

Innovating to a Brand New Beat



**FLC**

Side 1

STEREO

**NATIONAL  
MEETING 2022**

April 5-7 | Cleveland  
Hilton Cleveland Downtown

#fedlabsrock

**Sponsor and Exhibitor  
PROSPECTUS**

# 2022 FLC NATIONAL MEETING

## About the FLC:

The Federal Laboratory Consortium for Technology Transfer facilitates sharing of knowledge and technologies across federal laboratories as well as federal research and innovation with non-governmental public and private entities to benefit the wider economy.

## About the FLC National Meeting:

The FLC National Meeting will center on our nation's continued focus to move federal research and innovation out of the lab and into the marketplace by strengthening relationships within the private sector — a process called technology transfer.

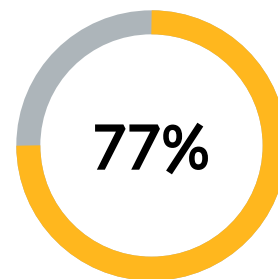
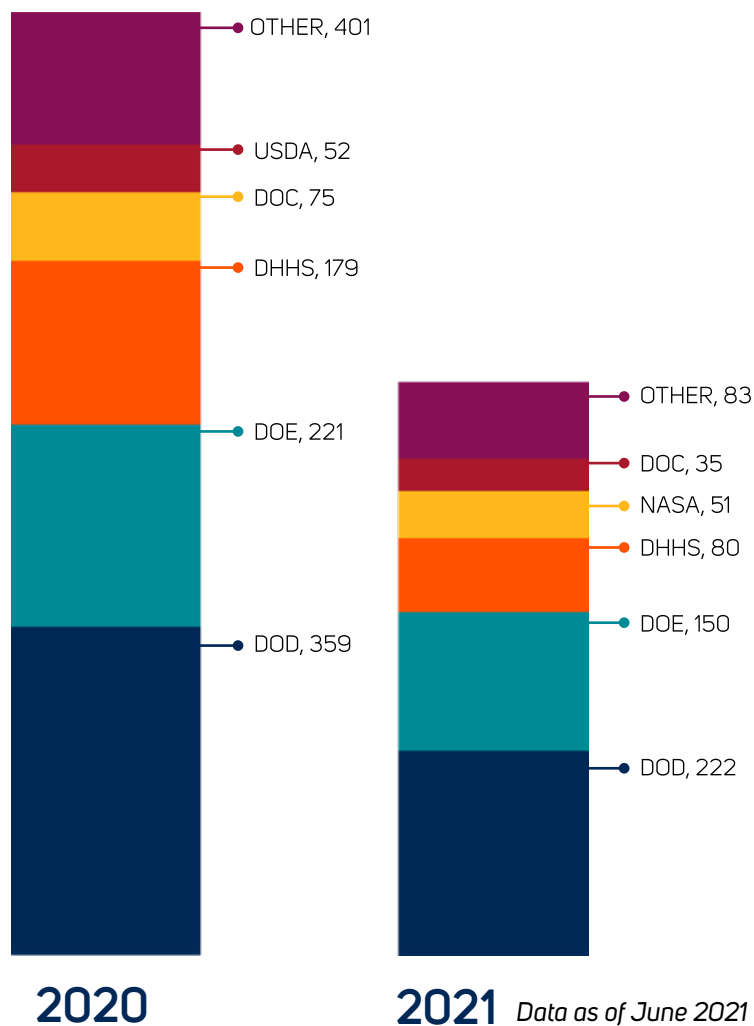
## What to expect:

- **Training:** The FLC offers a full day of training designed to meet the professional development requirements of all T2 professionals — from novices to experienced practitioners. This year's training day features a variety of courses from a T2 overview for beginners to in-depth, advanced workshops.
- **Meeting Sessions:** With an array of prominent expert tech transfer speakers and an agenda that covers topics ranging from federal lab commercialization to licensing and litigation strategy, the FLC National Meeting offers informative sessions that appeal to a business and technology R&D audience.
- **Networking:** Each day, the National Meeting provides ample time for sharing and strategizing technology transfer best practices, as well as a significant opportunity to network with laboratory and agency representatives, small and medium business enterprises, and start-ups to discover technology needs and form potential partnerships.

