

SSTI'S 2017 ANNUAL CONFERENCE



SPONSORSHIP OPPORTUNITIES

About the Conference

SSTI's Annual Conference brings together the nation's leaders in regional innovation economies. Attendees are decision makers responsible for developing and implementing local and state-level policies and programs that directly contribute to the nation's competitiveness. Historically, approximately 70 percent have a title of vice-president/director or above, including more than 40 percent who are part of the executive management of their organizations.

Conference participants are active in all aspects of science, technology, innovation and entrepreneurship. Attendees at SSTI's Annual Conferences are likely to represent organizations providing one or more of these services:

Capital Access –operating or funding seed and venture funds.

Cluster Development –leading innovation networks concentrated on specific industries in regions across the country.

Entrepreneurial Assistance –providing direct technical assistance and related support for new and emerging businesses.

University/Industry Engagement – focusing on one or more aspects of economic development, sponsored research or technology commercialization for institutions of higher education.

This concentration of innovation ecosystem leaders is what makes SSTI's Annual Conference a unique opportunity for sponsors to achieve recognition that translates into meaningful, new relationships. As a conference sponsor you gain:

Exposure – Conference participants attend from across the country and lead a broad array of innovation ecosystem development initiatives. SSTI will ensure you meet the right people to include in your network and expand your sphere of influence.

Access – With more than two-thirds of conference attendees holding a title of vice president or higher, you are surrounded by the decision makers of the community's leading government and private institutions.

Impact – Your ideas matter and, as a sponsor, you have the opportunity to provide content ideas to shape the conference agenda.

SSTI provides a variety of partnerships—from the *Excellence in TBED* awards ceremony to morning yoga—so that you can realize your goals at SSTI's 2017 Annual Conference.

Sponsor Levels of Engagement

When organizations decide to sponsor an event, it is the responsibility of the organizer to provide the sponsor with a valuable experience. SSTI will help you achieve a high return on your investment by providing attendee engagement, highlighting the relevancy of your organization, products or services and increasing your exposure to the innovation ecosystem community.

SSTI has created sponsor levels to fit almost any budget. The Sponsor Highlight table depicts features for each level while the details and opportunities follow.

Sponsor Highlight	Champion \$10,000	Steward \$7,500	Partner \$5,000	Supporter \$3,500	Friend \$2,000
Recognized during conference remarks	•	•	•	•	•
Complimentary exhibit space available	•	•	•	•	
Opportunity to include material in attendee registration packet	•	•	•		
Full-page ad in conference program	•	•	•		
Half-page ad in conference program				•	•
Logo in conference-marketing materials	•	•	•	•	•
Early access to attendees list with address and phone	•	•	•	•	•
Complimentary conference registrations	4	3	2	1	1
Additional discounted registrations	unlimited	unlimited	unlimited	unlimited	unlimited

**Sponsorships are NOT connected to speaking opportunities or session content.*

Have a sponsorship benefit or opportunity in mind that is not listed? Want to create a custom combination of items already named? We are happy to work together to create a package that will best achieve your desired level of exposure and impact.

Champion Sponsors - \$10,000

Champion Sponsors are the greatest proponents of tech-based economic development and SSTI's 2016 Annual Conference. This level of sponsorship is for organizations that want to receive the highest level of recognition. All Champion Sponsors receive the following benefits:

- Recognized during conference remarks
- Complimentary exhibit space
- Material in attendee registration packet
- Full-page ad in conference program
- Logo in conference-marketing materials
- Early access to attendees list
- Four complimentary registrations
- Social media mentions (Twitter, LinkedIn) during conference

Champion Sponsors can achieve even greater visibility and return by becoming the exclusive partner of one of the following key features of SSTI's 2016 Annual Conference.

National Innovation Reception Sponsor | Thursday, September 14

Highly visible and well attended opportunity for conference participants to connect and share what they have learned—continuing conversations from the first day, reconnecting with old friends and beginning new relationships. This is an exclusive sponsorship and includes:

- Opportunity to provide brief welcoming remarks to reception attendees;
- Option to include additional entertainment (e.g., science activity booths, music);
- Company-branded beverage napkins; and
- Signage at the reception.

Excellence in TBED Awards Ceremony | Thursday, September 14

The Excellence in Tech-Based Economic Development (TBED) event showcases some of the most impressive solutions to critical economic development challenges that exist in local, state and regional communities. Also includes:

- Opportunity to provide brief welcoming remarks to award ceremony attendees;
- Company-branded beverage napkins; and
- Signage at the ceremony.

Steward Sponsors - \$7,500

Steward Sponsors are recognized institutions in the tech-based economic development community and robust supporters of SSTI's 2016 Annual Conference. All Steward Sponsors receive the following benefits:

- Recognized during conference remarks
- Complimentary exhibit space
- Material in attendee registration packet
- Full-page ad in conference program
- Logo in conference-marketing materials
- Early access to attendees list
- Three complimentary registrations

Steward Sponsors can access custom visibility and benefits above those listed in the Sponsor Highlight table by becoming the exclusive partner of one of the following conference features.

