



**ASTP**  
**Annual**  
**Conference**

21-23 May 2025

Vilnius, Lithuania



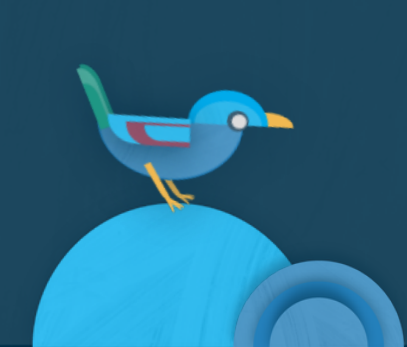
**ASTP**  
A World of  
Knowledge  
Transfer

# Sponsorship Opportunities



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# About ASTP

## Connect with A World of Knowledge Transfer

Established in 1999 by a group of leading practitioners, ASTP's focus has always been to provide outstanding support and career development to KT professionals across the globe.

This year as we celebrate our 25th Annual Conference and applaud the work of our volunteers who advocate for the profession, amplify members' specialists interests and support the professional development of colleagues.

Be part of this unique community and celebration. #ASTP25

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



# Annual Conference 2025

Join us in Lithuania's capital Vilnius to celebrate our 25th conference. Our conference has a boutique flavour. It is an event where everyone has the opportunity to connect. It is a place where people can grow their networks and develop their careers. A place where sponsors are at the heart of all the social events to easily engage with participants.

## Who to meet in Vilnius?

<b>300+</b>	attendees (50% from senior management)
<b>160+</b>	institutions (70% TTOs and PROs)
<b>36</b>	countries (90% from Europe)

## Who will see you online?

<b>21k+</b>	website hits
<b>42k+</b>	sessions
<b>100k+</b>	page views

## Conference highlights

- Globally recognised keynote speakers
- Representatives from Europe's leading universities and research institutions
- Exciting social programme in venues across Vilnius



# Become a Sponsor

Step into our community and take your place at the top table of knowledge transfer.

## Why Sponsor?



Strengthen

or introduce your brand and associate your organisation with ASTP



Enjoy

flexible and customised sponsorship packages starting from €400 and deliver a maximum return on your investment



Speak

to KT decision makers in a relaxed and friendly atmosphere

## Media Package

All sponsorship packages include

### On-site Branding

Recognition on our website, banners and screens throughout the event

### Acknowledgement by the President

During the welcome reception, opening and closing plenary

### Online Branding

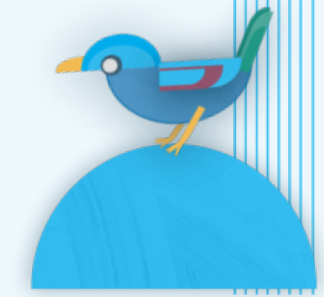
Logo and hyperlink on all event collateral, including dedicated conference smartphone app and event website

### Sponsors' Directory

Your profile will be featured on the website and conference smart-phone app

**€1,200**

# Exhibition Booth



## Package

We deliver the audience to your booth by designing the exhibition area at the heart of the conference venue.

All breaks and lunches will be served in the same space as your exhibition booth.

Build your booth and they shall come.

**€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 €990 up to the registration closure date.

## Package includes

- One registration (reduction on additional registrations)
- Standard booth area: 2.5m x 2m, including 1 table, 2 chairs, power extension and free Wi-Fi
- Your branding on the conference website and smart-phone app
- Participants' List (excluding e-mails)
- Media Package (see page 5 for details)



