



OPEN 22

Online | March 14-17, 2022

**Fun, dynamic, impactful—
and accessible to anyone, anywhere**

 **Sponsorship Opportunities**





➤ **OPEN is the premier gathering of STEM innovation & entrepreneurship educators**

OPEN has brought together champions of STEM innovation & entrepreneurship for 25 years, to share what they know, to learn from one another, and to forge connections. Many longtime attendees have played a transformative role on their campuses, building innovation ecosystems that now serve tens of thousands of students every year.

We are proud to support this incredible community, and we hope you'll join us.

As a sponsor of OPEN, you'll be able to engage with a driven, dynamic, and diverse group of educators and leaders who are fostering the next generation of inventors, innovators, and entrepreneurs. **Last year our online conference attracted 437 attendees, the most participants we've ever had—and we expect OPEN 2022 to attract even more.** We hope you'll be there!





▶ About VentureWell

At VentureWell, we envision a world in which science and technology innovators have the support, training, and access to networks and resources they need to solve the world's most difficult problems.

Since our founding in 1995, we've supported more than **12,000 early-stage innovators** and helped launch over **2,200 ventures** that have raised **\$1.9 billion in funding**. These ventures have reached millions of people in over 50 countries with technological advancements in fields such as biotechnology, healthcare, sustainable energy and materials, and solutions for delivering critical services in low-resource settings.

We know innovation. And we love helping creative, committed innovators turn their ideas into thriving companies with meaningful, high-impact products and solutions.

2,200+
VENTURES
have emerged from our
early-stage innovator training

\$1.9B+
IN FUNDING
raised by early-stage ventures
supported by VentureWell

279
PATENTS RECEIVED
by VentureWell- supported
student teams

1,760+
**HIGHER EDUCATION
INSTITUTIONS**
have sent student teams to our
early-stage innovator training programs



► About OPEN

This year, our welcoming community will convene online to discuss the tools, trends, and new strategies that will collectively move I&E education forward and prepare early-stage entrepreneurs for an ever-changing world. The virtual program includes live webinars, panel discussions, online presentations, interactive Q&A sessions, and a virtual exhibit hall.

95%
of respondents
reported OPEN 2021
met or exceeded
expectations

What our sponsors say about OPEN

“I just wanted to congratulate you and your team on a great virtual conference. **The sessions I attended were interesting, lively, varied in format, practical and fun.** There were many special touches that made the event feel special with important and valued perspectives shared.”

What our attendees say about OPEN

“I have experience in planning and running conferences, and VentureWell OPEN is the best I have attended...bar none. Your content, attention to detail, and incorporation of the [conference platform] technology are outstanding!”

▶ Key metrics

437 attendees

Meaningful Interactions

56,270 sponsor impressions in the conference platform

Sponsors averaged **6,250** impressions each

What are sponsor impressions? Sponsor impressions are when an attendee clicks either on the sponsor banner or navigates to the sponsors customize resources. Each view is counted towards the sponsor impressions total.

Online engagement:

60,300 unique email opens

2,355 unique social media clicks

Global reach

Participants represented **205** unique institutions from **15** countries

21 non-US institutions

Institutional Reach

129 unique U.S. higher-education institutions were represented, including **31** minority-serving institutions



Who Attends

Top organization types by attendee

- 93%: College/university**
- 17%: Incubator/accelerator**
- 10%: Entrepreneurial support organization**

Note: Respondents could select more than one option

Top organizational roles by attendee

- 38%: Faculty (tenured, tenure-track, and non-tenure track)**
- 35%: Director/Staff for Entrepreneurship Center, TTO, University-Based Accelerator/Incubator**
- 14%: Other staff (higher ed, philanthropy, government)**
- 5%: Program coach/mentor**
- 4%: Entrepreneur**
- 4%: Student**

