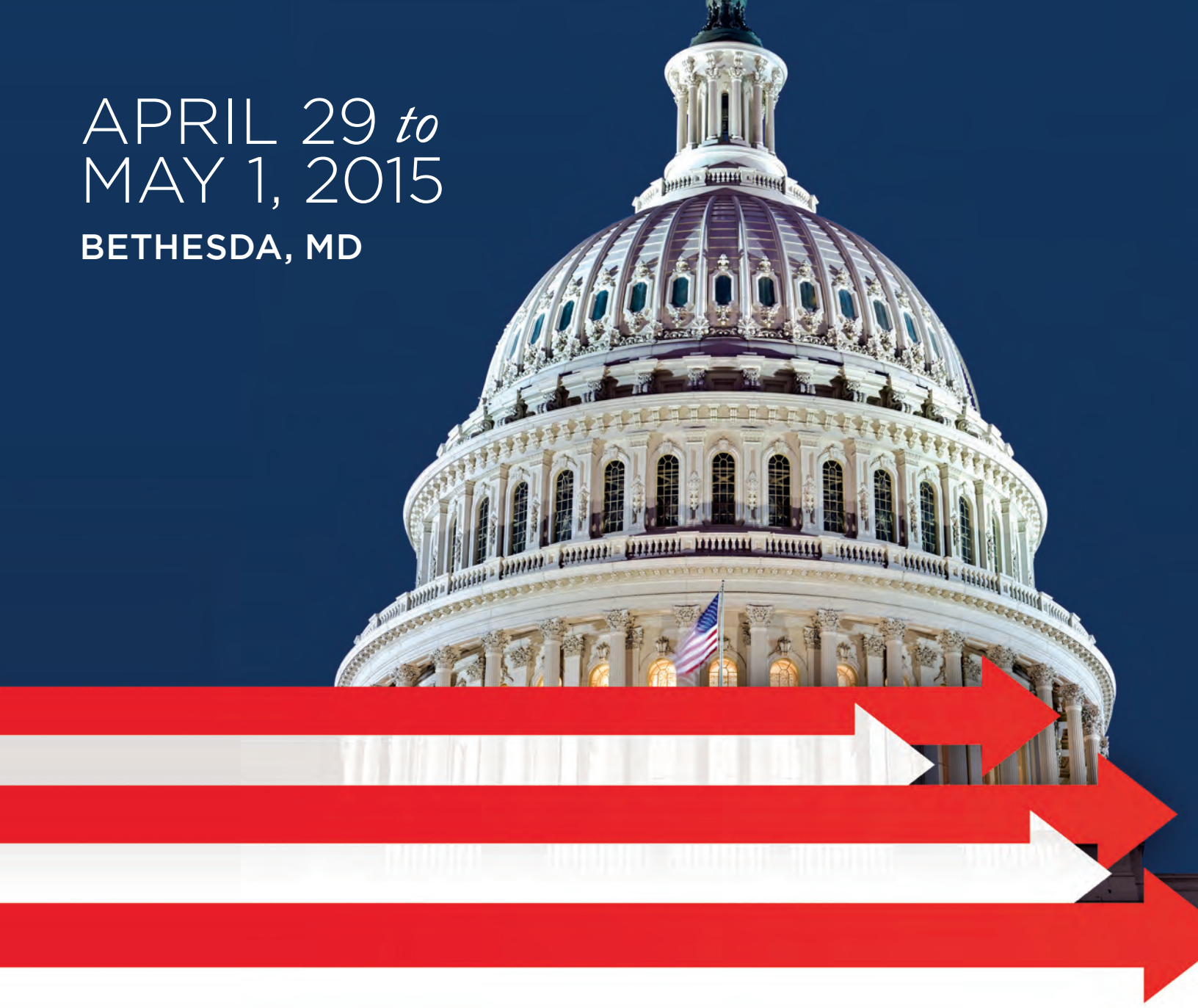


APRIL 29 *to*
MAY 1, 2015

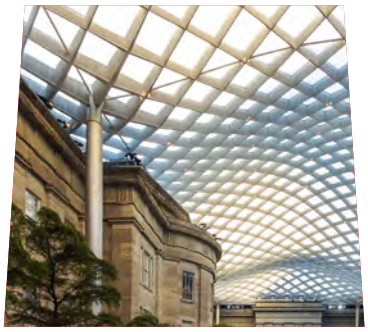
BETHESDA, MD

NORDP

National Organization of
Research Development Professionals

SPONSORSHIP PROSPECTUS

7TH ANNUAL NORDP RESEARCH DEVELOPMENT CONFERENCE



2015 NORDP RESEARCH DEVELOPMENT CONFERENCE

***The* National Organization of Research Development Professionals** *is the only professional organization dedicated to the field of research development. Founded in 2009, NORDP is an international organization that helps university faculty and other researchers mobilize ideas into true knowledge creation.*