Conference Tote Bags

Promote your brand by sponsoring a reusable, recycled-content tote bag. This is an exclusive sponsorship that puts your organization prominently in front of attendees. All bags are:

- Printed with your organization's logo; and
- Provided to each registered attendee.

Attendee Breakfast

Hosting breakfast—the most important meal of the day—is a great opportunity to make an impact on attendees. Additional recognition related to this sponsorship includes:

- Sponsor can welcome attendees to the breakfast; and
- Sponsor can provide whitepaper or marketing collateral for each place setting.

Technology Sponsor

Conference attendees need to stay connected to their office and customers while attending the conference. The Technology Sponsorship delivers a valuable benefit to attendees and provides a great branding opportunity. Specific potential benefits are subject to negotiation with the conference hotel but will include opportunities such as:

- Sponsored wireless access (i.e. Wi-Fi) with your name as the network password; and
- Sponsored charging station where attendees charge devices, answer emails and network.

Partner Sponsors - \$5,000

Partner Sponsors are key collaborators in the tech-based economic development community and want to receive excellent recognition at SSTI's 2017 Annual Conference. All Partner Sponsors receive the following benefits:

- Recognized during conference remarks
- Complimentary exhibit space
- Material in attendee registration packet
- Full-page ad in conference program
- Logo in conference-marketing materials
- Early access to attendees list
- Two complimentary registrations

The following elements of SSTI's 2017 Annual Conference provide Partner Sponsors with opportunities to experience enhanced recognition and benefits.

Networking Breaks

Conversations and dialogues continue during the networking breaks. Seize this opportunity to ensure each attendee sees your organization name and logo as they stop to grab a cup of coffee or a snack. This exclusive sponsor includes:

- Sponsor can provide company branded napkins or cups for the breaks; and
- Networking Break signage and program listing will recognize the organization.

Social Events Sponsor

Sponsoring the social functions is the perfect opportunity to become acquainted with potential clients in an informal atmosphere. The Social Events Sponsor will be recognized at three events:

- Dine-Around – dinner reservations will be prearranged by SSTI staff, the sponsor can be the fun and gracious host of a small group of conference participants;
- Yoga – sponsor logo and company name on all Yoga signage and materials; and
- Run/Walk – sponsor logo and company name on all Run/Walk signage and materials.

Note: Social events can be sponsored separately at lower rates.

Supporter Sponsor - \$3,500

Supporter Sponsors are active in the tech-based economic development community and want to advance the development of outstanding content at SSTI's 2017 Annual Conference. All Supporter Sponsors receive the following benefits:

- Recognized during conference remarks
- Complimentary exhibit space
- Half-page ad in conference program
- Logo in conference-marketing materials
- Early access to attendees list
- One complimentary registration

Supporter Sponsors can achieve further recognition at SSTI's 2017 Annual Conference by becoming the exclusive sponsor of one of the following elements.

New Attendees/Members Welcome

Join SSTI President and CEO when we welcome new attendees to SSTI's 2017 Annual Conference. The exact form of this meeting may be altered from recent years, but new attendees will receive a special welcome and opportunity to get together separately early in the conference. This exclusive sponsorship includes:

- Opportunity to provide brief welcoming remarks;
- Logo and name included with welcome email to new attendees/members; and
- Identify the attendees with whom you want to connect.

Lanyard

Attendees receive their lanyard upon check-in and it's their ticket to sessions, networking events and meal functions. The Lanyard is:

- Branded with your organization's and SSTI's logo; and
- Provided to each conference attendee.

Conference Website Sponsor

Sponsor of the conference website—your organization is profiled on the website and recognized as a sponsor on three (3) conference-marketing emails.

SSTI's 2017 Annual Conference

Sponsorship Opportunities

Friend of SSTI - \$2,000

Your commitment to sponsor SSTI's 2017 Annual Conference as a Friend of SSTI distinguishes your organization as a leading member of the innovation ecosystem community. All Friends of SSTI receive the following benefits:

- Recognized during conference remarks
- Half-page ad in conference program
- Logo in conference-marketing materials
- Early access to attendees list
- One complimentary registration

Sponsor Recognition Examples

The following images are examples of sponsor recognition from past SSTI Annual Conferences.



Program with half-page ads (left) and sponsor recognition with related activities (right)



Sponsor recognition / thank you email (partial screen cap)



Sponsor recognition in save-the-date postcard

2016 Annual Conference Attendees

Previous conference attendees represent almost every state and every component of innovation economy development, from tech transfer offices to venture capital firms. SSTI's Annual Conference attracts influential leaders from the following organizations.

