



ASTP  
A World of  
Knowledge  
Transfer



Making the Team Work



Focus on spin-offs

24-25 October 2024 | Leiden, the Netherlands

**Sponsorship Opportunities**



# Table of Contents



<b>3</b>	About ASTP
<b>4</b>	Making the Team Work
<b>5</b>	Become a Sponsor
<b>6</b>	Breaks Package
<b>7</b>	Lunch Package
<b>8</b>	Reception Package
<b>9</b>	Dinner Package

# About ASTP

## Connect with A World of Knowledge Transfer

We are Europe's premier association of knowledge transfer (KT) professionals committed to improving the impact that public research has on the economy and society.

Established in 1999 by a group of leading practitioners, ASTP's focus is to provide outstanding training that supports the development of KT professionals across the globe. We advocate for the profession globally and amplify members' specialists research and interests through the co-creation of new networks.

ASTP is your gateway to the international KT community.

[Visit our website to find out more!](#)



# Making The Team Work

Over the decades since our inception, ASTP has significantly increased its influence and impact. By growing our community and expanding our members' networks, events such as Making the Team Work have become central to addressing crucial topics for individuals and teams involved in knowledge transfer.

The 2024 edition shall examine the business of spin-offs and equip the participants with the foresight to avoid the pitfalls and develop the skills to build a successful spin-off.

## Who to meet in Leiden?

 **100+** attendees

 **50+** institutions

 **30+** countries

## Conference highlights

 Highly recognised moderators and speakers

 Representatives from Europe's leading universities and research institutions

 Exciting collaborative workshops and thought-provoking sessions

# Become a Sponsor

Gain access to the largest collaborative meeting of KT professionals in Europe and benefit from the support of ASTP's expert Headquarters team.

## Why Sponsor?

### Strengthen

or introduce your brand and associate your organisation with ASTP

### Speak

to KT decision makers in a relaxed and friendly atmosphere

### Enjoy

flexible and customised sponsorship packages and deliver a maximum return on your investment

## Media Package

### On-site Branding

Recognition on our banners throughout the event, including a dedicated printed programme brochure.

### Online Branding

Logo and hyperlink on all event promotion

### Sponsors' Directory

Your profile will be featured on the event website

**€500**

# Breaks

## Package

Your brand will be at the centre of the main social area where all interactions will take place between the meeting's sessions. This offers you the opportunity to engage directly with our community, boosting brand visibility and engagement.

**€2,500**

**limited availability**

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If you invest in a package that includes a free registration, all additional registrations will be reduced to €650 up to the registration closure date.

### Package includes

- One registration
- Display of your logo during the event's breaks, including branded banner
- Participants' List (excluding participants e-mails)
- Media Package (see page 5 for details)

# Lunch

## Package

When you join us in Leiden, your logo will be prominently displayed during the main social gathering of the day. This daily occasion offers direct access to our vibrant community, providing an excellent opportunity for KT professionals to connect with you.

**€2,500**  
**limited availability**

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If you invest in a package that includes a free registration, all additional registrations will be reduced to €650 up to the registration closure date.

### Package includes

- One registration
- Display of your logo during lunch time, including branded banner
- Participants' List (excluding participants e-mails)
- Media Package (see page 5 for details)

# Reception

## Package

Our community will come together for a lively evening of drinks and networking before dinner. Your branding will be seen by all participants and associated with a warm and welcoming atmosphere.

**€2,500**  
**limited availability**

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If you invest in a package that includes a free registration, all additional registrations will be reduced to €650 up to the registration closure date.

### Package includes

- One registration
- Display of your logo during the reception prior to dinner, including branded banner
- Participants' List (excluding participants e-mails)
- Media Package (see page 5 for details)



# Dinner

## Package

All participants come together at the end of the first day for this dinner. Your brand can be front and centre of this social space, making a lasting impression on all guests, and ensuring maximum visibility and impact.

**€3,000**  
**limited availability**

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If you invest in a package that includes a free registration, all additional registrations will be reduced to €650 up to the registration closure date.

### Package includes

- One registration
- Display of your logo during networking dinner, including branded banner
- Participants' List (excluding participants e-mails)
- Media Package (see page 5 for details)



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# Customised Packages

Would you like a customised package instead?  
Let's discuss and create one together!

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