8th.



Insights into RESEARCH PARKS

APRIL 2020
AUSTIN, TX

HOSTED BY



SEPTEMBER 2020
NEWARK, DE

HOSTED BY



I2RP is designed for those interested in viewing distinctive parks, learning their unique story of ongoing development and programs in addition to challenges and opportunities. Whether you are new to research parks or representing your own established research park and community, each I2RP gathering will provide an exclusive learning environment and knowledge exchange.

AURP INTERNATIONAL CONFERENCE 2020

NOVEMBER 3-6, 2020 | HILTON HOTEL, SALT LAKE CITY, UTAH

Home to a pioneering past and an exciting future, Salt Lake has grown in population, cultural diversity, and accolades. Our AURP 2020 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 2020 to learn about the next innovation generation! international.aurp.net

HOSTED BY  **THE UNIVERSITY OF UTAH®**



AURP INTERNATIONAL CONFERENCE 2020

NOVEMBER 3-6, 2020 | HILTON HOTEL, SALT LAKE CITY, UTAH

Ranked among the top US states for thriving business climates for over six years according to Forbes, Utah's tech prowess, unicorn startups and public-private development makes the University of Utah Research Park the key location to begin the new decade. The University of Utah Research Park, dubbed Bionic Valley in the 1980's, residing in the region identified as Silicon Slopes, is a sleeping giant housing more than 48 companies alongside 81 academic departments and employs a workforce of more than 14,000 has a staggering annual impact to the regional economy. In addition, the Milken Institute's 2018 State Technology and Science Index ranked the state of Utah fifth in the US for its "capabilities and broader commercialization ecosystems that contribute to firm expansion, high-skills job creation and broad economic growth."

200+ of the foremost global leaders in our community of innovation will converge at Innovation Elevated, our 2020 International Conference in Salt Lake City. One of the greatest benefits to sponsorship of AURP, in addition to the monumental exposure to our membership and the public, is the personal invitation to attend the Board of Directors' Dinner. This dinner provides an intimate setting for outstanding networking with leaders of the industry (AURP Board of Directors, Past Presidents, Sustaining Members and other Sponsors). This conference WILL provide you with exposure to the level of professional you are looking to work with - high level executives from universities, innovation and medical districts, federal/state agencies, research companies, and the many supporting supplies related to these communities.

**It's not too early to set your plans for Salt Lake 2020
to learn about the next innovation generation!**

international.aurp.net

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UNIVERSITY
OF UTAH®**



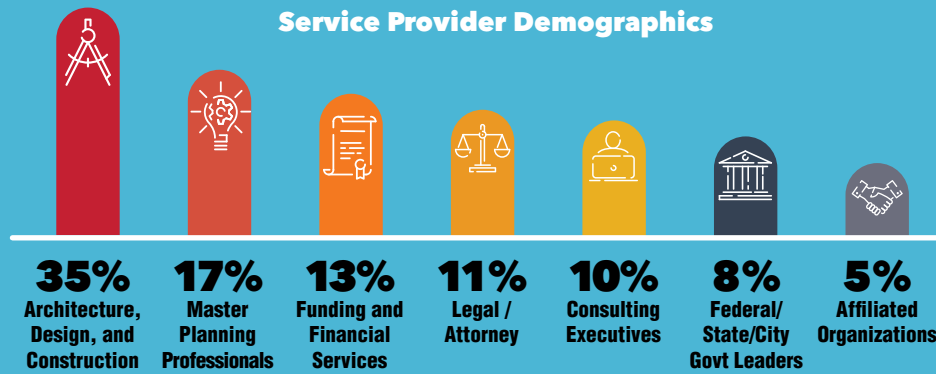
AURP INTERNATIONAL CONFERENCE STATS

WHO ATTENDS?

