



## Sponsorship Opportunities

DoverTech™, a one-day, intellectual property exchange, will be held in Dover, New Hampshire in Spring of 2011. This program brings together sellers and buyers of intellectual property to start new business ventures and to expand existing businesses through technology transfer.

Position your brand in this innovation event by becoming a Sponsor. Our sponsorship programs are designed to reach an audience of both large and small firms and allow you to achieve your marketing goals while staying within budgetary guidelines. Customized packages are available to accommodate the special requirements of our sponsorship partners. We offer a sponsorship level ranging from \$ 50. to \$ 10,000 (♦ Diamond Club♦) to meet the needs of every organization and marketing budget.

### Premiere One-Time Event Packages:

#### Gold Sponsor: \$5,000\*

*Benefits Include:*

- *Theatre and Presentation Track Naming Rights*
- *Big Screen Promotional Venue at the event*
- *Primary Recognition at Cocktail Reception*
- *Primary Sponsor for registration bags*
- *Featured Partner Status & logo link on [www.DoverTech-nh.com](http://www.DoverTech-nh.com)*
- *Banners*
- *Premiere Level Ad Space in the program guide*
- *Literature distribution*
- *Email promotions*
- *Two Free Attendee registrations*
- *Customized marketing promotions*

#### Silver Sponsor: \$3,000\*

*Benefits Include:*

- *Featured Sponsor printed on registration bags*
- *Big Screen Promotional Venue at the event*
- *Snack Bar Recognition*
- *Recognition at Cocktail Reception*
- *Silver Level Ad Space in the program guide*
- *Banners*
- *Literature distribution*
- *Email promotions*
- *Logo link on [www.DoverTech-nh.com](http://www.DoverTech-nh.com)*
- *One Free Attendee registration*
- *Customized marketing*

#### Bronze Sponsor: \$1,500\*

*Benefits Include:*

- *Featured Sponsor printed on registration bags*
- *Big Screen Promotions at the event*
- *Beverages Recognition*
- *Bronze Level Ad Space in the program guide*
- *Literature distribution*
- *Email promotions*
- *Logo link on [www.DoverTech-nh.com](http://www.DoverTech-nh.com)*
- *One Free Attendee registration* *Additional Bronze Level promotional benefits*

*Become a member of our  
♦Diamond Club♦*

*Access promotional  
opportunities throughout  
the year and participate in  
the continuing event  
schedule as an exclusive  
partner of DoverTech™.*

## **Special One-Time Event Recognition Packages:**

### **Spotlight Sponsors: \$500\***

*Benefits Include:*

- *Banners*
- *Spotlight Level Ad Space in the program guide*
- *Literature Distribution*
- *Email promotions*
- *Logo link on [www.DoverTech-nh.com](http://www.DoverTech-nh.com)*
- *Optional Spotlight Level promotional benefits*

### **Basic Sponsors: \$300\***

*Benefits Include:*

- *Basic Level Ad Space in the program guide*
- *Literature Distribution*
- *Email Promotions*
- *Logo link on [www.DoverTech-nh.com](http://www.DoverTech-nh.com)*

### **A La Carte Sponsor II; \$200\***

- *Literature Distribution*
- *Logo link on [www.DoverTech-nh.com](http://www.DoverTech-nh.com)*
- *A La Carte Level Ad in the program guide*

### **A La Carte Sponsor II; \$100\***

- *Logo link on [www.DoverTech-nh.com](http://www.DoverTech-nh.com)*
- *A La Carte Level Ad in the program guide*

### **A La Carte Sponsor II; \$50\***

- *A La Carte Level Ad in the program guide*

***\*Please Make Checks Payable To: Dover Business and Industrial Development Authority (DBIDA)  
288 Central Avenue  
Dover, NH 03820***

*Each sponsor is a valued participant of DoverTech™ and is encouraged to establish a long-term working relationship with the event's organizer, Dover Business and Industrial Development Authority and its management company, Globe-Lynx Group. For further information on sponsorships and programming, please feel free to contact:*

*Lynn Garcia  
Globe-Lynx Group  
508.499.6766  
email: [globelynx@gmail.com](mailto:globelynx@gmail.com)*

## Frequently Asked Questions

### *What is DoverTech™?*

This is an “innovation” event providing participants opportunities to sell and buy intellectual property (patents, trademarks, and copyrights). Unique to this area, DoverTech™ will be held in Dover, New Hampshire on an ongoing, annual basis. In the future, there will be additional events planned to emphasize or center around narrow fields of technology and business specialties.

### *Who will attend?*

Individual inventors, entrepreneurs, and business people representing both small and large companies, inclusive of venture capitalists. The event will attract decision-makers who are interested in marketing innovations, as well as, purchasing or licensing intellectual property for further development or commercial use.

### *What are the main sponsorship benefits?*

This is an excellent venue to build or reinforce your company brand and to promote your products and services to growth companies. DoverTech™ participation is a great way to become a well known vendor to those companies that are early adopters of leading edge technologies, systems, and processes. If you are looking for new customers or want to be seen as a market leader, then becoming a sponsor and taking full advantage of the marketing programs at DoverTech™ will help you reach your goals.

### *What is the program?*

The program is separated into “tracks” of technologies and innovations. Presentations are organized into related subject categories for timed delivery. Intellectual property owners or their designated representatives will deliver each presentation. The groups of presentations are approximately one hour in duration and each presentation within that group will be limited to a maximum of five minutes unless the complexity of the innovation requires additional time. The purpose of the presentations is only to summarize the innovation for engaging a potential buyer or licensee. This program is designed to move quickly and allow the attendees to learn about the innovations most relative to their business operations or areas of interest.

There will be short breaks throughout the day and all presentations scheduled to begin at 1:30 pm will conclude by 5:30 pm. A cocktail reception will be held directly after the closing of presentations. Attendees will be able to network, exchange business information, and interface with presenters at exhibit tables, while enjoying food and beverages throughout the evening.

### *How can I best promote my products and services at DoverTech™?*

There are many sponsorship promotional packages available to meet a wide range of budgets and marketing needs. Sponsors may also request customized and specialized programs that will enhance the performance of a promotional campaign in order to achieve specific marketing goals. We offer our guidance to effectively communicate each sponsor's message and to maximize the exposure they receive at the event. The success of our events depends greatly upon the success of our sponsors. That is why we work diligently to build a strong working relationship with each sponsor.

*For other questions or concerns, please contact:*

*Lynn Garcia at [globelynx@gmail.com](mailto:globelynx@gmail.com)*