

PARTNERSHIP OPPORTUNITIES



NATIONAL
POSTDOCTORAL
ASSOCIATION

17th Annual Conference
April 12 - 14, 2019
Rosen Centre Hotel | Orlando, FL



National Postdoctoral Association 17th Annual Conference

National Postdoctoral Association (NPA) Profile

- 220+ member institutions training postdoctoral researchers
- Approximately 80,000 postdoctoral researchers are represented from backgrounds ranging from history to biomedical medicine
- Our members are from diverse universities, non-profit research institutions, for-profit corporations, professional societies and associations, and non-profit and government agencies.

Mission

The NPA is dedicated to improving the postdoctoral experience by supporting enhanced research training and a culture of enhanced professional growth to benefit scholarship and innovation.

Conference Profile

- 400+ attendees representing U.S. universities, government and non-profit agencies, national laboratories, for-profit corporations, and private research institutions.
- Predominantly postdoctoral fellows, administrators, faculty, and institutional postdoctoral association representatives with interest in effecting national change in postdoctoral education.
- Three-day comprehensive program with influential keynote and plenary lecturers, networking opportunities, and breakout sessions designed to cater to both the individual postdoc and to postdoctoral office administrators.
- **NEW** in 2019 is a career fair dedicated to facilitating the transition of highly-skilled postdoctoral researchers and graduate students into the academic and industry job markets

Why should you partner with the NPA?

The NPA's Annual Conference remains the largest national conference and networking event dedicated to the postdoctoral community. As a sponsor of our Annual Conference, you will provide invaluable resources for postdoctoral researchers, administrators, and government agency and industry representatives to come together to discuss policy, enhance career development, and affect meaningful change in the local and national postdoctoral communities. Sponsoring this event is a great avenue to reach and interact with this audience to build impactful, long-standing relationships.

Who should partner with the NPA?

- Universities
- Private Research Institutes
- Government Agencies
- Consulting Firms
- Publishers
- Professional Societies and Associations
- For-profit Corporations Needing a Highly Skilled Workforce
- Firms Wanting to Connect with Postdoctoral Researchers
- Professional Development Companies
- Firms Developing Research Products
- Social Media Firms

Package Sponsorship Opportunities

All packages include acknowledgement in conference materials, acknowledgement in the program book, and acknowledgement during the opening session.

	President <i>1 available</i>	Ambassador <i>2 available</i>	Governor <i>5 available</i>	Senator <i>5 available</i>	Representative <i>5 available</i>
	\$10,000 SOLD	\$9,000	\$8,000	\$7,000	\$4,000
Sponsorship of the opening reception	✓				
Sponsorship of the keynote address or one plenary session	Keynote	Plenary			
Sponsorship of one lunch session or one breakfast			✓		
Sponsorship of one networking break				✓	
Sponsorship of one workshop session	✓	✓	✓	✓	✓
Program book ad	Full-Page	Full-Page	Full-Page	Half-Page	Half-Page
Complimentary conference registrations	3	2	2	1	1
Exhibit table	Premium	Premium	Standard	Standard	Standard
Logo in slideshow before keynote address and plenary sessions	✓	✓	✓		
Mobile event app ad	✓	✓	✓	✓	✓

Contact Julie Fabsik-Swarts for a custom package!
jfwswarts@nationalpostdoc.org or 610-574-7725

Exclusive Sponsorship Opportunities

PROGRAM BOOK ADVERTISING

Every Partner will receive a mention in the Program Book and the Annual Report

Benefactor	\$1,200
Half-page program book ad and one complimentary conference registration	
Advocate	\$1,100
Full-page program book ad	
Patron	\$750
Half-page program book ad	
Friend	\$400
Quarter-page program book ad	

OTHER EXCLUSIVE OPPORTUNITIES

Charging Station <i>(one available)</i>	\$2,500
Prominently highlighting your organization on a conference charging station is the perfect way to connect with busy postdocs needing to stay connected to their work while at the conference.	

Headshots with Memory Stick <i>(one available)</i>	\$5,000
Connect with postdocs by providing an exceptional opportunity for a professional headshot that they will take with them on a memory stick branded with your organization's logo and website. Organization representative may be onsite with photographer to speak with attendees.	

Lanyards <i>(one available)</i>	SOLD \$3,750
Proudly display your organization's logo on badge lanyards distributed to all attendees. Badges are required for entrance into all conference events.	

Exercise Break and Towel Giveaway <i>(one available)</i>	\$2,000
Does your organization value movement and exercise? Promote your brand by being the official sponsor of five exercise breaks. Your organization's name and logo will be included as the named sponsor in the official conference schedule and screen printed onto an exercise towel given to participants	

Hotel Key Cards <i>(one available)</i>	\$2,000
Introduce your organization to attendees when they check into their hotel room with the official room key card. Logo and website can be placed directly on the key cards.	

