

Sponsorship Prospectus

VIVO 2016 Conference

Denver Marriott City Center

Denver, CO

August 17 – 19, 2016



Welcome to the 2016 VIVO Sponsorship Prospectus!

We invite you to join us at the 7th Annual VIVO Conference to be held in beautiful Denver, Colorado on August 17-19, 2016!

The annual VIVO conference brings together a networked community of scientists, scholars, technologists and higher education professionals from around the globe in order to promote the discovery of research beyond traditional disciplinary bounds. VIVO 2016 will provide an open, collegial forum for the exchange of ideas on how new semantic and collaborative technologies impact research and science.

VIVO is:

- **a global community** of leader, researchers, scientists, scholars, administrators, and developers who are all committed to fostering collaboration and expanding knowledge creation beyond departmental and institutional silos.
- **a network** of profiles specifically created to enhance discoverability, promote the open exchange of information, and encourage development of new applications and algorithms to visualize data and create new knowledge.
- **an application** that allows researchers to showcase their life's work, their interests, publications, grants, teaching, service, and affiliations in an institutionally-supported system populated with trusted data from a variety of sources.
- **a linked-data platform and ontology** for representing scholarship that encourages research discovery, expert finding, network analysis and assessment of research impact. VIVO is easily extended to support additional domains of scholarly activity.

Sponsorship Opportunities

Sponsors and funders have always been a big part of the VIVO project and community; in acknowledgement of this support, we have designed packages that will allow for maximum visibility before, during, and after the event itself.

Sponsors of the 7th Annual VIVO Conference will have the special opportunity to market to and engage with decision makers and influencers in higher education and research including:

- Research Officers
- Developers, Ontologists, and Analysts
- Scientists and Researchers
- Publishers
- Funding Agencies

Sponsors of the 7th Annual VIVO Conference will meet attendees with overlapping areas of interest including:

- Research Networking, Expert Finding, Research Discovery, and Social Network Analysis
- Semantic Web and Linked Data
- Research Data Standards and Metrics
- Assessing Research Impact
- Research Information Management and Current Research Information Systems (CRIS)
- Technology, Technical Support, and Consulting for representing scholarship

VIVO 2016 sponsorship opportunities are limited. Please consider exclusive opportunities and early committer offers. Contact Designing Events at 410-654-5525 or vivo@designingevents.com with any questions.

Platinum Sponsor Package \$10,000 (2 available)

Sponsoring the VIVO Conference at the Platinum level will **show our community** members that your company **understands the goal** of complex, interdisciplinary research in higher education and is **committed to supporting** the VIVO community's efforts towards building sustainable open systems.

- ✓ Dedicated Meeting Room by breakout sessions
- ✓ Two (2) minute Introductory Address at beginning of General Session
- ✓ Host Six (6) breakout sessions (as available - includes session introduction (30 sec), seat drop, and announcement on session signage/in conference program). One (1) session per breakout session group. First choice of sessions.
- ✓ Two (2) Table Top Booths
- ✓ One (1) Sponsor Poster Presentation during Poster Reception
- ✓ One (1) full page advertisement on inside or back cover of Conference Program
- ✓ One (1) item distributed to all attendees at registration
- ✓ Conference acknowledgement in General Sessions
- ✓ Logo on conference signage
- ✓ Logo with Link on conference website
- ✓ Two (2) Take-One Table items
- ✓ Pre-Conference Attendee List
- ✓ Post-Conference Attendee List
- ✓ Five (5) full conference registrations with unrestricted Wednesday workshop access
- ✓ Commit by January 31, 2016 and select a \$1,500 Exclusive Opportunity at no extra charge

Gold Sponsor Package \$5,000

- ✓ Host Three (3) breakout sessions (as available - includes session introduction (30 sec), seat drop, and announcement on session signage/in conference program). One (1) session per breakout session group.
- ✓ One (1) Table Top Booth
- ✓ One (1) Sponsor Poster Presentation during Poster Reception
- ✓ One (1) ½ page advertisement in Conference Program
- ✓ One (1) item distributed to all attendees at registration
- ✓ Conference acknowledgement in General Sessions
- ✓ Logo on conference signage
- ✓ Logo with link on conference website
- ✓ One (1) Take-One Table item
- ✓ Pre-Conference Attendee List
- ✓ Post-Conference Attendee List
- ✓ Two (2) Full Conference Registrations
- ✓ Commit by January 31, 2016 for inclusion as Conference App Sponsor at no extra charge

Silver Sponsor Package \$2,000

- ✓ One (1) Sponsor Poster Presentation during Poster Reception
- ✓ One (1) ¼ page advertisement in Conference Program
- ✓ One (1) item distributed to all attendees at registration
- ✓ Conference acknowledgement in General Sessions
- ✓ Logo on conference signage
- ✓ Logo with Link on conference website
- ✓ One (1) Take One Table item

Institutional Sponsor Package \$2,000

- ✓ Conference acknowledgement in General Sessions
- ✓ Logo on conference signage
- ✓ Logo with link on conference website
- ✓ Three (3) Full Conference Registrations which can also be granted as attendee scholarships

