Research Development Conference

SPONSORSHIP PROSPECTUS

NORDP.org
2024 NORDP Research Development Conference
Shaping the Future: Building on Our Research Development Roots

The National Organization of Research Development Professionals is the only professional organization dedicated to the field of research development. Founded in 2010 as a 501c(3), NORDP is a rapidly growing organization with international reach, devoted to facilitating research excellence.

Conference Purpose
NORDP’s Annual Research Development Conference is a nexus for networking and collaboration. Speakers from universities and federal agencies, research executives, and specialists create an opportunistic environment for research development professionals to stay at the leading edge of big-picture themes in the research ecosystem.

Event Theme
Our 2024 theme is "Shaping the Future: Building On Our Research Development Roots." We continue our momentum of coming together to share and grow our field.

NORDP Mission
NORDP’s mission is to advance the global capacity for and impact of research by strengthening the practice and profession of research development. Research development professionals work at universities, colleges, museums, research centers, government agencies, and independent laboratories and institutes—and play increasingly important roles in the strategic deployment of resources.

NORDP members help:

- Attract extramural research funding.
- Increase institutional competitiveness.
- Create research relationships.
- Foster innovation.

We NEED tools, systems, publishers, consultants—solutions from companies that can help us move ideas and catalyze research.
Member Demographics

- More than 1,200 members from nearly 500 academic institutions, consultancies, & research organizations
- Members come to NORDP from all 50 states and a dozen countries

2024 NORDP Conference Highlights

The in-person conference will be an opportunity for NORDP members to share ideas, engage with sponsors, learn and connect with federal and foundation program officials, and network with their peers.

The conference agenda will feature:

- Welcome Reception on Sunday evening (April 28, 2024)
- 2 professional expert keynote speakers
- 35 concurrent sessions providing robust content for RD professionals
- Dedicated networking time
- 800+ attendees from universities, research institutions, federal and private funders
Our Commitment to Inclusivity

NORDP values and prioritizes the importance of community and the need to seek creative solutions for inclusivity. NORDP is deeply committed to hosting an inclusive conference for all of its attendees, including:

- Consideration of Diversity, Equity, Inclusion, and Accessibility (DEIA) in the speaker selection process
- Measures to enable full participation of conference attendees
- Speaker guide of best practice expectations for inclusivity, equity & accessibility
- Ensuring multiple channels for DEIA feedback
- Transparent communication of how any personal data collected will be shared and used

Your sponsorship of the NORDP 2024 Conference helps keep our registration fees down, allowing research development professionals from all backgrounds and levels of experience to attend.

Our Commitment to Sustainability

NORDP is committed to reducing the environmental footprint of our 2024 NORDP Conference and beyond. We will promote sustainable opportunities at the 2024 NORDP Conference including:

- Conference name tags that are recyclable and/or compostable
- Conference app that will allow sponsors to provide handouts, upload videos, and other materials electronically to minimize paper usage
- Promoting the use of recycled paper for handouts
- Encouraging attendees to bring a reusable water bottle and/or coffee cup
- Encouraging attendees to walk, carpool, and/or take public transportation to venues for off-site activities
- Support of local businesses, such as restaurants, that use seasonal and local ingredients
- Airport shuttle to and from the airport

Please inquire about opportunities to support NORDP’s Inclusivity and Sustainability mission/goals.
Sponsorship Opportunities

SPECIAL OFFERS

NEW COMPANIES & SOLE PROPRIETORS - $500
- Exhibit space
- Logo on website (no app engagement with attendees)
- One (1) non-transferable exhibitor pass. This does not include access to sessions or food provided.