## Why Sponsor?

- Showcase your products and services, and meet with the nation's top federal scientists, engineers, inventors, researchers and technology transfer professionals.
- Connect with a highly targeted decision-making market, including federal technology transfer professionals across all government branches – DoD, NIH, DOE, USDA, NOAA, NASA, DHS and more!
- Your support helps the development of strategies and opportunities to assist the transfer of laboratory mission technologies into commercial products for the global marketplace.

## FEDERAL AGENCIES REPRESENTED



of ORTAs use outside legal counsel for patent applications.



Representatives from over 300 federal labs and research centers

## WHO SHOULD SPONSOR?

- Universities and research institutions
- Attorneys (Patents, trademarks, licensing, etc.)
- IP consultants
- Nonprofit organizations
- Incubators
- Software developers
- Royalty audit firms
- Patent-related service providers
- Research and development professionals
- Other technology transfer service providers

# SPONSORSHIP PACKAGES

## GENERAL SPONSORSHIP OPPORTUNITIES:

BENEFITS	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	CONTRIBUTING \$1,000
First-right-of-refusal for 2023 National Meeting	✓	✓	✓	✓
Logo on all general meeting signage	✓	✓	✓	✓
Company listing on the National Meeting website	✓	✓	✓	✓
Final registration list in digital format <i>(excludes email addresses, per FLC policy)</i>	✓	✓	✓	✓
Verbal acknowledgment during the opening plenary session	✓	✓	✓	
Company feature in an email sent to registrants before the National Meeting begins	70-word company description and logo with hyperlink.	50-word company description and logo with hyperlink.	30-word company description and logo with hyperlink.	Contact information and logo with hyperlink.
Complimentary National Meeting registrations	Four	Three	Two	One
Complimentary tickets to FLC Awards Ceremony	Four	Three	Two	One
Ad placement in the National Meeting Brochure	Full-page ad	Half-page ad	Quarter-page ad	
LinkedIn post on the FLC's account during the National Meeting week recognizing your support	✓			
One Complimentary 8x10' Exhibit Booth	✓			
Prominent placement of logo on marketing materials	✓			

# MEETING SUPPORTER OPPORTUNITIES

NEW

## ROCK AND ROLL HALL OF FAME RECEPTION

Make this event possible and create an impression that will last a lifetime! With your sponsorship, attendees will gather at the renowned Rock and Roll Hall of Fame for an evening of mingling, dining, and (of course) rocking out.

### BENEFITS INCLUDE:

- Opportunity to greet and introduce moderator at the podium (script provided by FLC)
- Signage with logo at the reception
- Reserved table for sponsor & guests at the reception
- One Complimentary 8'x10' Exhibit Booth
- LinkedIn post on the FLC's account during the National Meeting week recognizing your support
- Complimentary National Meeting registrations based on level of sponsorship
- Full-page ad in the National Meeting program (sponsor ad to be on inside back cover)

**Sponsor: \$40,000 (ten complimentary registrations)**

**Co-Sponsor: \$20,000 (six complimentary registrations)\***

*\*A minimum of 2 co-sponsors are needed for this event to be made possible*

## AWARDS CEREMONY

Help us recognize the 2022 National Award recipients for their outstanding efforts in realizing the technology transfer potential in their laboratories. A high-visibility opportunity for a highly anticipated event, this option is for organizations who want to work closely with active Federal technology transfer offices.

### BENEFITS INCLUDE:

- Verbal recognition by the moderator at the start of the Awards Ceremony
- Full-page ad in Awards Publication
- LinkedIn post on FLC's account during the National Meeting week recognizing your support for the Awards Ceremony
- Four complimentary tickets to the Awards Ceremony
- Signage with logo at the Awards Ceremony

**Sponsor: \$5,000**

## SPONSORED DEMONSTRATION

Have a product you'd like to demonstrate? We have the tools to showcase your brand. With time dedicated to this segment within the program, this is a great opportunity to have the spotlight.

### BENEFITS INCLUDE:

- Two complimentary Meeting registrations
- Session room reserved for your event
- Signage with logo at the entrance of the session room

**Sponsor: \$5,000**

*\*Topic of demonstration to be approved by Casey Annunziata, FLC Sponsor Manager by March 4, 2022.*

## Wi-Fi

As the Wi-Fi Sponsor, you will be providing complimentary wireless internet access for meeting attendees in all meeting rooms and public spaces. Your company name will be the network name and password.