Source: Salesforce data, 2019-2021

A Sample of Institutions in attendance at OPEN 2021

- CORNELL UNIVERSITY
- CUYAHOGA COMMUNITY COLLEGE
- DARTMOUTH COLLEGE
- DUKE UNIVERSITY
- GEORGE INSTITUTE OF TECHNOLOGY
- JACKSON STATE UNIVERSITY
- JOHNS HOPKINS UNIVERSITY
- MASSACHUSETTS INSTITUTE OF TECHNOLOGY
- NORTHWESTERN UNIVERSITY
- SALISH KOOTENAI COLLEGE
- STANFORD UNIVERSITY
- TEXAS TECH UNIVERSITY
- THE NEW SCHOOL
- UNIVERSITY OF AUCKLAND
- UNIVERSITY OF CALIFORNIA
- UNIVERSITY OF MICHIGAN
- UNIVERSITY OF PENNSYLVANIA
- UNIVERSITY OF PUERTO RICO—MAYAGUEZ
- UNIVERSITY OF TEXAS RIO GRANDE VALLEY
- UNIVERSITY OF WISCONSIN - MILWAUKEE
- VANDERBILT UNIVERSITY
- YALE UNIVERSITY

Who sponsors



Corporations and **foundations** that support STEM innovation—especially inclusive and sustainable innovation—and want to demonstrate this support to the OPEN community and to their own constituencies.



Organizations that want to share their learnings, increase awareness of new resources, or get input from the OPEN community.



Companies with products and services that I&E educators use themselves or recommend to their students—including I&E software, design software, fabrication tools, prototyping services, legal services, and training opportunities.



Universities that want to highlight their I&E programs and offerings, demonstrate support for the I&E community, or gather a large group to attend.



► Why Sponsor

◆ PERSONAL CONTACT

Put a face to your brand – the best way to create and maintain relationships with your target audience.

◆ EDUCATION

Learn what's happening in the field and how you can be part of it.

◆ BUZZ

Test out a new product, service idea, or marketing campaign – with the undivided attention of your peers. There's no better way to beta test!

◆ PRESENCE

Show your commitment to the field – support the community that supports your business.

◆ SALES

Promote new services or demonstrate new products and equipment.

◆ SOCIAL MEDIA

Create excitement around the event and speakers. LinkedIn, Twitter and Facebook will feature heavily in the social media campaign.

Your sponsorship will support:

- More opportunities for students to engage in innovation & entrepreneurship
- Effective recruitment and support of underrepresented student innovators
- Integration of sustainability & sustainable design in curriculum
- Cross-campus collaborations

► Thank you to our recent OPEN sponsors



► Updated Session Formats for 2022



OPEN Ignites: OPEN Ignites are short presentations grouped on a topical theme. Presenters share their content through a pre-recorded video, followed by a live round of Q&A. Ignites are sure to engage, and will equip attendees with great ideas that can be applied on their campus.

OPEN Workshops: Emphasizing learning-by-doing, OPEN Workshop sessions are highly immersive and provide hands-on experience. Attendees will gain tools, work products, or approaches they can immediately put to use, as well as new community connections.

OPEN Foundations: OPEN Foundations use a live panel format to provide introductory, foundational content for those new to the field of I&E education. Foundations panelists are seasoned I&E veterans who will share and compare their contrasting experiences on a single topic.



➤ New Daily Format

OPEN 2022 will feature live content from 10:30am - 5pm ET / 7:30am - 2pm PT each day, allowing attendees to fit in all sessions and special events before the end of the workday. In addition to concurrent sessions, this year's convening includes compelling plenaries, "hallway" networking, opportunities to socialize with VentureWell staff, and exciting ways to interact with fellow attendees through interactive gamification!

Sample agenda

10:30 am ET	Welcome
10:45 am ET	Keynote/plenary
11:45 am ET	Break
12:00 pm ET	Concurrent sessions (Ignite, Workshop, Foundation)
1:00 pm ET	Networking conversations
1:15 pm ET	Break
1:30 pm ET	SPONSORED SESSIONS
2:15 pm ET	Break
2:30 pm ET	Concurrent sessions (Ignite, Workshop, Foundation)
3:30 pm ET	Networking conversations
4:00 pm ET	Special events: Poster Session, OPENminds, Sustainability Plenary

➤ New Ways for Sponsors to Engage



Virtual Design Expo: This year, we'll have a dedicated time for sponsors to engage with attendees. These concurrent expo “rooms” will enable sponsors to demo a product, answer questions, present information, host a party—it's up to you!