Sponsor Benefit	Platinum Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,000	Institutional Sponsor \$2,000
Dedicated Meeting Room by Breakout Sessions	√			
Two (2) Minute Introductory Address at beginning of General Session	√			
Conference Breakout Session Host (includes session introduction (30 sec), seat drop, and announcement in conference program)	Six (6) Sessions with First Right of Selection	Three (3) Sessions		
Table Top Booth	Two (2) Tables	One (1) Table		
Pre-Conference Attendee List	√	√		
Sponsor Poster Presentation during Poster Reception	√	√	√	
Advertisement in Conference Program	Full Page	½ Page	¼ Page	
Registration Drop	√	√	√	
Acknowledgement in General Session	√	√	√	√
Logo on Conference Signage	√	√	√	√
Logo with Link on Conference Website	√	√	√	√
Take-One Table Item(s)	Two (2)	One (1)	One (1)	
Post-Conference Attendee List	√	√		
Complimentary Full Conference Registrations	Five (5)	Two (2)		Three (3)
Wednesday Workshop Access	√			

Exclusive Opportunities

Wednesday Reception Sponsor

Host a stylish reception for all attendees! Place your company front and center with maximum exposure at this much anticipated networking reception

Includes: Promotion on conference website, by email, in on-site materials, and signage - \$12,000 (All inclusive)

Poster Reception Sponsor

Host "Your" scientific poster reception during the conference

Includes: Promotion of event in conference materials and welcoming attendees to the popular VIVO poster reception.

Opportunity to customize - \$5,000 (All inclusive- without customization)

Wireless Internet Sponsor

Your company name becomes the Conference Internet access password, while providing attendees with Internet access

Includes: Promotion in program book, by email, on website, logo on signage, and wireless services with your password -

\$5,000 (All inclusive)

VIP Dinner Sponsor

A "Who's Who" of the VIVO conference. Co-host a plated dinner with VIVO for 25 – 30 VIP attendees

Includes: Two (2) invitations, logo on menus, and an opportunity to customize - \$5,000 (All inclusive – without customization)

Videographer Sponsor

Support VIVO by archiving the 2016 conference and permanently brand your message with the annual conference

\$2,000 (Rights only)

Refreshment Break Sponsor

A relaxing opportunity to communicate with attendees

Includes: Buffet table signage, promotional item on buffet tables, possible customization. Four breaks available -

\$1,500 (All inclusive- without customization)

Conference Bag Sponsor

Your logo becomes part of the conference

\$1,500 (Includes materials cost)

Lanyard Sponsor

Your logo with every attendee

\$1,500 (Includes materials cost)

VIP Invitation

Reach your most valued attendees with a VIP invitation

Includes: Distribution of up to 15 VIP invitations designed and printed by sponsor. Individually presented at Registration check-in to attendees of sponsor's choice, e.g., inviting attendee to visit sponsor's booth or another Custom message - \$1,500

Conference App Sponsor

Company logo will become part of the conference app

Includes: Sponsor logo banner prominently displayed on homepage of app, linking to sponsor's preferred web page - \$1,000

Take One Table

Deliver your materials to attendees

Includes: One (1) promotional piece available for all attendees - \$500

VIVO Sponsorship Application

VIVO is pleased to accept _____ as a sponsor of the VIVO 2016 Conference, to be held August 17 – 19, 2016, at the Denver Marriott City Center, Denver, Colorado. In consideration of Sponsor's contribution as described in the document attached hereto, VIVO agrees to put forth its best efforts to ensure that all Conference attendees and VIVO members are aware of Sponsor's support of and importance to the success of the Conference in accordance with the sponsorship level chosen below as detailed in this *2016 Sponsorship Prospectus* document.

Packages

- ☐ Platinum Sponsor: \$10,000
- ☐ Gold Sponsor: \$5,000
- ☐ Silver Sponsor: \$2,000
- ☐ Institutional Sponsor: \$2,000

Exclusive Opportunities

- | | | | |
|--|----------|--|---------|
| <input type="checkbox"/> Wednesday Reception | \$12,000 | <input type="checkbox"/> Refreshment Break Sponsor | \$1,500 |
| <input type="checkbox"/> Poster Reception Sponsor | \$5,000 | <input type="checkbox"/> Conference Bag Sponsor | \$1,500 |
| <input type="checkbox"/> Wireless Internet Sponsor | \$5,000 | <input type="checkbox"/> Lanyard Sponsor | \$1,500 |
| <input type="checkbox"/> VIP Dinner Sponsor | \$5,000 | <input type="checkbox"/> VIP Invitation | \$1,500 |
| <input type="checkbox"/> Videographer Sponsor | \$2,000 | <input type="checkbox"/> Take One Table | \$500 |

Total Due \$ _____

Sponsor Contact (print name): _____

Address: _____

City: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

- ☐ Check made payable to 'VIVO' is enclosed
- ☐ Please send an invoice to the contact above
- ☐ Please charge my credit card ☐ MasterCard ☐ Visa ☐ American Express

Credit Card Number: _____ Expiration Date: _____

Name on Card: _____

Billing Address (if different from above): _____

Authorized Signature: _____ Date: _____

Return completed application to the attention of Heather Burkner at vivo@designingevents.com or call +1- 410-654-5525 with any questions.

Or mail application to:

Designing Events
c/o Heather Burkner
15 E. Main Street, Ste. 223
Westminster, MD 21157

IMPORTANT NOTICE REGARDING PAYMENT

All Sponsors must be paid in full prior to the start of the Conference. Sponsorships requiring invoices will be charged 10% interest commencing 60 days following the issue date of any unpaid invoice.

CANCELLATION POLICY - All cancellations are assessed a \$200.00 administrative processing fee.

*If cancellation is over 3 months from the Conference, Sponsor receives 100% of fee less the administrative processing fee.

*If cancellation is less than 3 months from the Conference, Sponsor receives 50% of fee less the administrative processing fee.

*If cancellation is less than 2 months from the Conference, sponsorship fee is non-refundable.