### **BENEFITS INCLUDE:**

- Three complimentary National Meeting registrations
- Sponsor acknowledgment on splash page
- Dedicated signage with logo in the meeting space

**Sponsor: \$3,000**

### **LANYARD** *(Limited to one)*

Want to see your company logo on every attendee? The lanyard sponsorship is for you. Lanyards (also known as neck cords) hold each name badge and are constantly visible.

### **BENEFITS INCLUDE:**

- One-color sponsor logo on registration lanyard distributed to all meeting attendees
- Two complimentary National Meeting registrations

**Sponsor: \$2,500**

### **MEETING PEN**

Get exposure for the duration of the National Meeting and beyond with this high-visibility sponsorship.

### **BENEFITS INCLUDE:**

- One-color sponsor logo on pens available at the FLC registration desk
- One complimentary National Meeting registration

**Sponsor: \$1,500**

### **ATTENDEE BAG**

Ensure that all attendees carry your branded show bag around the event and post show.

### **BENEFITS INCLUDE:**

- One-color sponsor logo on attendee bag distributed to all meeting attendees
- Two complimentary National Meeting registrations

**Sponsor: \$2,500**

# EXHIBIT OPPORTUNITIES:

## EXHIBIT BENEFITS INCLUDE

- 8' x 10' exhibit booth with draped back wall and side rails
- Company identification sign in booth
- One complimentary National Meeting registration
- Final registration list in digital format (excludes email addresses, per FLC policy)
- Logo included on exhibition signage and in the meeting program.
- Company listing on the National Meeting website.

**Investment: \$1,500 per 8'x10' booth space. Includes one table, two chairs and a wastepaper basket.**

## EXHIBIT HALL OVERVIEW:

**Location:** Veteran's Meeting Rooms, Hilton Cleveland Downtown

**Floor:** Carpeted

## EXHIBIT SCHEDULE:

### SETUP

**Monday, Apr 4** Noon – 5:00 p.m.

### EXHIBIT HOURS

**Tuesday, Apr 5** 8:00 a.m. – 5:00 p.m.

**Wednesday, Apr 6** 9:00 a.m. – 5:00 p.m.

**Thursday, Apr 7** 8:00 a.m. – 4:00 p.m.

### TEAR DOWN

**Thursday, Apr 7** 3:00 – 5:00 p.m.

## QUESTIONS?

Contact FLC Sponsor and Exhibits Manager, **Casey Annunziata**, at [cannunziata@federallabs.org](mailto:cannunziata@federallabs.org), or **+1-202-960-1782**.



# SIGN UP TODAY!

## EXHIBIT AND SPONSORSHIP APPLICATION

To secure your spot, complete and forward this application to Casey Annunziata, at [cannunziata@federallabs.org](mailto:cannunziata@federallabs.org). Sponsorships and Exhibit Space is available on a first-come, first-served basis.

### GENERAL SPONSORSHIP

- Gold Sponsor: \$10,000
- Silver Sponsor: \$5,000
- Bronze Sponsor: \$2,500
- Contributing: \$1,000

### EXHIBIT BOOTH

- 8x10' Exhibit Space: \$1,500

### MEETING SUPPORT

- Rock and Roll Reception Sponsor: \$40,000
- Rock and Roll Reception Co-Sponsor: \$20,000
- Awards Ceremony: \$5,000
- Sponsored Demonstration: \$5,000
- Wi-Fi: \$3,000
- Lanyard: \$2,500
- Pen: \$1,500
- Bag: \$2,500

**CANCELLATION POLICY:** Cancellation of sponsorship or exhibit commitment must be in writing. Deposits are non-refundable. The refund of other payments may be made only if the canceled sponsorship is resold.

### PAYMENT INFORMATION:

- If paying by credit card, include details on this form as indicated below.
- If paying by check, please make it out to FLC and email the completed form to [cannunziata@federallabs.org](mailto:cannunziata@federallabs.org) and then mail payment with a copy of the application to:

**FLC PO Box 7151 Carol Stream, IL 60197-7151**

### CONTACT INFORMATION

Name/Title

Company

Address

City

State/Province

Country

ZIP/Postal code

Phone

Email

Website address

### PAYMENT INFORMATION

- Check Enclosed (All fees must be paid in U.S. funds.)

Charge my:

- VISA
- MasterCard
- American Express
- Discover

Amount:

- Full payment \$ \_\_\_\_\_

Card Number

Expiration date

Authorized Signature

Date

Print name as it appears on card

Billing address if different from above