# Smartphone App

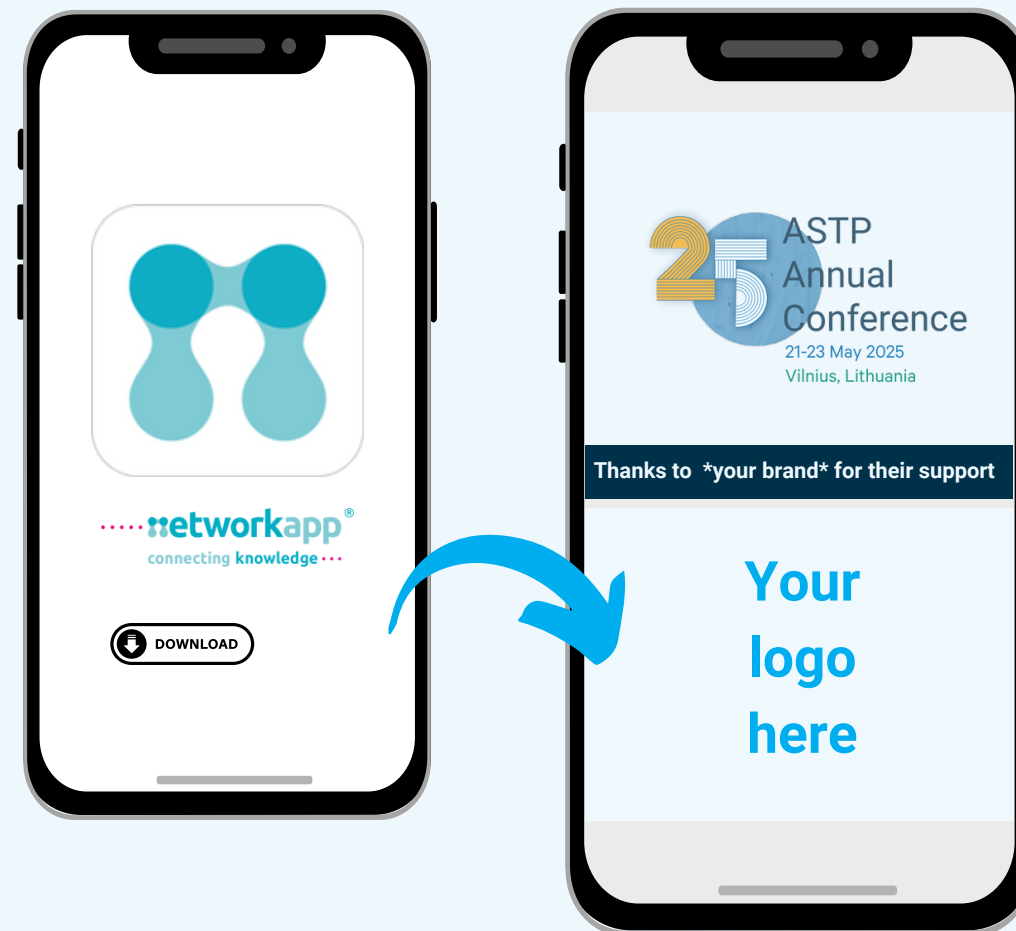


## Sponsoring the app

The app is the best friend of conference guests, this is where they follow the programme and arrange meetings.

Typically 80% of conference attendees download the event app.

When you choose this sponsorship package, your logo will be the first image see by our guests following download.



€3,500

## Package includes

One registration

Reduction on additional registrations

Branding on the opening page of the smartphone app

Your branding on the conference website

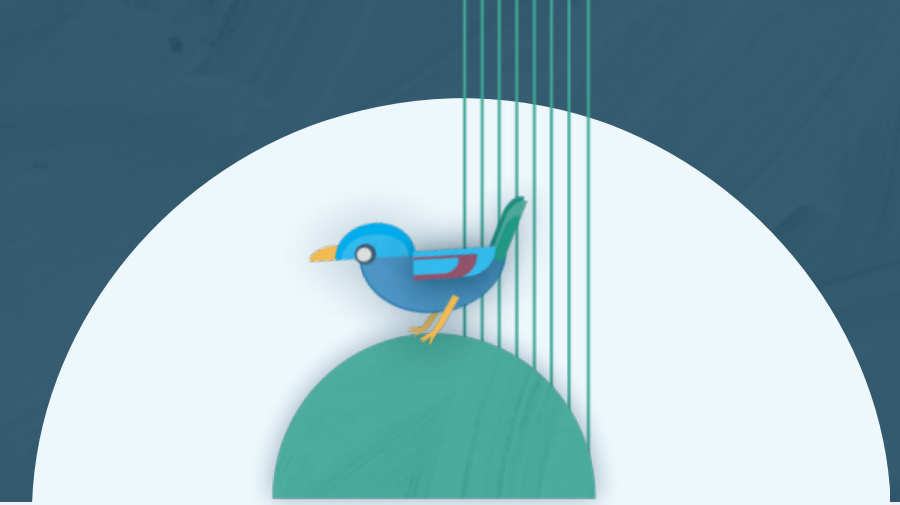
Participants' list

Excluding emails

Media Package

See page 5 for details

# Social Programme



	Conference Dinner	Welcome Reception <i>SOLD</i>	Directors' Dinner	Lunch Break	Coffee Break
	€7,000	€4,000	€5,000	€3,500	€2,500
1 Registration	●	●	●	×	×
Bespoke Branding (branded napkins and banners)	●	●	●	●	●
Seat at the President's Table	●	×	×	×	×
Address Event Guests	●	●	●	×	×
Media Package (see page 5 for details)	●	●	●	●	●
Participants' List (excluding participants e-mails)	●	●	●	●	●