NORDP PARTNER ORGANIZATIONS
- Please reach out to our team for more information

THE FOLLOWING SPONSOR LEVELS ALL INCLUDE:
- Exhibit space
- Logo on website
- Inclusion in conference app
  - Sponsor profile page
  - Sponsor banner
  - Direct communication with attendees
  - App gamification for attendee/sponsor engagement
- One (1) pop-up banner NORDP 2024 Conference sign with logo
- Complimentary registration tickets (quantity depends on level)
- One (1) non-transferable exhibitor pass. This does not include access to sessions or food provided

BALSAM - $5,000
- One (1) complimentary registration ticket

BIRCH - $10,000
- Two (2) complimentary registration tickets
- 5% off discount code for any additional registration tickets
- One (1) a la carte option
- Basic attendee list (opt-in attendees only; names only; 2 weeks before event)

MAPLE - $15,000
- One (1) direct communication with attendees
- Three (3) Complementary registration tickets
- 10% off discount code for any additional tickets
- Two (2) a la carte options
- Basic attendee list (opt-in attendees only; names only; 2 weeks before event)
**Sponsorship Opportunities**

**JUNIPER - $20,000**
- Four (4) complimentary registration tickets
- 15% off any additional registration tickets
- One (1) extra non-transferable exhibitor pass
- 30-second video to play before one (1) general session
- Prominent signage in main conference traffic area
- Option to sponsor a Keynote Speaker
- Two (2) a la carte options
- Advanced attendee list (opt-in attendees only; names, titles, institutions) - pre-event list
- Dedicated small-sized meeting room space during conference

**CEDAR - $25,000**
- Five (5) complimentary registration tickets
- 20% off any additional registration tickets
- Two (2) extra non-transferable exhibitor passes
- 30-second video to play before two (2) general sessions
- Prominent signage in main conference traffic area
- Option to sponsor a Keynote Speaker and/or Welcome Reception (option to sponsor both for an additional fee - $5,000)
- Three (3) a la carte options
- Advanced attendee list (opt-in attendees only; names, titles, institutions) - pre- and post-event lists
- Dedicated medium-sized meeting room space during conference

**A LA CARTE**

*Benefits available on a first come-first serve basis*

- Upgraded exhibit space (a larger space to customize with furniture, games, additional setups, etc. Second exhibit table available upon request) (2 available)
- Networking dinner sponsorship (many available; 1 per sponsor)
- Conference registration scholarships for NORDP members (pack of 4) (10 available)
- Breakfast sponsorship (3 available)
- Networking block sponsorship (e.g., speed networking) (2 available)
- Trivia Night sponsorship (1 available)
- Evening Happy Hour sponsorship (2 available)
- Sponsor a FUN photo booth (1 available)
- Sponsor another social activity (please reach out to discuss)
EXCLUSIVE BRANDING BOOSTERS (1 EACH AVAILABLE)

All Branding Boosters will include recognition during the opening and closing ceremony and on the conference app/webpage.

WELLNESS OASIS SPONSOR - $1,000
- Logo included in wellness space
- Logo included on advertisements for events in the wellness space (helps cover cost of bringing in a local yoga or mindfulness instructor)
- Inclusion in pre-event wellness promotion materials

REFUEL & RECHARGE PARTNER - $1,000
- Logo included at coffee/tea/water station for all three days.
- Inclusion in pre-event marketing materials

LUNCH & LEARN SPONSOR - $1,000
- Logo included on lunch signage for two (2) days
- Opportunity to host a ‘Lunch & Learn’ session on one (1) day (held in a session room during lunch)
- Opportunity to place marketing materials on the lunch tables.
- Inclusion in pre-event marketing materials

PROFESSIONAL GROWTH AMBASSADOR - $1,500
- Sponsorship of the LinkedIn headshot photo booth space
- Sponsor the ‘resume review’ corner (covers gift cards for the resume reviewers)
- Inclusion in pre-event marketing materials.

AIRPORT SHUTTLE SPONSOR - $2,000
- Inclusion in airport shuttle-related info materials
- Branded signage at the pickup and drop-off area.

REGISTRATION EXPERIENCE SPONSOR - $4,500
- Logo on the conference lanyard
- 2024 NORDP conference water bottle (branding + conference logo; complimentary for all conference registrants)
- Prominent signage by the registration table
- Inclusion in pre-event marketing materials.
Potential for Year-Round Sponsorship

Please inquire for more information about year-round sponsorship opportunities (nordp.org/sponsorships). We highlight the following opportunities:

- Sponsor a webinar (NORDP content) | $250
- Present a webinar (sponsor-driven content; one hour) | $500

PAST SPONSORS

QUESTIONS?

If you have any questions, please contact us at rdconf@nordp.org.