

SSTI'S 2021 ANNUAL CONFERENCE



PARTNERSHIP OPPORTUNITIES

NOVEMBER 1-3, 2021 | LITTLE ROCK, ARKANSAS



About the Conference

SSTI's Annual Conference convenes the nation's leaders in regional innovation economies. Attendees are influential in decisions responsible for developing and implementing local and state-level policies and programs that directly contribute to the nation's competitiveness. Historically, the majority of attendees have been from their organization's executive and management tiers.

Conference participants are active in all aspects of science, technology, innovation and entrepreneurship for their regions. Attendees at SSTI's Annual Conferences are likely to represent organizations acting one or more of areas:

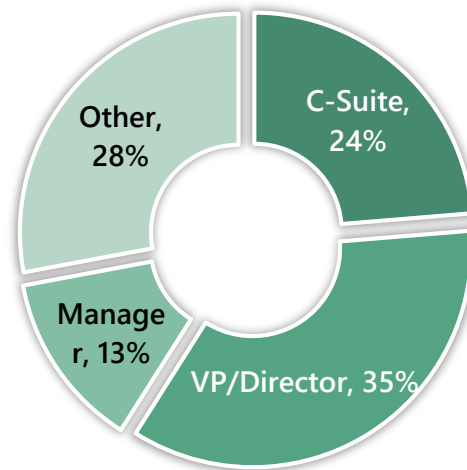
Capital Access –operating or funding seed and venture funds.

Regional Innovation –leading innovation networks concentrated on specific industries in regions across the country.

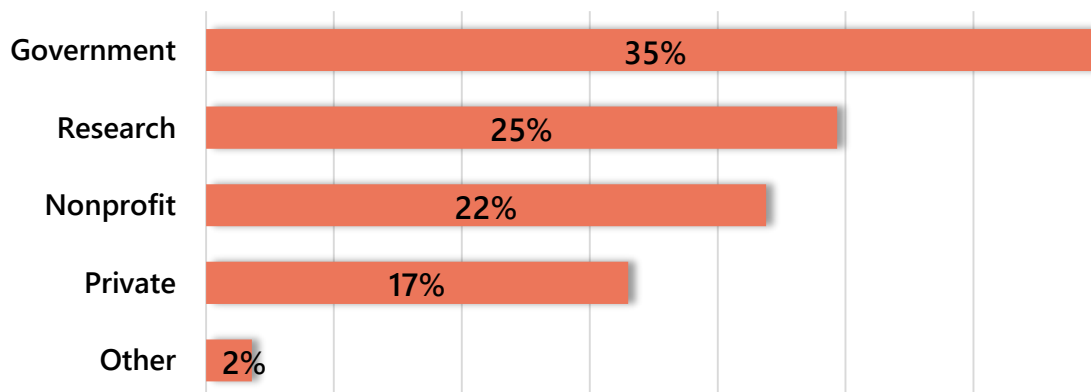
Entrepreneurial Assistance –providing direct technical assistance and related support for new and emerging businesses.