15- or 30-minute sessions: We have a handful of 15-minute and 30-minute sessions available to sponsors, which will be publicized in the schedule. These offer a chance to present information or hold a discussion with a larger audience than in the Design Expo. These sessions are limited, and available on a first-come, first-served basis.

Pre-recorded content: Our virtual “main stage” will display content during breakout sessions and before and after plenary events. This can include brief, 90-second videos or longer recordings.

Swag and prizes: Would you like to get your swag or product into the hands of participants, either physically or virtually? We can help!



Premier Partner (\$15,000)

Pre-Event Exposure

- ◆ Logo placement on OPEN Website and conference platform
- ◆ Logo placement on all OPEN email communications
- ◆ Opportunity to participate in pre-conference swag kit
- ◆ Featured message from Sponsor in (1) OPEN email blast in lead-up to event
- ◆ Session Highlight in (1) OPEN email blast in lead-up to event
- ◆ Social Promotion on VentureWell LinkedIn, @venturewell (5K+ followers): Individual Thank You Message & 3 Promotions

Access

- ◆ Complimentary tickets (15)
- ◆ Invitation to OPEN Minds

Event Exposure

- ◆ Logo placement on President's introduction slides
- ◆ Recognition in sizzle reel/welcome video
- ◆ Recognition on rotating slides in the Main Stage (full slide)
- ◆ Virtual Booth (large booth)
- ◆ Inclusion in Scavenger Hunt
- ◆ Opportunity to provide prize to OPEN Minds Winners (at VentureWell's discretion)
- ◆ Plenary event sponsorship (includes brief podium time & acknowledgment in schedule; maximum of 2 sponsors per event):
 - Opening Hackathon
 - Plenary: The Importance of Belonging to Budding Innovators
 - Poster Session
 - OPEN Minds Pitch Competition (reserved for Premier Partners)

Content

- ◆ Expo room (45 minutes)
- ◆ Sponsored sessions (15 or 30 minutes, listed in schedule)
30-minute session on the main stage (guaranteed)
- ◆ Choice of Add-On Item - 3 complimentary add-on items, \$500/each
- ◆ Fully customized post-OPEN collaboration

Partner (\$10,000)

Pre-Event Exposure

- ◆ Logo placement on OPEN Website and conference platform
- ◆ Logo placement on all OPEN email communications
- ◆ Opportunity to participate in pre-conference swag kit
- ◆ Featured message from Sponsor in (1) OPEN email blast in lead-up to event
- ◆ Session Highlight in (1) OPEN email blast in lead-up to event
- ◆ Social Promotion on VentureWell LinkedIn, @venturewell (5K+ followers): Individual Thank You Message & 2 Promotions

Access

- ◆ Complimentary tickets (12)
- ◆ Invitation to OPEN Minds

Event Exposure

- ◆ Logo placement on President's introduction slides
- ◆ Recognition in sizzle reel/welcome video
- ◆ Recognition on rotating slides in the Main Stage (full slide)
- ◆ Virtual Booth (large booth)
- ◆ Inclusion in Scavenger Hunt
- ◆ Opportunity to provide prize to OPEN Minds Winners (at VentureWell's discretion)
- ◆ Plenary event sponsorship (includes brief podium time & acknowledgment in schedule; maximum of 2 sponsors per event):
 - Opening Hackathon
 - Plenary: The Importance of Belonging to Budding Innovators
 - Poster Session
 - OPEN Minds Pitch Competition (reserved for Premier Partners)

Content

- ◆ Expo room (45 minutes)
- ◆ Sponsored sessions (15 or 30 minutes, listed in schedule)
30-minute session on the main stage, listed in schedule
(while available—space is limited)
- ◆ Choice of Add-On Item - 2 complimentary add-on items, \$500/each

Collaborator (\$5,000)