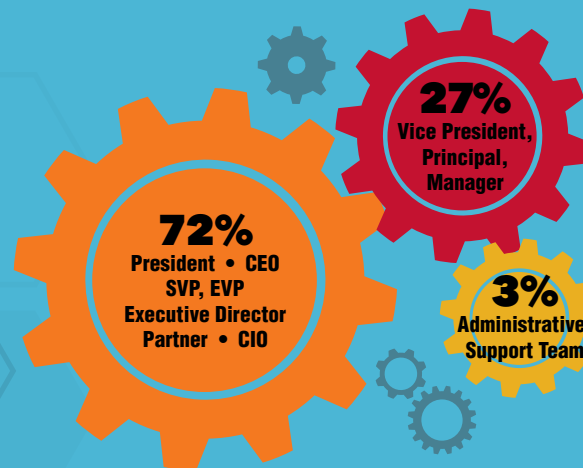


200+
national and
international
attendees

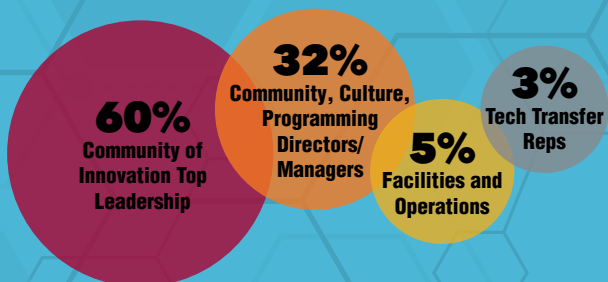
Service Provider Demographics



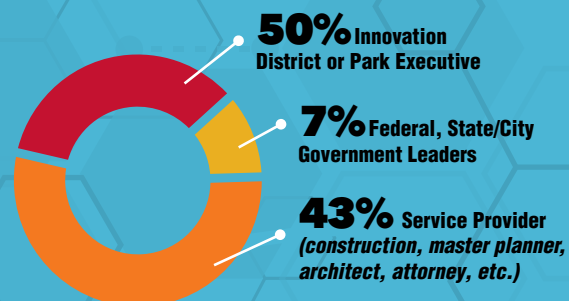
Connect with Decision Makers



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: The transformation of this mature park into the Innovation District of the Mountain West innovation ecosystem



ENJOY: Live and breathe in all the greater Salt Lake region has to offer!

ALL LEVELS OF THE INTERNATIONAL CONFERENCE SPONSORSHIP INCLUDE:

VISIBILITY AT THE INTERNATIONAL CONFERENCE

- Invitation to AURP Board of Directors Sponsor Appreciation Dinner
- Ability to have table top display in break area (limited spots available)
- 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 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



AURP 2020 INTERNATIONAL CONFERENCE BENEFITS

	Diamond \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	General Contributing \$1,500
Signage at Conference	√	√	√	√	√	√
Logo on Conference sponsor page	√	√	√	√	√	√
Electronic mailing list of Conference registrants	√	√	√	√	√	√
Invitation to AURP Board Dinner	4	4	3	2	1	1
Complimentary Meeting registrations	4	4	3	2	1	NA
Ad in Conference program	Full-page	Full-page	1/2-page	1/4-page		
AURP E-newsletter banner ads	2	2	1			
Ability to have table top display in break area at Conference	√	√	√	√	√	√
Webinars (posted on AURP web site)	√					
Internet Café sponsor at Conference	√					
AURP Staff to confirm appointments with AURP membership throughout the year	3	2	1			
Priority to serve as moderator at Conference	√	√				
Continental Breakfast or Break Sponsor				√		
Tote Bag Sponsor		√				
Luncheon Sponsor		√				
Transportation Sponsor					√	
Audio Visual Sponsor			√			
Ability to include item in tote bag (brochure or gift)	√	√				
Welcome Reception sponsor	√					
Ability to introduce company and welcome address at Reception	√					

AURP BIO HEALTH CAUCUS

JUNE 7-8, 2020 IN SAN DIEGO, CA

The **AURP BIO Health Caucus Sponsorship** offers a powerful means of connecting with university park leaders as they plan and build new biotech research labs, incubators, and accelerators. Capitalize on access to decision makers in this important market.