Lactation Room <i>(one available)</i>	\$500
Be the official sponsor of the lactation room where participants will know that your organization cares about postdoctoral mothers.	

Quiet Room <i>(one available)</i>	\$500
Be the official sponsor where attendees know that your organization cares about their mental health and understands the importance of a quiet reprieve from the hustle and bustle of the conference.	

Additional Sponsorship Opportunities

Elevator Signage

\$2,000

Your organization's logo will be prominently displayed on one professional elevator sign. All hotel guests during the conference will see your logo as they travel to and from guest rooms and conference sessions.

Stair Signage

\$2,000

Your organization's logo will be displayed on a professional stair sign located on the beautiful grand staircase leading from the main ballrooms to workshop meeting rooms. Your organization's logo will be viewed by conference attendees and pool goers alike!

Gobo Spotlight

\$1,000

Your organization's logo will be etched and projected onto a wall or floor and seen by conference attendees as they travel from the general sessions to workshops, networking breaks, and lunch.

Lobby Signage

\$500

Make sure your organization's logo is seen by attendees by incorporating it onto poles within the high-traffic main conference session and registration area.

Directional Signage

\$500

Promote your brand to attendees as they go to and from sessions by displaying your organization's logo on directional signage placed around the hotel.

Travel and Childcare Awards

Travel awards cover registration, lodging, and travel expenses for postdoctoral researchers to attend the conference. Funds will be competitively awarded and limited to one per institution.

Registration awards covers registration for local postdocs to attend the conference. Funds will be competitively awarded with no limit per institution. \$500 minimum per award.

Childcare awards cover childcare expenses while attending the conference up to the limit of the award (\$500). Funds will be competitively awarded and limited to one per institution.

Additional Sponsorship Opportunities

Come App with us!

Throughout the conference, the Whova app is the most up-to-date for attendees to find out goings on. Countless times per day, attendees will be viewing the conference schedule, connecting with fellow attendees, exchanging information, sharing pictures, and connecting to social media.

Sponsors can get one, two or all three app sponsorships:

Presenting App Sponsor *(one available)*

\$1,500

Your organization logo and website will open the app for each attendee.

Mobile Event App Rotating Banner Advertisement

\$350

Your organization logo and website will be seen in the app rotation.

Mobile Event App Advertisement

\$250

Sponsorship ensures your organization logo in the app.

Exhibit Tables

Exhibitors are guaranteed traffic with the introduction of a new exhibitor passport. Attendees will receive a passport stamp at each table after visiting with exhibitors. Filled passports are eligible to enter a drawing for a prize on Sunday, April 14th. The NPA staff will replenish the literature as needed if a representative is not present.

Premium Location

\$2,000

Connect with conference attendees by showcasing your product or service in a high traffic area before and after workshops or outside the main ballroom where meals and major presentations will occur. One complimentary registration is included. A limited number of tables is available on a first come, first served basis.

Standard Location

\$1,500

Connect with conference attendees in the main exhibit hall where networking breaks and the poster session will be held, garnering a large number of attendees. One complimentary registration is included. A limited number of tables is available on a first come, first served basis.

Career Fair

Sunday, April 14, 2019, 12:30 – 3:00 pm

Looking for PhDs? Recruit highly skilled doctoral-trained researchers to your workforce at the inaugural NPA Career Fair. All tables include one complimentary registration to both the conference and career fair, five (5) free job postings to the NPA Career Center website, and acknowledgement in the conference materials.

Premium Location (Tables 1 – 12) **\$2,500**

Snag a prime table for your organization in a high traffic area close to the entrance of the exhibit hall to ensure high visibility among applicants. These tables include access to electricity.