Pre-Event Exposure

- ◆ Logo placement on OPEN Website and conference platform
- ◆ Logo placement on all OPEN email communications
- ◆ Opportunity to participate in pre-conference swag kit
- ◆ Featured message from Sponsor in (1) OPEN email blast in lead-up to event
- ◆ Session Highlight in (1) OPEN email blast in lead-up to event
- ◆ Social Promotion on VentureWell LinkedIn, @venturewell (5K+ followers): Individual Thank You Message

Access

- ◆ Complimentary tickets (8)
- ◆ Invitation to OPEN Minds

Event Exposure

- ◆ Logo placement on President's introduction slides
- ◆ Recognition in sizzle reel/welcome video
- ◆ Recognition on rotating slides in the Main Stage (full slide)
- ◆ Virtual Booth (large booth)
- ◆ Inclusion in Scavenger Hunt
- ◆ Opportunity to provide prize to OPEN Minds Winners (at VentureWell's discretion)

Content

- ◆ Expo room (45 minutes)
- ◆ Sponsored sessions (15 or 30 minutes, listed in schedule)
30-minute session, listed in schedule (*while available—space is limited*)
- ◆ Choice of Add-On Item - 1 complimentary add-on item, \$500/each

Advocate (\$2,500)

Pre-Event Exposure

- ◆ Logo placement on OPEN Website and conference platform
- ◆ Logo placement on all OPEN email communications
- ◆ Opportunity to participate in pre-conference swag kit
- ◆ Featured message from Sponsor in (1) OPEN email blast in lead-up to event
- ◆ Social Promotion on VentureWell LinkedIn, @venturewell (5K+ followers): Individual Thank You Message

Access

- ◆ Complimentary tickets (4)
- ◆ Invitation to OPEN Minds

Event Exposure

- ◆ Logo placement on President's introduction slides
- ◆ Recognition in sizzle reel/welcome video
- ◆ Recognition on rotating slides in the Main Stage (half slide)
- ◆ Virtual Booth (small booth)
- ◆ Inclusion in Scavenger Hunt

Content

- ◆ Expo room (45 minutes)
- ◆ 15-minute lightning session, listed in schedule (*while available—space is limited*)
- ◆ Choice of Add-On Item - \$500/each

Promoter (\$1,500)

Pre-Event Exposure

- ◆ Logo placement on OPEN Website and conference platform
- ◆ Logo placement on all OPEN email communications
- ◆ Opportunity to participate in pre-conference swag kit
- ◆ Social Promotion on VentureWell LinkedIn, @venturewell (5K+ followers): Inclusion in Group Thank You Message

Access

- ◆ Complimentary tickets (2)
- ◆ Invitation to OPEN Minds

Event Exposure

- ◆ Logo placement on President's introduction slides
- ◆ Recognition in sizzle reel/welcome video
- ◆ Recognition on rotating slides in the Main Stage (Logo + message)
- ◆ Virtual Booth (small booth)

Content

- ◆ Expo room (45 minutes)
- ◆ Choice of Add-On Item - \$500/each

Friend (\$750)

Pre-Event Exposure

- ◆ Logo placement on OPEN Website and conference platform
- ◆ Logo placement on all OPEN email communications
- ◆ Social Promotion on VentureWell LinkedIn, @venturewell (5K+ followers): Inclusion in Group Thank You Message

Access

- ◆ Complimentary tickets (1)
- ◆ Invitation to OPEN Minds

Event Exposure

- ◆ Logo placement on President's introduction slides
- ◆ Recognition in sizzle reel/welcome video
- ◆ Recognition on rotating slides in the Main Stage (Logo)
- ◆ Virtual Booth (small booth)

▶ **ADD-ONS: \$500 each**

(Must be a Promoter or above to choose)

- Pre-recorded intermission programming (5-10 minutes)
- Sponsored event hosted in Swoogo (before or after event hours)
- Scavenger Hunt prize provider
- 90-second video presented on main stage

▶ **Thank you for your consideration!**

Please email Kristen Golden at kgolden@venturewell.org for more information and to discuss customization options.