- Welcome Reception** | Your branding will be the welcome insignia, seen by all participants, and associated with a warm and friendly ASTP welcome.
- Directors' Dinner** | Connect to KTO directors and senior industrialists engaged in academic partnering by supporting this exclusive dinner.
- Lunch and Coffee Break** | Put your branding at the heart of the conference by sponsoring the lunch and coffee breaks.

\*\*If you invest in a package that includes a free registration, all additional registrations will be reduced to €990 up to the registration closure date.



# Session Packages



## Plenary Session

€4,000

**Participants' List**  
(excluding participants' emails)

**Media Package**  
(see page 5 for details)

**Verbal Acknowledgement**

**Bespoke Branding**  
(branded napkins and banners)



## Parallel Track Session

€1,000



## Marketplace Session

€1,500



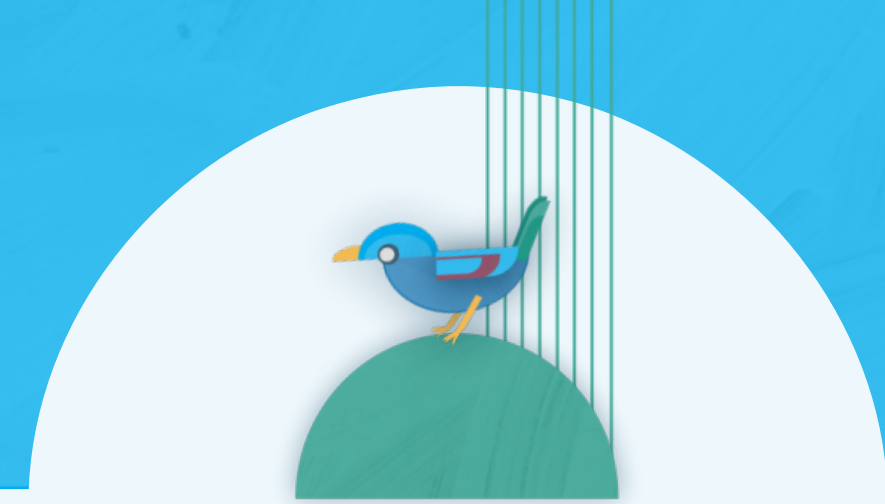
**Plenary Session**  
**Parallel Track Session**  
**Marketplace Session**

| Sponsor a plenary session to be featured in the programme alongside a keynote speaker

| Sponsor a parallel session to be featured in the programme

| A 15-minute speaking opportunity to promote your products and services to conference participants as part of the Knowledge Stock Exchange

# Other Packages



	Media package €1,200	Flyer/Give Away €400	Lanyards €2,500 <b>SOLD</b>	Conference Bag €3,000 <b>SOLD</b>
<b>1 Registration</b>	×	×	•	•
<b>On-site Branding</b> (recognition on banners and screens throughout the event)	•	•	•	•
<b>Online Branding</b> (logo and hyperlink on all event's collateral, including conference app and event website)	•	•	•	•
<b>Verbal Acknowledgement</b>	•	•	•	•
<b>Flyer or Give Away</b> (one piece to be included in the conference's bag)	×	•	×	•
<b>Participants' List</b> (excluding participants e-mails)	×	×	•	•

**Media package**  
**Flyer/Give-Away**  
**Lanyards**  
**Conference Bag**

| This offer is included in all sponsor packages.

| A choice between a flyer or a give-away to be included in the conference bags.

| Have your logo printed on the lanyards that are attached to the event badges worn by all conference attendees.

| Each participant will receive a conference bag, let them get to know you by branding the conference bag with your company logo.



# Thanks to the 2024 Annual Conference Sponsors



See how your promotional stand will look like during the conference on the following page







# Customised Packages

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

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