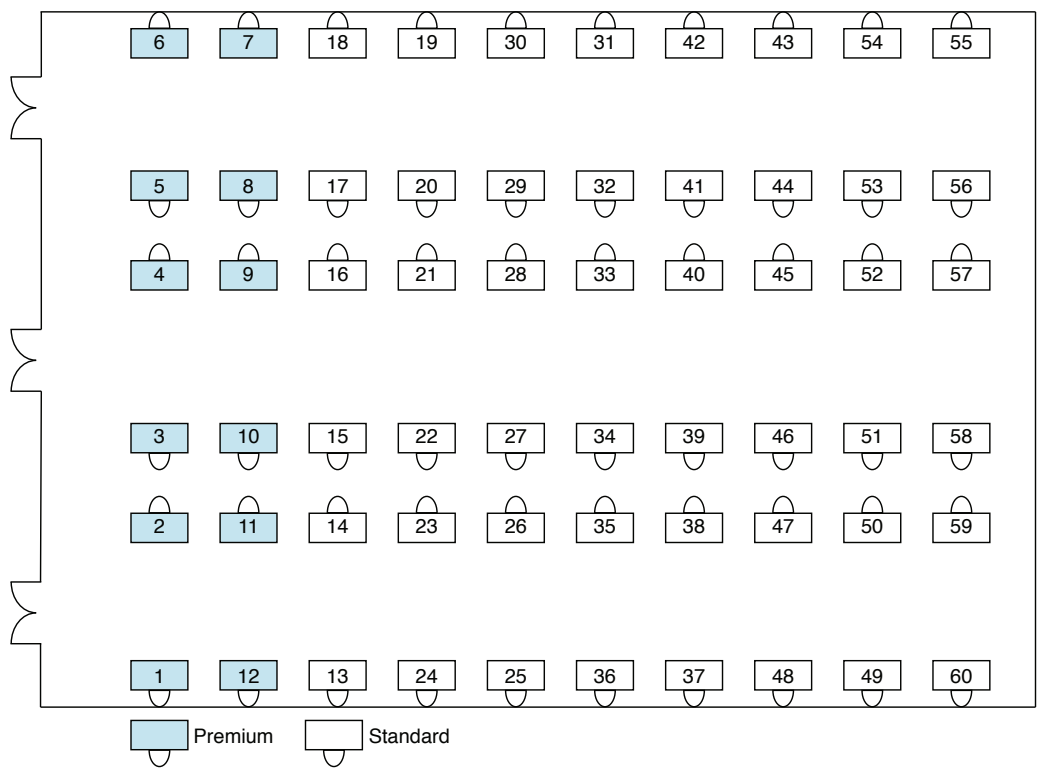
Standard Location (Tables 13 – 60) **\$1,500**

Secure a table for your organization in the main exhibit hall. The expertly laid out rows guarantee traffic to your booth. These tables do not include access to electricity.

Career Fair PLUS Exhibit Table Combination

Premium Table Option includes prime table location for both conference exhibitor and career fair tables. **\$3,500**

Standard Table Option includes locations within the main traffic areas of both the conference exhibitor and career fair space. **\$2,500**



Raffle and Silent Auction Opportunities

An aim of the NPA is to grow, sustain, and provide resources for all members of the postdoctoral community. To help achieve this goal, we strive to assist postdoctoral members with the financial means to attend the Annual Conference and do so by holding an on-line silent auction and on-site raffle at the meeting each year.

Below are samples of potential items or experiences that can be donated towards the raffle and/or silent auction. Organization and/or individual donor names will be listed in the conference program book under the sponsor list and will be mentioned on NPA-affiliated social media accounts (Facebook, Twitter, and Instagram).

If you, or your organization, would like to donate a raffle or silent auction item, please contact the Meetings Committee at meetings@nationalpostdoc.org. We are also happy to work with you to customize a donation package!

Silent Auction Ideas*

- 1-week stay in a condo or timeshare
- Ticket/hotel package to Disney World of Universal Studios (in Orlando, Florida)
- 1-hr of professional development consultation
- 1-hr of financial planning consultation
- Donated airline miles
- 1-year science journal subscription
- Spa gift certificate
- U.S. city package: hotel voucher paired with sports tickets, museum tickets, or other high value local attraction tickets
- ClassPass or other athletic class package

Raffle Ideas*

- Thumb drives
- T-shirts with organization logos
- Signed books
- Tote bags
- 1-year Netflix subscription
- 1-year Amazon prime subscription
- Gift cards (Target, Amazon, Starbucks, or others)
- Yoga package (yoga mat, face towel, headphones, water bottle)

**These suggested items are not inclusive, and we welcome any ideas for items to add to these events.*

Contact Us

Amy Wilson
Office & Marketing Manager
National Postdoctoral Association
12320 Parklawn Drive
Rockville, MD 20852

P: (301) 984-4800
E: awilson@nationalpostdoc.org

www.nationalpostdoc.org

Founded in 2003, the NPA seeks to provide a national voice for postdocs, to facilitate positive change for postdocs, and to advance postdoc career and professional development. The NPA's membership includes over 220 research organizations whose research is supported by approximately 80,000 postdocs.

The NPA is a 501(c)3 nonprofit organization, and your sponsorship may be considered a tax-deductible contribution, according to the limits of the law. For example, the portion of your sponsorship attributed to an advertisement in the program book may not be tax-deductible, depending on advertisement content.

