SPONSORSHIP OPPORTUNITIES

6TH Annual Conference
APRIL 5-7, 2017
What is the NAI?
The National Academy of Inventors is a 501(c)(3) non-profit member organization comprising U.S. and international universities, and governmental and non-profit research institutes, with over 3,000 individual inventor members and Fellows spanning more than 200 institutions and growing rapidly. It was founded in 2010 to recognize and encourage inventors with patents issued from the U.S. Patent and Trademark Office, enhance the visibility of academic technology and innovation, encourage the disclosure of intellectual property, educate and mentor innovative students, and translate the inventions of its members to benefit society.

What is the NAI Annual Conference?
The NAI Annual Conference is held each spring and features stimulating presentations and networking with renowned inventors from across the U.S. and around the world. The meeting serves as an arena where innovation and entrepreneurship in the academic world, leading to local and national economic development is recognized, honored and cultivated. The program is selected by the program committee and features presentations and panels by more than 35 distinguished scientists and innovators. Past keynote addresses have included:

- Steven Chu, Former U.S. Secretary of Energy, Nobel Laureate and NAI Fellow
- Andrew H. Hirshfeld, U.S. Commissioner for Patents
- Cristin A. Dorgelo, Chief of Staff for the White House Office of Science and Technology Policy
- Victor J. Dzau, President of the National Academy of Medicine and NAI Fellow

The signature event of the conference features the induction of the newest class of NAI Fellows. The NAI Fellows Program has 582 Fellows worldwide representing more than 195 prestigious universities and governmental and non-profit research institutions. Collectively, the Fellows hold more than 21,000 issued U.S. patents.

After each conference, the NAI publishes a special issue highlighting the work of the presenters and discussions from panels in the multidisciplinary journal Technology and Innovation – Journal of the National Academy of Inventors.

Why Sponsor?
As a sponsor for the NAI Conference you demonstrate support for academic inventors who are leaders in their industries while making connections with others who are involved in the science and technology community. This event provides the opportunity to increase your brand visibility to academic and research institute leaders who are patenting new technologies, creating start-up companies, and managing innovative initiatives. This is an unparalleled partnership opportunity to connect your services with the academic industry’s influencers and decision makers.
Attendee Profile

More than 300 academic inventors and leaders from 150+ worldwide universities and organizations including:

- Senior leadership from universities and not for profit research institutes
- Interdisciplinary researchers and stakeholders worldwide
- Directors of technology commercialization offices
- Deans, faculty, and students who are actively engaging with innovative initiatives
- And many more including: colleagues from the U.S. Patent and Trademark Office, The Lemelson Foundation, the American Association for the Advancement of Science, the Association of University Technology Managers, the Association of Public and Land-grant Universities, the National Inventors Hall of Fame, among others.

Conference Engagement

The Annual NAI Conference provides an ideal opportunity to network with individuals who are developing or supporting the patenting of new technologies and creating start-up companies within academia. Opportunities for networking at the 2017 Conference include but are not limited to:

- The NAI Fellows Induction Banquet - Featuring a networking cocktail hour, formal dinner and Fellows Induction Ceremony, to be held Thursday, April 6, 2017 at the JFK Presidential Library and Museum
- On-site networking breakfasts and afternoon coffee breaks during each day of the conference
- Two conference lunches, which are located in a private dining room for NAI guests only
- An exhibition hall on April 7, 2017 to showcase student inventors and innovators from across the country

Selected Event Media and Press from the Past Conference

- [2015 Fellows of the NAI Inducted at United States Patent and Trademark Office](#)
- [NAI Signs Memorandum of Agreement with USPTO at 2016 Conference](#)
- [22 Members of the National Academy of Medicine elected to 2015 class of Fellows of the NAI](#)
- [National Academy of Engineering Members Among Inventors Elected to 2015 Class of the NAI](#)
- [Investing in our Inventors - Congress Blog by Representative Kathy Castor](#)
## Sponsorship Level Benefits

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Signature Sponsor (One Available) $50,000</th>
<th>Platinum Sponsor (Two 1 Left) $25,000</th>
<th>Diamond Sponsor (Two 1 Left) $15,000</th>
<th>Gold Sponsor (Five 4 Left) $10,000</th>
<th>Silver Sponsor (Ten 3 Left) $5,000</th>
<th>Fellows Induction Table Host (Unlimited) $2,500</th>
<th>Lanyard Host (Two 1 Left) $2,000</th>
<th>Giveaway Host (Two Available) $1,000</th>
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<tr>
<td>Complimentary registrations</td>
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<td>VIP seating at Fellows Induction Banquet</td>
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Detailed Sponsorship Packages

**Signature $50,000 (One Available - SOLD OUT)**

- Signature sponsorship provides optimal exposure to guests. It includes 3 VIP full conference registrations and the highest level of recognition throughout the conference. In addition, the signature sponsor will be named the exclusive host of the networking cocktail hour at the Fellows Induction Banquet in the JFK Presidential Library and Museum. This sponsorship level is highly customizable and NAI will assist to explore the best benefits for your organization.

