



*Sponsorship  
Prospectus*

*VIVO 2013 Conference*

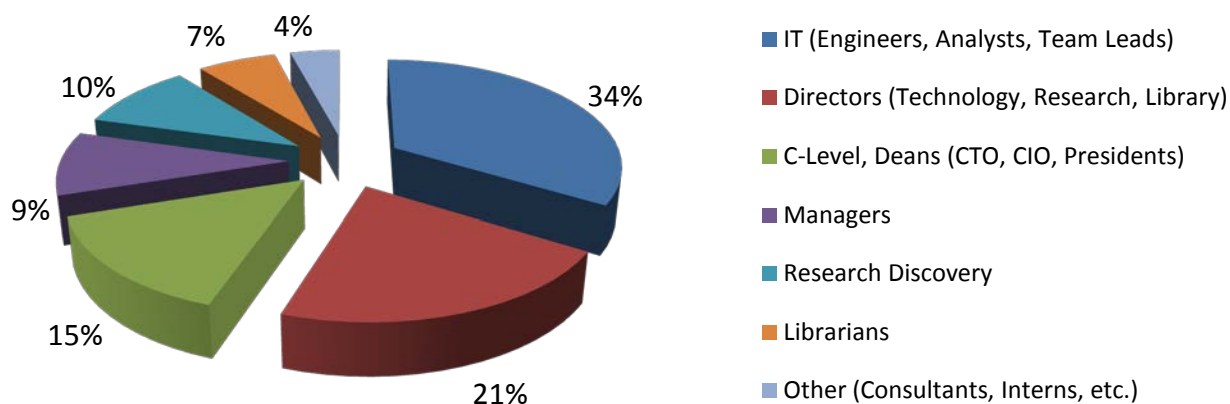
*Hilton  
St. Louis at the Ballpark  
St. Louis, Missouri  
August 14 – 16, 2013*



**Welcome to the 2013 VIVO Sponsorship Prospectus!** Make plans now to join us at the Fourth Annual VIVO Conference to be held at the Hilton, St. Louis at the Ballpark, St. Louis, Missouri, August 14 – 16, 2013.

Sponsors of the 2013 VIVO Conference will have the special opportunity to market to more than 250 professionals in higher education and research including:

- Scientists
- Developers
- Publishers
- Funding Agencies
- Research Officers
- Collaborators
- Institutional Representatives



### The VIVO Conference

The VIVO conference exists to allow a national network of scientists, including professionals from around the globe, to come together in the spirit of promoting scholarly collaboration and discovery of research. It provides the opportunity for colleagues and professionals to exchange ideas on research discovery and its impact on science.

### What is VIVO?

- VIVO is an exciting software application used by institutions of higher education and research which empowers them to share information and discover opportunities for collaboration.
- VIVO's goal is to improve science by providing the means for sharing and using current, accurate, and precise information regarding scientists' interests, activities and accomplishments globally.
- VIVO is an open source semantic web application originally developed in 2004 at Cornell University. It enables the discovery of research and scholarship across disciplines at that institution and beyond.
- VIVO is funded by the National Institutes of Health. It is populated with detailed profiles of faculty and researchers; displaying items such as publications, teaching, service and professional affiliations. It contains powerful search functionality for locating people and information within or across institutions.
- *VIVO: Enabling National Networking of Scientists is supported by NIH Award U24 RR029822. VIVO was originally supported by the National Institutes of Health (U24 RR029822) and is currently a community-supported incubator project under the DuraSpace umbrella.*

## **Sponsorship Opportunities**

Packages have been designed to allow for maximum visibility at the conference, and in many cases, opportunities to be promoted before and after the event.

*Sponsorship opportunities are very limited. Don't miss this unique moment.*

### **Platinum Sponsor Package (2 available)**

#### **\$10,000**

- ✓ Dedicated Meeting Room by breakout sessions
- ✓ Two (2) minute Introductory Address at beginning of General Session
- ✓ Host Six (6) breakout sessions (as available - includes session introduction (30 sec), seat drop, and announcement on session signage/in conference program). One (1) session per breakout session group. First choice of sessions.
- ✓ Two (2) Table Top Booths
- ✓ One (1) Sponsor Poster Presentation during Poster Reception
- ✓ One (1) ½ page advertisement in Conference Program
- ✓ One (1) item distributed to all attendees at registration
- ✓ Conference acknowledgement in General Sessions
- ✓ Logo on conference signage
- ✓ Logo with Link on conference website
- ✓ Two (2) Take-One Table items
- ✓ Pre-Conference Attendee List
- ✓ Post-Conference Attendee List
- ✓ Five (5) full conference registrations with Wednesday workshop access

### **Gold Sponsor Package**

#### **\$5,000**

- ✓ Host Three (3) breakout sessions (as available - includes session introduction (30 sec), seat drop, and announcement on session signage/in conference program). One (1) session per breakout session group.
- ✓ One (1) Table Top Booth
- ✓ One (1) Sponsor Poster Presentation during Poster Reception
- ✓ One (1) ¼ page advertisement in Conference Program
- ✓ One (1) item distributed to all attendees at registration
- ✓ Conference acknowledgement in General Sessions
- ✓ Logo on conference signage
- ✓ Logo with link on conference website
- ✓ One (1) Take-One Table item
- ✓ Pre-Conference Attendee List
- ✓ Post-Conference Attendee List
- ✓ Two (2) Full Conference Registrations

