

PARTNERSHIP OPPORTUNITIES



NATIONAL
POSTDOCTORAL
ASSOCIATION

18th Annual Conference

March 27–29, 2020

San Diego Marriott, Mission Valley | San Diego, CA



National Postdoctoral Association 18th Annual Conference

National Postdoctoral Association (NPA) Profile

- 220+ member institutions training postdoctoral researchers.
- Approximately 80,000 postdoctoral researchers represented from a diversity of disciplines.
- Our members are from academia, government agencies, nonprofits, research institutions, and professional societies and associations.

Mission

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

Conference Profile

- 400+ attendees representing national and international universities, government agencies, nonprofit organizations, professional societies, and research institutions.
- Predominantly postdoctoral fellows, postdoc office administrators, faculty, and institutional postdoctoral association representatives with interest in effecting national change in postdoctoral training.
- Three-day comprehensive program with distinguished keynote and plenary lecturers, networking opportunities, and breakout sessions.

Why should you partner with the NPA?

The NPA's Annual Conference is the largest international conference and networking event dedicated to the postdoctoral community. As a sponsor of our Annual Conference, we provide you with an invaluable opportunity to interact with postdocs, postdoc office administrators, government agencies, and industry representatives. Your organization will have the opportunity to discuss policy, enhance career development, and effect meaningful change in local and/or national postdoctoral communities. Sponsoring our event is a great opportunity to reach and interact with this community to build long-lasting, collaborative relationships.

Who should partner with the NPA?

Organizations who wish to engage with postdoctoral scholars, postdoctoral program administrators, graduate students considering postdoctoral research positions, faculty, and anyone with a vested interest in postdoctoral scholars.

Package Sponsorship Opportunities

All packages include acknowledgement in conference materials, the 2020 NPA Annual Report, the NPA website, and during the opening session.

	President 1 available \$10,000	Ambassador 2 available \$9,000	Governor 5 available \$8,000	Senator 5 available \$7,000	Representative 5 available \$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 advertisement	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 advertisement	✓	✓	✓	✓	✓

Contact Amy Wilson to discuss custom package options!
awilson@nationalpostdoc.org or (301) 984-4800

Exclusive Sponsorship Opportunities

PROGRAM BOOK ADVERTISING

Every Sponsor will be acknowledged in the 2020 NPA Annual Report and the NPA website.

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

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Headshots Booth <i>(one available)</i>	\$5,000
Connect with postdocs by providing an exceptional opportunity for a professional headshot that they will have via a downloadable link to enhance their job search. An organization representative may be onsite with photographer to speak with attendees.	
Lanyards <i>(one available)</i>	\$4,000
Proudly display your organization's name and logo on badge lanyards distributed to all attendees. Badges are required to enter all conference events.	
Hotel Key Cards <i>(one available)</i>	\$3,000
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.	
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.	
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 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.	
Elevator Signage <i>(four available)</i>	\$2,000
Your organization's logo will be prominently displayed across the doors of one lobby level elevator entrance. All hotel guests during the conference will see your logo as they travel to and from guest rooms and conference sessions.	

Gobo Spotlight**\$1,000**

Your organization's logo will be 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**

Your organization's logo will be displayed on pop-up signs, and seen by attendees by the main ballroom or meeting rooms.

Lactation Room *(one available)***\$500**

Be the official sponsor of the lactation room.

Quiet Room *(one available)***\$500**

Be the official sponsor of the quiet room, 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.

Travel Awards and Mobile App Sponsorships

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 (\$1,000 minimum per award).

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.

Mobile App Sponsorship Opportunities

In an effort to go paperless, attendees can use the conference app to view the conference schedule, connect with fellow attendees, exchange information, share pictures, and post to social media, all while seeing your logo and company name scroll across the screen.

Sponsors can get one or two 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's logo, linked to your website, will be seen in the app rotation.

Career Fair and Exhibit Tables

This year we are taking sponsors with interest in our Exhibit Tables and/or our Career Fair and providing you access to **both** at one price. Your purchase of a table will put you in the center of the action, guaranteeing traffic to your table by all attendees throughout the full conference. All tables are located in the Ballroom where we will host the Exhibit Hall and Career Fair (which will take place during the conference on Saturday afternoon). The NPA staff will replenish table literature as needed if a representative is not present.

Exhibit Hall Hours – Friday, Saturday, and Sunday, March 27-29, 2020

Career Fair Hours – Saturday afternoon, March 28, 2020

All exhibit and career fair tables include one complimentary registration, and five (5) free job postings on the NPA Career Center website.

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, March 29th. The NPA staff will replenish the literature as needed if a representative is not present.

Premium Location (Tables 1 – 12)

\$2,000

Connect with conference attendees by showcasing your product or service in a high traffic area before and after workshops. Access to power at your table, and acknowledgment in the conference materials and during the opening session is included. Premium table locations will be in the front row, maximizing interaction with attendees.

Standard Location (Tables 13 – 60)

\$1,500

Connect with conference attendees by showcasing your product or service in a high traffic area before and after workshops.



Annual Conference Raffle Opportunities

The NPA is committed to supporting 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-site raffle at the conference each year.

Below are samples of potential items that can be donated towards the raffle. Organization and/or individual donor names will be listed in conference materials and mentioned on all NPA-affiliated social media accounts (Facebook, Twitter, and Instagram).

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

Raffle Ideas

- Tickets to the San Diego Zoo
- Books signed by the author
- Spa gift certificates
- Tickets to a San Diego Padres game
- Institution/organization swag (hats, t-shirts, sunglasses, etc.)
- Tote bags
- Gift cards
- Movie package (1-year of streaming service, popcorn, chocolates, and more)
- Yoga package (yoga mat, face towel, headphones, water bottle)

Contact Us

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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. Your sponsorship may be considered a tax-deductible contribution according to the limits of the law.