**Platinum $25,000 (Two One Available)**

- Platinum sponsorship provides excellent exposure throughout the conference. It includes 2 VIP full conference registrations and the highest level of recognition. In addition, sponsors at this level will be named an exclusive host of a prime networking event. NAI will assist to tailor the benefits to meet the sponsor’s needs.

**Diamond $15,000 (Two One Available)**

- Diamond sponsorship includes 2 VIP full conference registrations and the highest level of recognition. This provides pronounced exposure to our guests by hosting one on-site luncheon. There is an opportunity for brief welcome remarks and is fantastic opportunity to reach a captive audience during a networking hour.

**Gold $10,000 (Five Three Available)**

- **Gold Option 1 - Panel Host (two one available):** This sponsor will be named the host for the panel that features experts in their fields discussing topics relevant to innovation. Sponsor will be announced from the podium, in the conference program, and on the website.

- **Gold Option 2 - Breakfast Host (three two available):** Make a first impression on our guests by hosting a light networking breakfast in the morning before the conference programming begins. This is a prime networking opportunity to fuel participants for the most important meal of the day.

**Silver $5,000 (Ten Three Available)**

- **Silver Option 1- Morning Coffee Host (two available):** Provide guests with their morning coffee and tea in the meeting room. Recognition announced from podium and company logo displayed at serving areas.

- **Silver Option 2- Afternoon Coffee Host (SOLD OUT):** Provide guests with their afternoon coffee and tea break. Announced from podium and company logo displayed at serving areas.

- **Silver Option 3- Wi-Fi Host (SOLD OUT):** Provide guests with complimentary wireless internet access in all meeting rooms. Sponsor will be announced from the podium and featured on a landing page when Wi-Fi is accessed.

- **Silver Option 4- Student Innovation Showcase Host (five one available):** This sponsorship gives a unique opportunity to co-host the exhibit hall on Friday, April 7, 2017 that showcases innovative students from across the country.

**Fellows Induction Ceremony and Banquet VIP Table Host $2,500 (Unlimited)**

- The Fellows Induction Banquet Sponsorship includes 8 VIP seats to the Fellows Induction Ceremony, logo and boilerplate in the NAI Conference program and other electronic and print event related brochures.

**Lanyard Sponsor $2,000 (Two One Available) -** Company logo advertised on every attendee name badge lanyard. Includes logo in program and electronic recognition.

**Giveaway Item Sponsor $1,000 (Two available) -** Company logo included on a selected giveaway item placed in attendee bags. Includes logo in program and electronic recognition.
Hosting Institutions: The designation of Hosting Institution is reserved for the NAI Member Institutions located in the city where the conference will be held each year. Hosts receive the benefits at the sponsorship level matching their support as well as the opportunity to enhance the program by receiving a seat on the program committee, providing volunteers and participating in general event planning.

Create your own sponsorship: If you have a specific sponsorship budget and idea of what you would like to achieve with the sponsorship, we can assist in creating a custom sponsorship tailored to your budget and needs.

A La Carte Advertising

For friends of the NAI who would like to increase visual exposure at the NAI Conference and ensure your brand will be seen by attendees throughout and after the meeting, we offer additional specialized sponsorship opportunities:

- **Conference App Host $500 (1 available)** - Display a fully active banner ad on the official conference app. Advertiser is responsible for production and shipping of insert to conference location. Please note insert size is limited.
- **Promotional Insert $500 (5 available)** - Reach every attendee when they pick up registration materials. Full page ad ($1,000), Half page ad ($600), Quarter page ad ($400).
- **NAI Fellows Congratulatory Ad** – Reserved for institutions and organizations associated with a current Fellow Inductee. Full page ad ($1,200), Half page ad ($800), Quarter page ad ($600).

Current Sponsors and Hosting Institutions

[List of sponsors and hosting institutions]