



Sponsorship Prospectus

VIVO 2017 Conference

Weill Cornell Medicine

New York City

August 2-4, 2017



The 8th annual international VIVO conference brings together a community of scholars, technologists, librarians, practitioners, and decision-makers to promote the representation and discovery of scholarship beyond traditional disciplinary bounds.

VIVO 2017 will provide an open, collegial forum for the exchange of ideas regarding semantic and collaborative technologies, linked open data regarding scholarship, and the impact of such data on scholarship and research.

VIVO is:

- **open source, not-for-profit, member-supported software** 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 collection of ontologies** 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.
- **a global community** of leaders, researchers, scientists, scholars, administrators, and developers committed to fostering collaboration and expanding knowledge creation beyond departmental and institutional silos.
- **linked open data** regarding scholarship across disciplines and the world.

Attendees

The VIVO conference draws 150-200 attendees from around the world. 9% of attendees are from outside the United States. Recent attendees break down as follows:

US research university	45%
Corporate	25%
Government Research Organization	17%
International university	9%
Foundations and non-profit	4%

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.

Sponsors of the 8th Annual VIVO Conference will have the special opportunity to market to and engage with decision makers and thought leaders in higher education and research including:

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

Sponsors of the 8th 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
- Evaluation of Research Impact
- Research Information Management and Current Research Information Systems (CRIS)
- Technology, Technical Support, and Consulting for representing scholarship

VIVO 2017 sponsorship opportunities are limited. Please consider exclusive opportunities and early committer offers.

Platinum Sponsor Package \$5,000

- ✓ Reservable Private Meeting Room for Client Discussions
- ✓ Host four (4) breakout sessions [as available - includes session introduction (30 sec)]. One (1) session per breakout session group. First choice of sessions.
- ✓ Host two (2) workshop sessions of your choice
- ✓ Two (2) Skirted Table Booths
- ✓ One (1) Sponsor Poster during Poster Reception
- ✓ One (1) item distributed to all attendees at registration
- ✓ Conference acknowledgement in General Sessions (verbal from podium and logo in rotating intersessions slides)
- ✓ Logo on conference signage
- ✓ Logo with link on conference website
- ✓ Pre-Conference Attendee List
- ✓ Post-Conference Attendee List
- ✓ Five (5) full conference registrations to include Wednesday workshop access
- ✓ Commit by April 28, 2017 and select a \$1,500 Exclusive Opportunity (see below) at no extra charge

Gold Sponsor Package \$3,000

- ✓ Reservable Semi-Private Meeting Space for Client Discussions
- ✓ Host two (2) breakout sessions [as available - includes session introduction (30 sec), and announcement on session signage/in conference program]. One (1) session per breakout session group.
- ✓ Host one (1) workshop session
- ✓ One (1) Skirted Table Booth
- ✓ One (1) Sponsor Poster during Poster session
- ✓ One (1) item distributed to all attendees at registration
- ✓ Conference acknowledgement in General Sessions (logo in rotating intersessions slides)
- ✓ Logo on conference signage
- ✓ Logo with link on conference website
- ✓ Pre-Conference Attendee List
- ✓ Post-Conference Attendee List
- ✓ Two (2) Full Conference Registrations to include Wednesday workshop access
- ✓ Commit by April 28, 2017 for inclusion as a Refreshment Break Sponsor at no extra charge

Silver Sponsor Package \$2,000

- ✓ Reservable Semi-Private Meeting Space for Client Discussions (up to Six (6) 30-minute time slots per day)
- ✓ One (1) Skirted Table Booth
- ✓ One (1) Sponsor Poster during Poster session
- ✓ One (1) item distributed to all attendees at registration
- ✓ Conference acknowledgement in General Sessions (logo in rotating intersessions slides)
- ✓ Logo on conference signage
- ✓ Logo with link on conference website
- ✓ One (1) Complimentary Full Conference Registration, to include Wednesday workshop access

Institutional Sponsor Package \$2,000

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

Bronze Sponsor Package \$1,250

- ✓ Reservable Semi-Private Meeting Space for Client Discussions (up to Three (3) 30-minute time slots per day)
- ✓ One (1) item distributed to all attendees at registration
- ✓ Conference acknowledgement in General Sessions (logo in rotating intersessions slides)
- ✓ Logo on conference signage
- ✓ Logo with link on conference website
- ✓ One (1) Complimentary Full Conference Registration, to include Wednesday workshop access