Research development professionals come from universities, colleges, museums, research centers, government agencies, and independent laboratories and institutes—and we play an increasingly important role in the strategic deployment of university and other resources. Research development professionals are largely Ph.D. and Master's-level experts. We work directly with investigators, central administrations, corporate and foundation relations, university federal relations, and officers at government agencies. Our goals are to help organizations attract extramural research funding, increase institutional competitiveness, create research relationships, and foster innovation. We therefore need tools, systems, publishers, consultants—solutions from companies that can help us move ideas, promote our institutions, and most importantly, catalyze research.

CONFERENCE MISSION

The Annual NORDP Research Development Conference is a three-day event that offers exceptional marketing and networking opportunities to decision-makers in the research development world.

Invited speakers from universities and federal agencies, as well as research executives and specialists who are in the research development trenches join together for robust conversation and planning. Important facets of the conference include understanding big-picture themes such as key trends in federal and private research funding, new areas of research priority, the latest tools for cataloguing research expertise and funding opportunities, strategies for supporting large-scale proposal development by interdisciplinary research teams, and implementing strategic initiatives that impel institutional competitiveness.

Our conference is a platform for networking and collaboration, increasing the visibility of the research development field while also highlighting the role of our sponsors in knowledge mobilization. Whether it is to provide an open forum to guide future funding priorities, to bring together strategic thinkers to solve problems, to host discussions and workshops or to connect research development professionals with new resources and tools, our annual conference provides an atmosphere that is unmatched in its ability to promote research development.

CONFERENCE PROFILE

- 350+ attendees representing top-tier U.S. and international university and research institutions
- Predominantly (74%) Master's and Ph.D. trained administrators with key influence in research organization and large grant budgeting processes
- Federal (e.g. NIH, NSF, DoD) and private foundation program officers
- 3-day comprehensive program with several major keynote speeches, panels, break-out discussions and large-group networking opportunities.

NORDP MEMBERSHIP PROFILE:

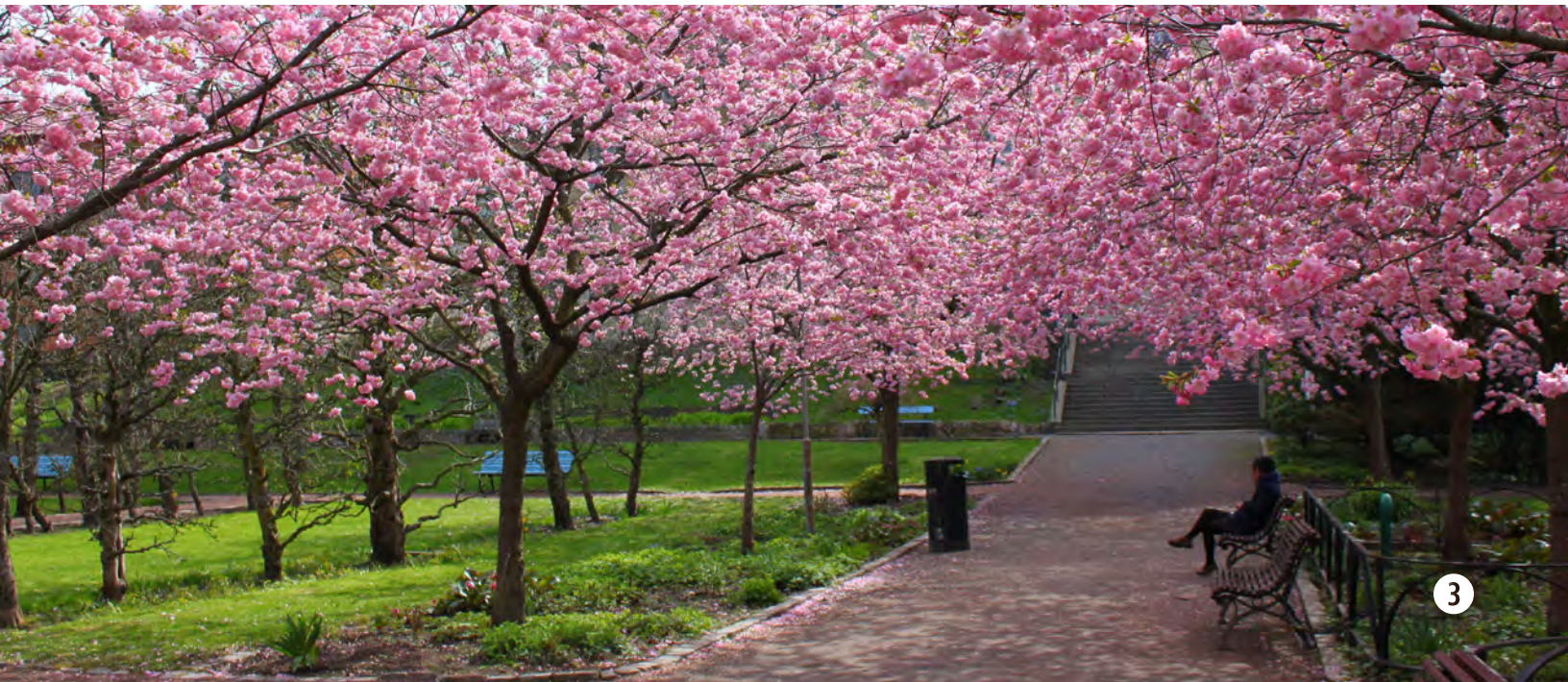
584 MEMBERS REPRESENTING

- 277 institutions
- 44 states, the District of Columbia, and Puerto Rico
- 8 other countries
- Diverse public and private higher education institutions from baccalaureate colleges to doctoral-granting and research-intensive universities, and
- Non-profit organizations including hospitals, higher education consortiums, research institutes, and foundations.

OPPORTUNITIES

The Annual NORDP Research Development Conference invites sponsors from a diverse range of fields, such as:

- Academic database and search providers
- Research analytics and reporting tools
- Textbook developers
- Print and online publishers
- Consulting firms.



PACKAGES

Choose the package that works for you, and then customize it!

	Platinum Sponsor ($10,000)	Gold Sponsor ($7,500)	Silver Sponsor ($5,000)	Bronze Sponsor ($2,500)
Website recognition: Featured as a sponsor with organization's logo and link to website	✓	✓	✓	✓
Complimentary conference registration	3	2	1	1
Subscription to NORDP listserv *(read only)*	2	1	1	1
Conference program recognition: Featured as a sponsor with organization's logo in the sponsor acknowledgement section of the conference program	Full page of program space	Half page of program space	Quarter page of program space	Included in program sponsor list
Dedicated presentation/demonstration table near conference registration and break-out sessions	✓	✓	✓	✓
Opportunity to invite conference attendees to a private demonstration or focus group in a reserved room	Each day of the Conference	One day of the Conference		
Sponsor poster during poster session	✓	✓	✓	✓
Post-conference attendee list	✓	✓	✓	✓
Company logo on back cover of program book	✓			
Company logo on tote bags	✓	✓		
Sponsor registration rate of $250 per person per day (in addition to gratis registrations; for booth personnel only)	✓	✓	✓	✓
Sponsor points credits	10 Points	5 Points	2 Points	

POINTS MENU

Each sponsor level includes a pre-determined number of points that can be used to select additional sponsor benefits.

To purchase additional sponsor points, contact Rachel Dresbeck at dresbeck@ohsu.edu or 503-494-3124/Pacific.

BENEFITS	POINTS
Paper flyer inserted into all attendee conference bags (no larger than 8 1/2" x 11" single or double-sided)	1
Half-page advertisement in conference program book	1
Promotional item inserted into all attendee conference bags (subject to approval)	2
Pre-conference attendee list	2
Sponsor Tuesday night reception during Sponsor Demonstration and/or poster session	2
Host a private evening event (not to conflict with NORDP scheduled events; cost of event to be paid by sponsor)	3
Promotional item dropped at each seat at general session (subject to approval; only three available on a first-come, first-served basis)	3
Sponsor spotlight in conference marketing e-mail (sent to more than 4,000 industry professionals; includes logo and 50-word description; limited number available on a first-come, first-served basis)	3
Full-page advertisement on inside front cover of conference program book (exclusive opportunity on a first-come, first-served basis)	4
Special VIP invitation (designed and printed by sponsor) distributed to 10 attendees of sponsor's choice at registration, inviting them to visit sponsor's booth or other custom message	4
Communicate with membership listserv on a topic related to membership and Sponsor interests. (This is not a sales opportunity and proposed communication will be reviewed and approved by NORDP committee. 1-4 postings are available per year, each posting = 1 point)	1-4

EXCLUSIVE SPONSOR OPPORTUNITIES

All exclusive opportunities are offered on a first-come, first-served basis. Opportunities below will initially be offered to Platinum Sponsors to make selections by January 23, 2015. On January 24, Gold Sponsors will then be given the chance to select any remaining opportunities. These opportunities will be open to Silver Sponsors beginning February 3 and then open to other sponsors beginning February 10, 2015.