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

Recent Attendees by Title



Recent Attendees by Organization Type



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

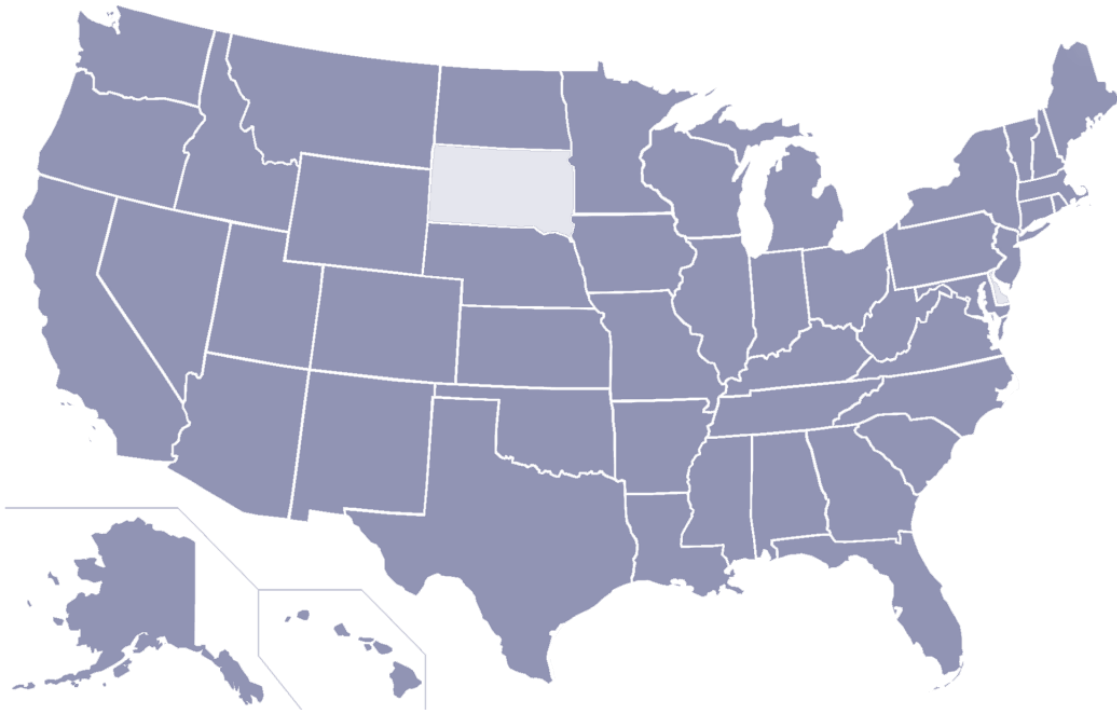
Exposure – Conference participants attend from across the country and lead a broad array of innovation ecosystem development initiatives. SSTI will ensure you meet the right people to include in your network and expand your sphere of influence.

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 working with us to co-develop a preconference workshop to hosting attendees on a morning fun run around the neighborhood—so that you can realize your goals at SSTI's 2021 Annual Conference.

Recent Attendees by State



Levels of Engagement

Our view is that the best partnerships increase attendee engagement while highlighting the relevancy and value of your work for regional innovation economies.

In order to achieve this level of partnership, we prefer to work with organizations on a case-by-case basis, developing the right opportunity individually.

While we want to work with you to tailor the right experience, we know that a general guide can help frame a decision. To that end, the following table shows a starting point for partnership levels and benefits.

Partner Benefit	Champion	Steward	Patron	Supporter	Friend
Recognized during conference remarks	•	•	•	•	•
Logo in conference-marketing materials	•	•	•	•	•
Early access to attendees list with address and phone	•	•	•	•	•
Complimentary exhibit space available	•	•	•		
Full-page ad in attendee materials	•	•	•		
Half-page ad in attendee materials				•	
Introduce conference breakout session	•				
Recognition on conference signage	•	•	•	•	•
Complimentary conference registrations	6+	5	3	2	1
Additional discounted registrations	unlimited	unlimited	unlimited	unlimited	unlimited
Financial Contribution	Ask!	\$10,000	\$5,000	\$3,500	\$2,000

Custom Experiences

To experience greater value while partnering with SSTI's 2021 Annual Conference, organizations can work with us to shape a specific aspect of the conference. An explanation of some of these possibilities follows.

National Innovation Reception

After the first full day of the conference, the National Innovation Reception provides all attendees with an opportunity to relax while reconnecting with old friends or making new connections. An exclusive sponsor receives the following:

- Opportunity to provide brief welcoming remarks to reception attendees;
- Company-branded napkins with food and drinks; and
- Logo on signage at the reception.

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 one or more events, such as:

- 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; and,
- Run/Walk – sponsor logo and company name on all Run/Walk signage and materials.

Attendee Breakfast

Hosting breakfast—the most important meal of the day—is a great opportunity to make an impact on attendees. The sponsor will have an opportunity to welcome attendees to the breakfast and can provide whitepaper or marketing collateral for each place setting.