- Advanced Technology Development Center
- Agricultural Utilization Research Institute
- Alleghany Highlands Economic Development Corporation
- American Academy of Arts & Sciences
- American Association for the Advancement of Science
- American University
- Appalachian Partnership for Economic Growth
- Arizona State University
- Arkansas Research Alliance
- AWH
- Axcel Innovation
- Ben Franklin Technology Partners
- BioGenerator
- BioHealth Innovation, Inc.
- BioHio Research Park
- BioSTL
- Brancato Solutions LLC
- Brookhaven National Laboratory
- Business Oregon
- Carnegie Mellon University
- CEI (Coastal Enterprises, Inc)
- Center for Regional Economic Competitiveness (CREC)
- Central Indiana Corporate Partnership
- Chamber of Commerce of Hawaii
- CincyTech
- City of Dublin, Ohio
- Code2040
- Coeur d'Alene Area EDC
- Columbus2020
- Cromwell Schmisser, LLC
- Crowdfunding Professional Association
- CTNext
- Currie Household
- Dalton State College
- Defense Alliance
- Development Capital Networks
- Digital Manufacturing Design and Innovation Institute
- Eastern West Virginia Community & Technical College
- Economic Development Commission of Florida's Space Coast
- Economic Innovation Group
- Elevate Ventures
- Elsevier
- Emerging Technology Ventures, Inc.
- Empire State Development Corp.
- Enterprise Center in Johnson County
- EPIcenter Memphis
- EWI
- Federal Laboratory Consortium for Technology Transfer
- Festo Didactic, Inc.
- Florida High Tech Corridor Council
- Fourth Economy
- FuzeHub
- Garrett College
- George Mason University
- Georgia Department of Community Affairs
- Georgia Institute of Technology
- Georgia Research Alliance
- Georgia State University
- Georgia Tech Enterprise Innovation Institute
- Greater Oklahoma City Chamber
- Hawaii Strategic Development Corp.
- High Technology Development Corp.
- i.c. stars
- i2E
- Idaho Department of Commerce
- Idaho National Laboratory
- Idea Foundry
- Illinois Science and Technology Coalition
- Indiana Business Research Center
- Indiana Economic Development Corp.
- Innovation Policyworks, LLC
- Innovation Works
- Innovation, Science and Economic Development Canada
- Invest Nebraska
- Iowa Economic Development Authority
- Iowa Innovation Corporation
- Iowa State University
- JobsOhio
- JumpStart Inc.

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Sponsorship Opportunities

- Kansas State University Institute for Commercialization
- LAUNCH
- Launch NY
- Lawrence Berkeley National Laboratory
- Lorain County Community College Foundation
- Louisiana Tech University
- Maine Technology Institute
- Maryland Technology Development Corp
- MForesight
- Michigan's University Research Corridor
- MidAtlantic Trade Adjustment Assistance Center
- Midcoast Regional Redevelopment Authority
- Ministry of Research & Innovation
- Missouri Technology Corporation
- National Association for Community College Entrepreneurship
- National Institute of Standards & Technology
- National Institutes of Health
- Naval Surface Warfare Center
- Nebraska Dept. of Economic Development
- Nevada Governor's Office of Economic Development
- New Economy Initiative
- New Jersey Innovation Institute
- New Jersey Institute of Technology
- New Orleans BioFund
- NexusLA
- NIST Hollings Manufacturing Extension Partnership
- North Carolina Biotechnology Center
- North Carolina Board of Science, Technology and Innovation
- North Carolina State University
- North Dakota Department of Commerce
- Ohio Development Services Agency
- Ohio University
- Open Prairie Ventures, Inc.
- Oregon BEST
- Oregon Nanoscience and Microtechnologies Institute (ONAMI)
- Paula, LLC
- Pennsylvania SBDC
- PureBlue
- Regional Development Corporation (RDC)
- Regional Economic Dev. for Eastern Idaho
- Regionerate LLC
- Rev1 Ventures
- Rev3 Innovation Center
- RI Science & Technology Advisory Council
- Ridge Policy Group
- RTI International
- SDSU Research Foundation
- Shawnee State University
- Smart Grid Cluster
- Social Enterprise Greenhouse
- Startup Junkie Consulting
- Team NEO
- TechConnectWV
- TechGROWTH Ohio
- TechRich
- TechTown
- TEconomy Partners, LLC
- The Biz Foundry
- The Launch Place
- The Lemelson Foundation
- The Ohio State University
- The Sheridan Group
- The Water Council
- Thomas P. Miller and Associates
- U.S. Department of Commerce
- U.S. Department of the Treasury
- U.S. Economic Development Administration
- U.S. Environmental Protection Agency
- U.S. Small Business Administration
- United Returning Citizens
- University City Science Center
- University of Campinas
- University of Cincinnati
- University of Michigan
- University of Missouri
- University of Missouri-Kansas City
- University of New Hampshire
- University of North Carolina at Chapel Hill
- University of North Texas
- University of Oregon
- University of Pittsburgh
- University of South Alabama
- University of South Carolina
- University of Southern Indiana
- University of Tennessee
- University of Texas Rio Grande Valley
- Utah Science Technology and Research
- Village Capital
- Virginia Tech
- Washington State Department of Commerce
- Washington State University
- West Virginia Jobs Investment Trust
- West Virginia University
- Wisconsin Economic Development Corporation

Next Steps

To become a sponsor or get more information, contact Jason Rittenberg, SSTI's Membership and Development Director, at rittenberg@ssti.org or 614.901.1690.