AURP 2.0 | 2020 GOES DIGITAL



2020 SPONSOR PROSPECTUS



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.

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.*

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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 institutionbased 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

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



AURP 2020 creating communities of innovation

PASSION | COLLABORATION | IMPACT | TRANSFORMATION | CULTURE



Changemakers: Leading Communities of Innovation in Uncertainty

DIGITAL NOV 2-6

The current crisis is challenging, some say. AURP members and partners see the situation as an opportunity to be the CHANGEMAKER.

As has been the norm since 1986, AURP continues to be the innovation convener, leading in times of uncertainty.

Pivoting from our face-to-face international conference in the fall, AURP will be the catalyst of a new exchange, one never experienced before.

We are planning for over 300 of the foremost global leaders in our community of innovation to converge DIGITALLY, at our 2020 International Conference. The greatest benefit to sponsorship of AURP, is the monumental exposure to our membership and the public,. 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.

If you're up for challenge for this dynamic knowledge-exchange, commit to partnering at AURP 2020 DIGITAL.

Opportunities for sponsorship and engagement include:

- Live virtual fireside chats with the world's leading experts in innovation
- Concurrent breakout sessions

 Ted Talk-style in tracks on legal, facilities and design, marketing/communications, bio health institutions, and more
- Virtual park/innovation district tours from around the globe
 - Case study and roundtables
 - Virtual pitch sessions
 - And more



Changemakers: Leading Communities of Innovation in Uncertainty

AURP 2020 VIRTUAL CONFERENCE BENEFITS

	Diamond \$10,000	Platinum \$7,500	Gold \$5,000	Awards of Excellence Sponsors \$5,000 One opportunity per award category	Silver \$2,500	Bronze \$1,500	Media \$1,000
Organization Profile & Contact info with brief video on your organization (video provided by sponsor)	(120) second video	(120) second video	(90) second video	(90) second video	(60) second video	(60) second video	(60) second video
Logo recognition as Conference Sponsor	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Inclusion on conference attendee list with direct connect to colleagues	\checkmark	\checkmark	\checkmark		\checkmark	\checkmark	\checkmark
Invitation to VIP Virtual Happy Hour with AURP Board of Directors and Past Presidents (more details to come!)	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	NA
Complimentary Meeting registrations to AURP Conference Digital 2020	4	4	3	3	2	2	1
Virtual Exhibit Hall with Company Presentations (15-minute case study; pre-recorded, available on-demand PLUS LIVE roundtable opportunities)	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
AURP Park Post banner ads (# of ad announcements) Organization logo plus brief 50-word article	3	2	2	1	1		
Pre-Quell Webinar of informative case studies and solutions (posted on social media and AURP website)	\checkmark	\checkmark	\checkmark				\checkmark
Digital Conference (AV/Production) Sponsor See your name in lights! Logo recognition throughout conference branding	√ (Up to 5 opportunities available)						
Recognition as Plenary Session Sponsor (pre-recorded message provided by sponsor)		\checkmark					
Virtual Park/District Tours – Ability to Submit Video (5-7 minute, pre-recorded video and message provided by sponsor /park /district) Video distribution throughout conference, social media and conference website	\checkmark	\checkmark	\checkmark				
Priority to serve as a session moderator with 60-second organization announcement	\checkmark	\checkmark	\checkmark				
Ability to include virtual brochure, article or giftcard in the digital tote bag				\checkmark		\checkmark	
Recognition as Breakout Session Sponsor (30-second, pre-recorded message provided by sponsor)			\checkmark				
Pitch Competition Sponsor (logo recognition and pre-recorded message by sponsor, with inclusion of serving as judge)		\checkmark					

AWARDS OF EXCELLENCE SPONSORS (1 opportunity per awards category)

Outstanding Research Park | Innovation | Excalibur- Covid-19 Response & Resiliency

AURP INTERNATIONAL CONFERENCE STATS



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 forwardthinking

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.

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 **2020 ANNUAL CORPORATE SPONSORS** Diamond THE UNIVERSITY OF ARIZONA **TECH PARKS ARIZONA** Platinum The University Financing WEXFORD Collaborative SCIENCE+TECHNOLOGY Gold **Sterling Bay** Silver TECONOMY 🗾 Fraunhofer Perkins&Will h-k VENTAS* CENTENNIAL **Contributing/General Sponsor** VERTE

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	Media \$5,000	
SUSTAINING MEMBERSHIP (inclusive of those membership benefits, unlimited member representatives from your organization/institution)	V	V	V	√	\checkmark	
AURP PARK POST BANNER ADS (# of ad announcements) Organization logo plus brief 50-word article	4x/year	3x/year	2x/year	1x/year	1x/year	
MODERATED WEBINARS on specified AURP topics (posted on AURP web site)	2	1	1			
LOGO ON AURP WEBSITE HOMEPAGE in ACS slidedeck	√	√	1	1	\checkmark	
LOGO ON ANNUAL CORPORATE SPONSOR AND ALL EVENT SPONSOR PAGES		√	1	1	\checkmark	
INVITATION TO VIP VIRTUAL HAPPY HOUR with AURP Board of Directors and Past Presidents (more details to come!)	1	1	1	1	V	
International Conference Digital November 2-6 CHANGEMAKERS: Leading Communities of Innovation in Uncertainty Benefits below are specific to this event						
COMPLIMENTARY MEETING REGISTRATIONS to AURP Conference Digital	10	10	8	6	2	
ORGANIZATION PROFILE & CONTACT INFO WITH BRIEF VIDEO on your organization (video provided by sponsor)	(120) second video	(120) second video	(90) second video	(90) second video	(60) second video	
VIRTUAL EXHIBIT HALL WITH COMPANY PRESENTATIONS (15-minute case study; pre-recorded, available on-demand PLUS LIVE roundtable opportunities)	1	1	1	√	\checkmark	
VIRTUAL PARK/DISTRICT TOURS – Ability to Submit Video (5-7 minute, pre-recorded video and message provided by sponsor /park /district) Video distribution throughout conference, social media and conference website	\checkmark	V	V	\checkmark	V	
INCLUSION ON CONFERENCE ATTENDEE LIST with direct connect to colleagues	√	√	√	1	\checkmark	
RECOGNITION AS SPONSOR OF ANNUAL AWARDS OF EXCELLENCE IN INNOVATION (pre-recorded message provided by sponsor)	1					
PRIORITY TO SERVE AS SPEAKER AND/OR MODERATOR AT INTERNATIONAL CONFERENCE (submission required for approval by planning committee)	1	1	1			
SPONSOR OF KEYNOTE SPEAKER AT INTERNATIONAL CONFERENCE Logo recognition and 30-second, pre-recorded video			1			
ABILITY TO INCLUDE VIRTUAL BROCHURE, ARTICLE OR GIFTCARD IN THE DIGITAL TOTE BAG	V	V	1	1	1	
VIRTUAL TOTE BAG SPONSOR / RESOURCE PAGE			1			
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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 Tecnologico 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



INNOVATION ELEVATED

OCTOBER 18-21, 2021 | 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 as we return to face-to-face meetings in 2021. 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."

It's not too early to set your plans for Salt Lake 2021 to learn about the next innovation generation!

international.aurp.net

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UNIVERSITY



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

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