New Attendees/Members Welcome Reception

Join SSTI President and CEO when we welcome new attendees to SSTI's 2021 Annual Conference. This is an invitation-only event. This exclusive sponsorship includes:

- Opportunity to provide brief welcoming remarks; 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

As sponsor of the conference website your organization is recognized on every page of ssticonference.org for powering the site.

Sponsor Recognition Examples

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

The image shows a screenshot of a conference program page. On the left, there is a half-page advertisement for 'Innovation Policyworks' with a logo and text describing their services. On the right, there is a vertical sidebar for 'Tuesday, November 1' listing various sessions and activities, including a 'Welcome Reception for First-time Attendees & New SSTI Members' and a 'Speedy Reception at Beer!'.

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

The image shows a 'save-the-date' postcard for 'SSTI's 2016 Annual Conference'. The main headline reads 'INNOVATION WITH PURPOSE: SHAPING FUTURE OPPORTUNITIES'. Below this, it states 'Your work is important. You're helping to create jobs, strengthen companies, and advance research and innovation. Join your peers on November 1-3 in Columbus, Ohio to discuss your work and learn how to have even greater impact for our shared future.' The postcard lists several sponsors, including 'revventures', 'THE OHIO STATE UNIVERSITY', 'OHIO UNIVERSITY', 'FLC', 'Ben Franklin Technology Partners', 'TECONOMY PARTNERSHIP LLC', and 'Georgia Research Alliance'. It also includes the text 'Register today at: ssticonference.org'.

Sponsor recognition in save-the-date postcard

The image shows a partial screenshot of a conference marketing email. At the top, it says '3 quick reasons to attend SSTI's conference:'. The first reason is 'Look - you're looking for help with your challenges, we'll set you up with networks, capital, strategy, connections; you name it, we're bringing in the experts to help you navigate your way.' The second reason is 'Learn - you want to know what's happening in the innovation landscape, we'll bring you the latest trends and newest developments.' The third reason is 'Laugh - sometimes the greatest breakthroughs come from unexpected sources. We'll provide those opportunities to network with new acquaintances, connect with friends, and relax in unstructured atmosphere.' Below this, it says '(Speaking of atmosphere, it's December in Salt Lake City. Ugh! Come early or stay after the conference to soak up all the adventure you can!)'. At the bottom, there is a red banner that says 'More good news; early bird rates are still in effect, REGISTER NOW (Rates go up Oct. 1)'. Below the banner, it says 'We would like to thank the following sponsors for supporting SSTI's 2016 Annual Conference.' and lists several sponsors including 'Champion', 'FLC', and 'TECONOMY PARTNERSHIP LLC'.

Conference marketing email (partial screen cap)

2019 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.

- Agrinovus Indiana
- American Association for the Advancement of Science
- Ancora
- Ann Arbor SPARK
- Arizona Commerce Authority
- Arkansas Research Alliance
- Association of Public and Land-grant Universities
- Association of University Research Parks
- Auburn University
- Axcel Innovation
- Ben Franklin Technology Partners
- Ben Franklin Technology Partners of Southeastern PA
- BioConnect Iowa
- BioSTL
- Boomtown Accelerators
- Brown University
- Business Oregon
- Cambridge Innovation Center - Providence
- Cape Cod Commission
- CEI (Coastal Enterprises, Inc)
- Center for Regional Economic Competitiveness
- Chicagoland Workforce Funders Alliance
- City of Keene, NH
- Clean Energy Trust
- CO.LAB Chattanooga
- Colorado School of Mines
- Commonwealth Commercialization Center
- Commonwealth of Virginia
- Community Investment Corporation
- County of Kauai Office of Economic Development
- Defense Alliance
- Delaware Prosperity Partnership
- Doolittle Institute
- Eastern Kentucky University
- Economic Development Commission of Florida's Space Coast
- EisnerAmper Center for Family Business Excellence
- Elsevier
- eMoney
- Enterprise Center of Johnson County
- Epicenter Memphis
- Federal Laboratory Consortium for Technology Transfer
- First Flight Venture Center
- Fourth Economy
- George Mason University - Office of Innovation and Economic Development
- Georgia Institute of Technology
- Georgia Research Alliance
- i2E
- Idaho Department of Commerce
- Illinois Science and Technology Coalition and Institute
- Indiana Business Research Center
- Indiana Economic Development Corp.
- Initiative for a Competitive Inner City (ICIC)
- Innovate Newport
- Innovation Policyworks, LLC
- Innovation Works
- Innovative Partners Incubation
- Institute for the Commercialization of Florida Technology
- Invest Nebraska
- JLL
- John Hardin
- Knoxville Entrepreneur Center
- KY Innovation
- Launch Greensboro
- Launch NY
- LaunchTN
- Lorain County Community College
- Lynchburg Regional Business Alliance
- Main Street
- Maine Technology Institute
- Manufacturing Renaissance
- Maryland Technology Development Corp.
- Massachusetts Life Sciences Center
- MassChallenge
- MassMEP
- Michigan's University Research Corridor
- Midcoast Regional Redevelopment Authority
- Montana State University
- MxD
- National Institutes of Health