BIO Health Caucus Co-Chairs



Held in conjunction with



AURP 2020 BIO HEALTH CAUCUS BENEFITS

ALL LEVELS OF THE BIO HEALTH CAUCUS SPONSORSHIP INCLUDE:

VIP PRIVILEGES

- Acknowledgment from the podium at opening and closing sessions
- Invitation to group networking dinner

ON-SITE

- Company logo and description in Conference Program
- Signage recognition at sponsored event and throughout meeting
- Logo and recognition in Conference marketing materials

AURP WEB COMMUNICATIONS BENEFITS

- Logo and link on AURP web site (AURP's web site is the source of the latest in research and science park news and professional development)

	Diamond \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,500
Signage at Conference	√	√	√	√	√
Logo on Conference sponsor page	√	√	√	√	√
Invitation to networking dinner	4	4	3	2	1
Complimentary Meeting registrations	4	4	3	2	
Ad in Conference program	Full-page	Full-page	1/2-page	1/4-page	
AURP E-newsletter banner ads	2	2	1		
AURP Staff to confirm appointments with AURP membership throughout the year	2	1	1		
Priority to serve as moderator at Conference	√				
Sponsor of keynote speaker	√	√			
Continental Breakfast or Break Sponsor				√	
Tote Bag Sponsor			√		
Dinner Sponsor		√			
Company logo on water bottles	√				
Tour Bus sponsor			√		
Audio Visual Sponsor		√			
Ability to include item in tote bag (brochure or gift)	√	√	√	√	



TEMPE MISSION PALMS, TEMPE, AZ

The AURP Spring Training Sponsorship offerings include a unique opportunity to network with senior-level, experienced colleagues in an intimate setting for in-depth, enriching discussion. Join other major leaguers for serious professional and business development. Make your commitment now to support this important Spring Training event.

FEBRUARY 24 - 28, 2020 | FEBRUARY 22-26, 2021



ALL LEVELS OF AURP SPRING TRAINING SPONSORSHIP INCLUDE:

VIP PRIVILEGES

- Acknowledgment from the podium at opening and closing sessions
- Invitation to AURP Board of Directors Sponsor Appreciation Dinner

ON-SITE

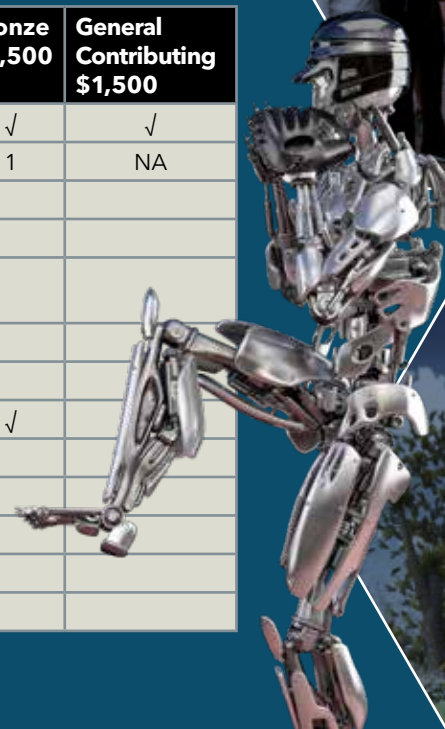
- Company logo recognition in Conference Program and in marketing materials
- Signage recognition at sponsored event and throughout meeting

AURP WEB COMMUNICATIONS BENEFITS

- Logo and link on AURP web site (the source of the latest research and science park news and professional development)
- Electronic mailing list of Spring Training registrants

AURP SPRING TRAINING BENEFITS

	Diamond \$15,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500	General Contributing \$1,500
Signage on-site and logo on Conference web page	√	√	√	√	√	√
Complimentary Meeting registrations	4	4	3	2	1	NA
Ad in Conference program	Full-page	Full-page	1/2-page	1/4-page		
AURP E-newsletter banner ads	2	2	1			
AURP Staff to confirm appointments with AURP membership all year	3	2	1			
Priority to serve as moderator at Conference	√	√				
Sponsor of keynote speaker	√					
Continental Breakfast or Break Sponsor				√	√	
Tote Bag Sponsor			√			
Luncheon Sponsor		√				
Company logo on water bottles	√					
Ability to include item in tote bag (brochure or gift)	√	√	√			
Welcome Reception sponsor	√					



Attending Innovation Districts and Universities Represented in 2019

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



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

Joining AURP is the best thing a park or park executive can do to gain access to the leading minds in the Research Park industry! From the fantastic regional and national conference opportunities to the willingness of its members to share best practices, membership will provide you and your park with the rich resources needed to succeed!

JOHN MERRILL

Executive Director, Gateway Research Park, A Partnership of NCA&T and UNCG

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.

Association of University Research Parks

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www.aurp.net. Follow AURP

