

# NORDP

National Organization of  
Research Development Professionals

## SPONSORSHIP PROSPECTUS

11<sup>TH</sup> ANNUAL NORDP RESEARCH DEVELOPMENT CONFERENCE



APRIL 29 – MAY 1, 2019  
PROVIDENCE, RHODE ISLAND



# 2019 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 2010, NORDP is a rapidly growing organization with international reach, devoted to facilitating research excellence.*

---

## CONFERENCE PURPOSE

The Annual Research Development Conference is a nexus for collaboration and networking. Invited speakers from universities and federal agencies, research executives, and specialists 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 cataloging research expertise and funding opportunities, strategies for supporting large-scale proposal development by interdisciplinary research teams, and implementing strategic research initiatives.

---

## NORDP MISSION

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. We work directly with investigators, central administrations, corporate and foundation relations, university federal relations, and officers at government agencies. Members of NORDP, the leading organization for RD professionals, help organizations attract extramural research funding, increase institutional competitiveness, create research relationships, and foster innovation. We therefore need tools, systems, publishers, and consultants—solutions from companies that can help us move ideas, promote our institutions, and, most importantly, catalyze research. Your sponsorship of the NORDP 2019 Conference helps keep our registration fees down, allowing research development professionals from all backgrounds and skill levels to attend.

# CONFERENCE PROFILE

- 500+ 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
- Three-day comprehensive program with major keynote speeches, panels, break-out sessions, roundtable discussions, lightning talks and large-group networking opportunities

# NORDP MEMBERSHIP PROFILE

**900 MEMBERS REPRESENTING...**

- More than 340 institutions
- 50 states and the District of Columbia
- 10 other countries
- Diverse public and private higher education institutions, spanning baccalaureate colleges to doctoral-granting and research-intensive universities
- Non-profit organizations including hospitals, higher education consortiums, research institutes, and foundations

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

*NORDP's 11<sup>th</sup> annual conference will be held at the Omni Providence Hotel in Providence, Rhode Island.*



**APPLY NOW**

**NORDP.ORG/SPONSOR**

# WHY SPONSOR?

As a sponsor of NORDP's 2019 Research Development Conference, you provide valuable conference support and thought leadership to the only conference dedicated specifically to research development. You connect with research development professionals and industry leaders, influencers, and decision makers—as well as partners and competitors.

**Sponsoring the NORDP conference is a great investment.**

## WHO SHOULD SPONSOR?

- Research database and search providers
- Funding search providers
- Firms that develop systems for research and funding
- Research analytics and reporting tools companies
- Consulting firms
- Research editing companies
- Proposal development firms
- Social media firms
- Publishers
- Software developers who specialize in funding and research products
- Universities and research institutes

## CUSTOM PACKAGES

*For custom options, contact:*

**Gina Petrick**

**Designing Events**

**[gpetrick@designingevents.com](mailto:gpetrick@designingevents.com)**

**(443) 244-4780**



# PACKAGES

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

	Platinum (\$12,000)	Gold (\$8,000)	Silver (\$6,000)	Bronze (\$3,500)	Exhibitor Only (\$2,750)
Dedicated exhibit table in back of general session room	✓	✓	✓	✓	✓
Invitation for 2 people to attend the President's Reception	✓	✓	✓	✓	✓
NORDP conference website recognition: featured as a sponsor with logo and link to your website	✓	✓	✓	✓	
Complimentary conference registration	3	2	1	1	
Additional booth table staff beyond complimentary allowance may attend at \$350 per person	4	3	2	2	
Sponsor recognition on conference app with link to your website, contact information, social media links (Facebook, Twitter, LinkedIn), and description of company services and products	✓	✓	✓	✓	
Opportunity to sponsor a poster during the Idea Poster Showcase	✓	✓	✓	✓	
Post-conference attendee list	✓	✓	✓	✓	
Company logo on Schedule-at-a-Glance (inserted into every name badge)	✓	✓	✓	✓	
Pre-conference attendee list (provided six weeks prior, again three weeks prior)	✓	✓	✓		
Activity stream promotion on conference app during the three conference days	Twice daily	Once daily	Once daily		
One-minute video in a general session (one per sponsor)	✓	✓			
Opportunity to host a networking dinner (cost of dinner to be covered by sponsor)	✓				
<b>Sponsor points credit</b> (to be used for additional sponsor benefits)	10 points	5 points	2 points	0 points	0 points

**APPLY NOW**

**NORDP.ORG/SPONSOR**

# 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 meal 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 Gina Petrick at Designing Events, [gpetrick@designingevents.com](mailto:gpetrick@designingevents.com) or (443) 244-4780.