Sponsor Benefit	Platinum Sponsor \$5,000	Gold Sponsor \$3,000	Silver Sponsor \$2,000	Institutional Sponsor \$2,000	Bronze Sponsor \$1,250
Reservable Private Meeting Room	√				
Reservable Semi-Private Meeting Space		√	Up to Six (6) 30-min time slots per day		Up to Three (3) 30-min time slots per day
Conference Breakout Session Host, includes session introduction (30 sec)	Four (4) Sessions with First Right of Selection	Two (2) Sessions			
Skirted Table Booth	Two (2) Tables	One (1) Table	One (1) Table		
Pre-Conference Attendee List	√	√			
Post-Conference Attendee List	√	√			
Sponsor Poster in Poster Session	√	√	√		
One (1) Item Distributed to All Attendees at Registration	√	√	√		√
Acknowledgement in General Session	√	√	√	√	√
Logo on Conference Signage	√	√	√	√	√
Logo with Link on Conference Website	√	√	√	√	√
Complimentary Full Conference Registrations, including Workshops	Five (5)	Two (2)	One (1)	Three (3)	One (1)

Exclusive Opportunities

Wednesday Reception Sponsor

Hold 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.

All the costs and arrangements are to be taken by your company but we can help you to locate a venue.

Poster Reception Sponsor

Host 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

Videographer Sponsor

Support VIVO by archiving the 2017 conference and permanently brand your message with the annual conference

\$1,500 (acknowledgement in the video, distributed in public platforms)

Refreshment Break Sponsor

A relaxing opportunity to communicate with attendees

Includes: Acknowledgment before break, buffet table signage, promotional item on buffet tables, possible customization. Four breaks available. - \$1,500

Lanyard Sponsor

Your logo with every attendee

\$1,500 (Includes materials cost)

VIVO Sponsorship Application

Please accept _____ as a sponsor ("Sponsor") of the VIVO 2017 Conference, to be held August 2-4, 2017, at Weill Cornell Medicine. 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 *2017 Sponsorship Prospectus* document.

Sponsor Contact (print name): _____

Address: _____

City: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Packages

- ☐ Platinum Sponsor \$5,000
- ☐ Gold Sponsor \$3,000
- ☐ Silver Sponsor \$2,000
- ☐ Institutional Sponsor \$2,000
- ☐ Bronze Sponsor \$1,250

Exclusive Opportunities

- ☐ Wednesday Reception \$TBD
- ☐ Poster Reception Sponsor \$5,000
- ☐ Refreshment Break Sponsor \$1,500
- ☐ Lanyard Sponsor \$1,500
- ☐ Videographer Sponsor \$1,500

Total Payment Due \$ _____

Form of Payment:

- _____ Paid by credit card on Eventbrite page at <https://sponsurvivo2017.eventbrite.com>
- _____ Check made payable to 'Weill Cornell Medicine' is enclosed
- _____ Please send an invoice to the contact above

Return completed original application to the attention of **Paul Albert** at the following address, or email a signed copy to Paul at paa2013@med.cornell.edu or fax to +1-212-746-8375.

Paul Albert
Weill Cornell Medicine
1300 York Avenue
D-120D
New York, NY 10065

Payment policy

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

Cancellation policy

All cancellations are assessed a \$250.00 administrative processing fee.

- If cancellation occurs more than 3 months prior to the Conference, Sponsor shall receive a 100% refund of any sponsorship monies less the administrative processing fee.
- If cancellation occurs less than 3 months prior to the Conference, Sponsor shall receive a 50% refund of any sponsorship monies less the administrative processing fee.
- If cancellation occurs less than 2 months prior to the Conference, there is no refund of any sponsorship monies.

Sponsor poster policy

Sponsor posters should clearly identify the sponsor. Sponsor posters must be submitted by July 15th for review by the conference organizers. These are non peer review posters and not subject to program committee review, but this will provide conference organizers an opportunity for feedback if any concerns are identified.

VIVO undertakes no duty to exercise care, nor does it assume any responsibility for the safety and protection of Sponsor's property. VIVO reserves the right to prohibit, in whole or in part, any exhibit, advertisement or sponsorship that it deems to be inappropriate. Sponsor agrees not to display or disseminate any material that in the opinion of VIVO is unsuitable. VIVO reserves the right to refuse any person admission to the event without assigning any reason.

By signing below, Sponsor agrees to abide by the terms and conditions of this application and costs associated with sponsorship(s) purchased.

Signature: _____ Date: _____