- National Renewable Energy Laboratory
- National Science Foundation
- National Security Agency
- Nebraska Department of Economic Development
- New Jersey Commission on Science, Innovation and Technology
- NexusLA
- NIST Hollings Manufacturing Extension Partnership
- North Carolina Biotechnology Center
- North Carolina Board of Science, Technology and Innovation
- North Carolina Central University
- Northeast Clean Energy Council
- Northeast Ohio Medical University
- Ohio Aerospace Institute (OAI)
- Ohio Department of Development
- Oklahoma Center for the Advancement of Science & Technology
- Oregon Nanoscience and Microtechnologies Institute (ONAMI)
- Ørsted North America
- Partnership for Rhode Island
- Pennsylvania Department of Community & Economic Development
- Polaris Manufacturing Extension Partnership
- Public Utility Commission of Oregon
- Purdue Research Foundation
- Rev1 Ventures
- Rhode Island Commerce Corporation
- Rhode Island Foundation
- Rhode Island Science & Technology Advisory Council
- Rowan University
- RTI International
- San Diego State University
- Sandia National Laboratories
- SAPPI
- Siren Marine
- Social Enterprise Greenhouse
- SourceLink
- South Carolina Department of Commerce
- South Carolina Research Authority
- SRI International
- Startup Junkie
- SUNY Stony Brook
- Tech Parks Arizona
- TechGROWTH Ohio
- TechTown
- TEconomy Partners, LLC
- Texas State University
- The Aspen Institute
- U.S. Economic Development Administration
- U.S. Government Accountability Office
- U.S. Senate Committee on Small Business & Entrepreneurship
- U.S. Small Business Administration
- U.S. Study Centre at the University of Sydney
- University City Science Center
- University of Arkansas Little Rock
- University of Cincinnati
- University of Florida
- University of Houston
- University of Illinois
- University of Kentucky
- University of Maine
- University of Maryland
- University of Maryland Baltimore
- University of Mississippi
- University of New Orleans
- University of Oklahoma
- University of Pittsburgh
- University of Rhode Island
- University of South Carolina Office of Economic Engagement
- University of Texas Rio Grande Valley
- University of Wisconsin Center for Technology Commercialization
- Urban - X
- Van Scoyoc Associates
- Verge
- Vermont Department of Economic Development
- Vermont EPSCoR
- Vermont Sustainable Jobs Fund
- Virgin Pulse
- Virginia Tech
- WalMart NexTech
- Walton Family Foundation
- WaterFire Providence
- Waymaker Group
- Wichita State University
- Wichita State University Ventures
- Wintervale Consulting
- Wisconsin Economic Development Corporation
- Wright State Research Institute

** Due to the COVID-10 pandemic, there was no SSTI annual conference in 2020.*

Next Steps

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