EXCLUSIVE ADDITIONAL OPPORTUNITIES	COST
SPONSORED INTERNET ACCESS at conference (one opportunity available): the network name would be Sponsor name, with the password as NORDP2015. Promoted in program book and on tent cards throughout meeting space.	**$5,000**
CHARGING STATIONS for electronic devices, designed by Sponsor	**$2,500**
RECEPTION SPONSOR, with signage (included food and materials costs)	**$5,000**
REFRESHMENT BREAK SPONSOR with signage (includes food and materials costs)	**$2,500**
Sponsor **CONFERENCE MONITORS** at registration	**$350 per screen**

MORE OPPORTUNITIES

Sponsors enjoy meaningful, face-to-face conversations with NORDP members, who guide budget development and purchasing habits of university and institutional leadership, and researchers applying for large-scale grants. High profile keynotes, breakout sessions, and multiple dinner and lunch opportunities exist for sponsors interested in supporting a particular element of the Conference, in alignment with the sponsor's marketing goals.

Are you looking for a customized sponsorship opportunity? Get in touch!

Contact Rachel Dresbeck at dresbeck@ohsu.edu or 503-494-3124/Pacific.

NORDP SPONSORSHIP APPLICATION

NORDP is pleased to accept _____

(please write company name as it should appear in print materials)

as a sponsor of the NORDP 2015 Conference, to be held April 29 - May 1, 2015 at the Bethesda North Marriott Hotel & Conference Center. In consideration of Sponsor's contribution at the sponsorship level chosen, NORDP agrees to put forth its best efforts to ensure that all conference attendees and NORDP members are aware of Sponsor's support of and importance to the success of the Conference.

PACKAGES

❑ **PLATINUM $10,000** ❑ **GOLD $7,500** ❑ **SILVER $5,000** ❑ **BRONZE $2,500**

ADDITIONAL SPONSOR OPPORTUNITIES

See page 5 for additional details.

❑ Paper flyer in conference bags	1 POINT
❑ Half-page ad in conference program	1
❑ Promo item in conference bags	2
❑ Pre-conference attendee list	2
❑ Sponsor Tuesday night reception	2
❑ Host a private evening event	3
❑ Promo item at each seat at general session	3
❑ Sponsor spotlight in conference e-mail	3
❑ Full-page ad inside front cover of conference program	4
❑ Special VIP invite to 10 attendees	4
❑ Communicate with membership listserv	1-4

EXCLUSIVE ADDITIONAL OPPORTUNITIES

❑ Sponsored internet access at conference (one opportunity available): network name would be Sponsor name, with the password as NORDP2015: **$5,000**

❑ Charging stations for electronic devices, designed by Sponsor: **$2,500**

❑ Sponsored reception: **$5,000** ❑ Sponsored break: **$2,000**

❑ Sponsored conference monitors at registration: **$350 per screen**

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 processing fee.

- If cancellation is 90 days or more prior to the conference, Sponsor receives 100% of fee, less the administrative processing fee.
- If cancellation is 89 – 60 days prior to the Conference, Sponsor receives 50% of fee, less the administrative processing fee.
- If cancellation is 59 days or less prior to the conference, the sponsorship fee is non-refundable.

CONTACT / PAYMENT

Sponsor Contact (print name):_____

Address:_____

City:_____ Zip: _____ Country:_____ Website:_____

Phone:_____ Fax:_____ E-mail:_____

❑ Check made payable to 'NORDP' is enclosed.

❑ Please send an invoice to the contact above.

❑ Please charge my credit card: ❑ MasterCard ❑ Visa ❑ American Express

Credit Card #:_____ Expiration:____ /____

Name on Card:_____ Security Code:_____

Billing Address (if different from above): _____

_____

Authorized Signature: _____ Date:_____

SUBMIT YOUR APPLICATION

Return completed application to the attention of **Rachel Dresbeck** at **dresbeck@ohsu.edu** or call 503-494-3124/Pacific with questions.

Or, mail application to:

NORDP
c/o Designing Events LLC
15 E. Main Street, Suite 223
Westminster, MD 21157

NORDP

National Organization of Research Development Professionals

To learn more about our organization and initiatives, visit

NORDP.org