## 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 Gina Petrick at Designing Events, [gpetrick@designingevents.com](mailto:gpetrick@designingevents.com) or (443) 244-4780. One Point = \$500

Benefits	Points
Paper flyer inserted into all attendee conference bags (no larger than 8 1/2" x 11" single or double-sided)	1
Promotional item inserted into all attendee conference bags	2
Sponsor spotlight in a conference marketing e-mail (sent to more than 4,000 industry professionals; includes company logo and 50-word description; limited number available on a first-come, first-served basis)	2
Sponsor to host a morning fitness walk! Have your signage prominently displayed Monday, Tuesday and Wednesday morning in the lobby where attendees will meet to walk. Add custom bottled waters if you would like!	2
Host a private evening event (not to conflict with scheduled NORDP events; cost of event to be paid by sponsor)	3
Your advertising and logo prominently displayed on table tents in a general session	3
Communicate with membership listserv on a topic related to membership and sponsor interests, for example: webinars or meetings, resources, and more. (This is not a sales opportunity and proposed communication will be reviewed and approved by NORDP. 1-4 postings are available per year, each posting = 1 point)	1-4
Introduce your company and the keynote speaker at one of the keynote presentations. Includes a promotional item or flyer dropped at each seat during the presentation (limited to one per keynote)	4

# EXCLUSIVE OPPORTUNITIES

These sponsorships are limited and sold on a first come/first served basis.

Call or email Gina Petrick to reserve your place, [gpetrick@designingevents.com](mailto:gpetrick@designingevents.com) or (443) 244-4780.

## **Sponsor a Breakfast** *(three available)* **\$5,000**

Your advertising and sponsorship will be prominently displayed at a breakfast. In addition, sponsorship of this event will be promoted in the app.

---

## **Sponsor a Lunch** *(two available)* **\$5,000**

Your advertising and sponsorship will be prominently displayed at a lunch. In addition, sponsorship of this event will be promoted in the app.

---

## **Sponsor Welcome Reception** *(one available)* **\$5,000**

Your advertising and sponsorship will be prominently displayed at the Welcome Reception on Monday night. In addition, sponsorship of this event will be promoted in the app.

---

## **Sponsor Idea Showcase Poster Session** *(one available)* **\$4,000**

Your advertising and sponsorship will be prominently displayed at the Idea Showcase poster session on Tuesday. In addition, sponsorship of this event will be promoted in the app.

---

## **Sponsor Conference Tote Bag** *(one available)* **\$3,500**

Introduce your company to attendees right as they check into the conference with the official conference tote bag, includes sponsor logo printed on one side.

---

## **Sponsor Phone/Tablet Charging Station** *(one available)* **\$3,000**

Having immediate access to a mobile charging station is crucial in today's fast-paced society. Have your advertising/logo on a conference charging station.

---

## **Sponsor a Gobo Spotlight** *(one available)* **\$2,500**

Your logo is laser-etched and projected on a wall or floor.

---

## **Sponsor Banner** *(two available)* **\$2,000**

Your banner, no larger than 8' x 3', will be displayed in a prominent location.

---

## **Sponsor Conference Lanyards** *(one available)* **\$2,000**

Introduce your company to attendees right as they check into the conference with the official conference lanyard. Includes sponsor logo printed on lanyard in one color.

---

## **Sponsor the Hotel Key Cards** *(one available)* **\$2,000**

Introduce your company to attendees when they check into their hotel room with the official room key card. **+ cards**

---

## **Sponsor a Break** *(four available)* **\$1,500**

Your advertising and sponsorship will be prominently displayed during a break. In addition, sponsorship of this event will be promoted in the app.

---

## **Sponsor Directional Floor Decals** **\$1,000**

Promote your brand as attendees are going to and from general sessions, meeting rooms, registration, and the Idea Poster Showcase with eye-catching floor decals providing directional assistance. You will receive a 24" x 24" custom floor decal.

**APPLY NOW**

**NORDP.ORG/SPONSOR**



# NORDP

National Organization of  
Research Development Professionals

*To learn more about our  
organization and initiatives, visit*

**[NORDP.org](https://www.nordp.org)**