



Association of University Technology Managers®  
Advancing Discoveries for a Better World®

# AUTM Professional Development Programs

*Equip Yourself. Invent Your Future.*

[www.autm.net](http://www.autm.net)

## 2016 Professional Development Sponsorship Program Contract

Is your organization looking to reach a savvy, highly qualified audience of technology transfer professionals? AUTM Professional Development courses offer targeted learning to AUTM's most motivated and engaged members.

Sponsoring AUTM's Professional Development courses is simple, effective and provides maximum, constant visibility.

Your sponsorship provides recognition throughout the year for one low price. Show the technology transfer community that you are an advocate for the profession, and increase your visibility by becoming a professional development sponsor.

### Benefits include:

#### High Visibility

- Prominent acknowledgement (logo with link) on the course pages on the AUTM website.
- Prominent acknowledgement in marketing and onsite programs produced for all AUTM 2016 Professional Development courses including, Software, Startup Business Development (2), Successful Practices in Small Technology Transfer Offices, Compliance, Essentials of Academic Technology Transfer and TOOLS.
- Signage at all AUTM 2016 Professional Development courses.
- Hospitality table at all AUTM 2016 Professional Development courses.

#### Registrations/Invitations

- One **complimentary** registration to the AUTM 2016 course of your choice.
- Two **discounted** registrations to the AUTM 2016 course of your choice (at the member early rate).

#### Leads

- Final registration list in electronic format for all AUTM 2016 Professional Development courses (excludes email addresses, per AUTM policy).

Don't see what you're looking for? AUTM will work with you to help maximize your company's marketing goals. Additional opportunities are available as a customized package. Contact Madhuri Carson, [mcarson@autm.net](mailto:mcarson@autm.net), +1-847-686-2362 for more information.

**Yes! I would like to sponsor the AUTM 2016 Professional Development courses for \$5,000**

### AUTM's taxpayer ID number is 36-3011951.

Sponsorship fees are due upon application acceptance. Sponsors may provide full payment information with application, or AUTM headquarters will invoice sponsor for the payment balance.

Questions? Contact Madh Carson at +1-847-686-2362 or [mcarson@autm.net](mailto:mcarson@autm.net).

Fax completed form with credit card payment information to AUTM headquarters: +1-847-686-2253.

If paying by check, fax application to AUTM headquarters and mail payment with a copy of the application to:

**AUTM** • One Parkview Plaza, 17W110 22nd St., Suite 800 • Oakbrook Terrace, IL 60181 USA

### Contact Information

Name/Title

Company

Address

City State/Province

Country ZIP/Postal Code

Phone Fax

Email

Company Website Address

### Payment Information

Check Enclosed (All fees must be paid in U.S. funds.)  
Make check payable to:  
**Association of University Technology Managers Inc.**

Charge my:  
 VISA  MasterCard  
 American Express  Discover

Amount:  \$500 deposit  Full payment \$ \_\_\_\_\_  
 Other \$ \_\_\_\_\_

Authorized Signature Date

Print name as it appears on card

Billing address if different from above

Card Number Expiration Date

\* U.S. tax codes forbid AUTM to allow sponsors to make any qualitative statements about their companies, products or services.



Association of University Technology Managers®  
Advancing Discoveries for a Better World®



### **AUTM Software Course<sup>SM</sup>**

The AUTM Software Course is designed specifically for university licensing professionals who work with software and other information assets. The course will provide a survey of basic principles, as well as a study of best practices, emerging models and actual cases, that will benefit both newcomers and experienced practitioners. Participants will leave with the tools to handle basic to complex software asset management and licensing situations.

### **AUTM Startup Business Development Course<sup>SM</sup>**

The Startup Business Development Course is designed to provide participants with the best available methods and insights for achieving success at each stage of the startup process. Interactive sessions are included to provide participants an opportunity to practice negotiating and other skills. The course will be of particular interest to those who are expanding programs to include startup creation.

### **AUTM Startup Business Development Canada Course**

This meeting will begin with the AUTM Startup Business Development Course, which is designed to provide participants with the best available methods and insights for achieving success managing the University startup process from inception to exit from the University. The course is ideal if you are, or will be, working with startups as a licensing specialist or a business formation specialist. The second day will offer Canada-centric programming and discussion topics.

### **AUTM Compliance Course**

This course is designed for administrative professionals and others responsible for all compliance related issues and government reporting within the technology transfer office from beginning to advanced levels. This new two-day course provides an in-depth understanding of compliance reporting requirements. The critical issues of proper compliance and using iEdison will be discussed, along with how to properly report patent filings, co-owned inventions, utilization reporting, subgrants, waivers, and much more.

### **Successful Practices in Small Technology Transfer Offices**

Successful Practices in Small Technology Transfer Offices This AUTM course is designed specifically for technology transfer professionals working in small offices. Colleagues will gather for a two day course to discuss some of the challenges and opportunities of working in a small office

and how to make the most out of limited resources. Attendees will learn how to make connections with other small office professionals and engage in comprehensive discussions on the topics that matter the most.

Join your colleagues and make connections with other small office professionals and engage in comprehensive discussions on:

- How to make the most out of your small office with limited resources
- How others approach hiring staff in a small office
- Key points used to determine whether creating a technology transfer office is necessary
- Successful practices to building strong relationships with stakeholders and faculty

### **AUTM Essentials of Academic Technology Transfer Course<sup>SM</sup>**

Ideal for those new to the academic technology transfer, the AUTM Essentials of Academic Technology Transfer Course brings individuals from diverse backgrounds and levels of experience to a common understanding of the fundamental goals and processes of academic technology transfer. The course builds skills and resources necessary to function effectively at evaluating inventions and negotiating license agreements. The workshops are designed to follow the lifecycle of the invention, patenting and licensing process: evaluation of invention disclosures, triage, patenting, IP marketing, valuation, and license negotiation to established companies and startups. The Essentials Course uses a mix of instruction, case discussions and small-group interactions to maximize useful learning and networking opportunities.

### **AUTM Technology Operations and Organization Licensing Skills Course<sup>SM</sup>**

The AUTM Technology Operations and Organization Licensing Skills (TOOLS) Course is designed for professionals responsible for the administration of a technology transfer office. The workshops provide a fundamental understanding of technology transfer and the patent and licensing processes. The critical issues of compliance and using iEdison will be explored, along with finding efficient ways to manage and utilize large volumes of information and data. The complexities of finance matters including budgeting, tracking expenses and managing the receipt and distribution of licensing revenue will also be examined. These interactive workshops will include plenty of case studies and examples. Questions and discussions will be encouraged.

Visit [www.autm.net/courses](http://www.autm.net/courses) for up-to-date information on all  
2016 Professional Development Courses