## Silver Sponsor Package

**\$2,500**

- ✓ One (1) Sponsor Poster Presentation during Poster Reception
- ✓ One (1) ¼ page advertisement in Conference Program
- ✓ One (1) item distributed to all attendees at registration
- ✓ Conference acknowledgement in General Sessions
- ✓ Logo on conference signage
- ✓ Logo with Link on conference website
- ✓ One (1) Take One Table item
- ✓ Post-Conference Attendee List
- ✓ One (1) Full Conference Registration

Sponsor Benefit	Platinum Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500
Dedicated Meeting Room by Breakout Sessions	√		
Two (2) Minute Introductory Address at beginning of General Session	√		
Conference Breakout Session Host (includes session introduction (30 sec), seat drop, and announcement in conference program)	Six (6) Sessions with First Right of Selection	Three (3) Sessions	
Table Top Booth	Two (2) Tables	One (1) Table	
Pre-Conference Attendee List	√	√	
Sponsor Poster Presentation during Poster Reception	√	√	√
Advertisement in Conference Program	½ Page	¼ Page	¼ Page
Registration Drop	√	√	√
Acknowledgement in General Session	√	√	√
Logo on Conference Signage	√	√	√
Logo with Link on Conference Website	√	√	√
Take-One Table Item(s)	Two (2)	One (1)	One (1)
Post-Conference Attendee List	√	√	√
Complimentary Full Conference Registrations	Five (5) w/ Wednesday Workshop Access	Two (2)	One (1)

## **Exclusive Opportunities**

### **Wednesday “Rooftop” Dessert Reception Sponsor**

*Host a stylish reception for all attendees at the exciting, rooftop restaurant overlooking Busch Stadium, home of the St. Louis Cardinals! 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. - \$12,000 (All inclusive)

### **Poster Reception Sponsor**

*Host “Your” scientific poster reception during the conference*

Includes: Promotion of event in conference materials, welcome attendees to reception, opportunity to customize - \$5,000 (All inclusive- without customization)

### **Wireless Internet Sponsor**

*Your company name becomes the Conference Internet access password, while providing attendees with Internet access*

Includes: Promotion in program book, by email, on website, logo on signage, and wireless services with your password - \$5,000 (All inclusive)

### **VIP Dinner Sponsor**

*A “Who’s Who” of the VIVO conference. Co-host a plated dinner with VIVO for 25 – 30 attendees*

Includes: Two (2) invitations, logo on menus, opportunity to customize - \$5,000 (All inclusive)

### **Refreshment Break Sponsor**

*A relaxing opportunity to communicate with attendees*

Includes: Buffet table signage, promotional item on buffet tables, possible customization. Four breaks - \$2,000 (All inclusive- without customization)

### **Videographer Sponsor**

*Support VIVO by archiving the 2012 conference and permanently brand your message with the annual conference*

\$2,000 (rights only)

### **Conference Bag Sponsor**

*Your logo becomes part of the conference*

\$2,000 (Includes materials cost)

### **Lanyard Sponsor**

*Your logo with every attendee*

\$1,500 (Includes materials cost)

### **Take One Table**

*Deliver your materials to attendees*

Includes: One (1) promotional piece available for all attendees - \$500

*Please contact Kristi Holmes at +1- 515-450-4377 or [kristi@vivoweb.org](mailto:kristi@vivoweb.org) with any questions.*

## VIVO Sponsorship Application

VIVO is pleased to accept \_\_\_\_\_ as a sponsor of the VIVO 2013 Conference, to be held August 14 – 16, 2013, at the Hilton, St. Louis at the Ballpark, St. Louis, Missouri. 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 *2013 Sponsorship Prospectus* document.

### Packages

- Platinum Sponsor: \$10,000
- Gold Sponsor: \$5,000
- Silver Sponsor: \$2,500

### Exclusive Opportunities

- |  |          |  |         |
|--|----------|--|---------|
| <input type="checkbox"/> Wednesday "Rooftop" Dessert Reception | \$12,000 | <input type="checkbox"/> Refreshment Break Sponsor | \$2,000 |
| <input type="checkbox"/> Poster Reception Sponsor`             | \$5,000  | <input type="checkbox"/> Videographer sponsor      | \$2,000 |
| <input type="checkbox"/> Wireless Internet Sponsor             | \$5,000  | <input type="checkbox"/> Conference Bag Sponsor    | \$2,000 |
| <input type="checkbox"/> VIP Dinner Sponsor                    | \$5,000  | <input type="checkbox"/> Lanyard Sponsor           | \$1,500 |
|  |          | <input type="checkbox"/> Take One Table            | \$500   |

Total Due \$ \_\_\_\_\_

Sponsor Contact (print name): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

- Check made payable to 'VIVO' is enclosed
- Please send an invoice to the contact above
- Please charge my credit card     MasterCard     Visa     American Express

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Return completed application to the attention of Kristi Holmes at [kristi@vivoweb.org](mailto:kristi@vivoweb.org) or call +1- 515-450-4377 with any questions.

Or mail application to:

VIVO  
c/o Kristi Holmes  
P.O. Box 15140  
St. Louis, MO 63110

#### IMPORTANT NOTICE REGARDING PAYMENT

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

**CANCELLATION POLICY** - All cancellations are assessed a \$200.00 administrative processing fee.  
\*If cancellation is over 3 months from the Conference, Sponsor receives 100% of fee less the administrative processing fee.  
\*If cancellation is less than 3 months from the Conference, Sponsor receives 50% of fee less the administrative processing fee.  
\*If cancellation is less than 2 months from the Conference, sponsorship fee is non-refundable.