

neULAND

INNOVATION DAY 2024

June 12th
2024

SPONSORING OFFERS FOR YOUR COMPANY

Dear Ladies and Gentlemen,

KIT attaches great importance to the dialog with industry and society and to the presentation of innovative ideas and projects. We want to transfer research results and important research to the economy, develop them further, and bring them to the market together.

The NEULAND Innovation Day as an event around the topics of innovation, transfer, entrepreneurship, and intrapreneurship has been a well-known format for this purpose for many years. It offers the opportunity to immerse oneself in the unique innovation culture at KIT and to get to know the latest technologies and spin-offs from KIT.

After two years of hybrid events due to the pandemic, the Innovation Day on June 12th, 2024, will deliberately return to a pure presence event on the KIT premises in order to focus more on the networking aspect again. We are looking forward to a restructured, diverse program with top-class contents: Short impulses on research projects, cooperation projects, start-ups, intrapreneurship, or student projects from the multifaceted research areas of KIT will be complemented by a founder pitch including award ceremony, the honoring of the prize winners of the NEULAND Innovation Contest, and a keynote in the evening. Afterwards, we would like to enable an extensive exchange among each other with drinks, snacks, and music and let the evening come to an end together.

Become part of NEULAND as an official corporate partner and take advantage of the unique opportunity to network with students and academic employees. We present attractive participation packages in this brochure.

Yours sincerely

Prof. Dr. Thomas Hirth
Vice President for Transfer and International Affairs

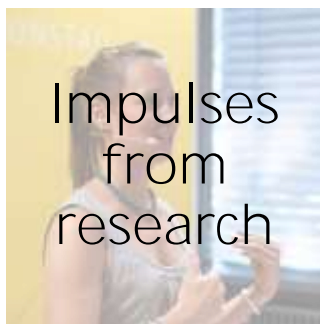




NEULAND – The Innovation Day at KIT

The NEULAND Innovation Day is the event of KIT around the topics of innovation, transfer, entrepreneurship, and intrapreneurship. Students, scientific employees, professors, and founders meet industry and investors to get to know each other, develop project ideas, and discover potentials for a sustainable future. The multifaceted program makes the Innovation Day a unique event at KIT and inspires hundreds of participants from science, business, and industry as well as students and employees of KIT again and again.

PROGRAM HIGHLIGHTS 2024



WE ARE

NETWORK

Nothing replaces face-to-face meetings across disciplinary, organizational and perspective boundaries. We are pleased to strengthen a network of people who share an interest in innovative topics.

OPEN TO TECHNOLOGY

With more than 120 scientific institutes, KIT is one of the largest research institutions in Europe. At the Innovation Day, we can therefore show innovative approaches to solutions for different societal challenges.

DIVERSE

Everyone is welcome at the Innovation Day! Whether freshman or CEO, the common interest in innovation and entrepreneurial thinking brings you together.

SUSTAINABLE

At KIT, we not only stand for research in sustainable technologies. We also organize the event itself as ecologically and socially sustainable as possible.

FOR FREE

We are and remain free of charge for our guests! The Innovation Day also offers newcomers to our topics a low-threshold introduction.

SPONSORING OPTIONS FOR THE INNOVATION DAY

PREMIUM SPONSOR

As a premium sponsor, you enjoy exclusive benefits and can highlight your company in the best possible way at Innovation Day and in advance within the scope of communication. Become part of the program by giving an own lecture and enter into dialogue with the participants. You will also have your own tent for visibility and networking.

The following services are offered to you:

- 30-minute presentation with relevance to innovation topics
- Your own sponsoring tent at the event with standard equipment (three bar stools + bar table), additional equipment by arrangement and for an additional charge
- Branded food and drink buffet in the central catering area
- Mention at the opening as well as in the post-event reporting
- Full-page advertisement in the program guide
- Logo placement (exclusive premium advantage: first mention and larger logo display)
 - On-site: sponsor banner, roll-up, site plan, stand plan, stage
 - Print: invitation/program, flyer, posters
 - Digital: location plan event website, social media (incl. linking), mailings (incl. linking), event app (incl. linking), digital program guide, videos, NEULAND website, sponsor area event website

Price: 15.000€ plus VAT

MAIN SPONSOR

This sponsor package offers your company both, the opportunity for personal exchange with the participants in the exhibition and the diverse logo presence around the Innovation Day. In this way, you will be visible to a large network of people in advance, during and after the event.

The following services are offered to you :

- Booth in the exhibition
- Branding of a theme island in the exhibition
- Mention in post-event reporting
- Logo placement (in alphabetical order)
 - On-site: sponsor banner, roll-up, site plan, stand plan
 - Print: invitation/program, flyer, posters
 - Digital: location plan event website, social media (incl. linking), mailings (incl. linking), event app (incl. linking), digital program guide, videos, NEULAND website, sponsor area event website, exhibitor area website

Price: 7.500€ plus VAT



SPONSORING OPTIONS FOR THE INNOVATION DAY

FOUNDER'S LOUNGE

With the sponsor package Founder's Lounge you are visible as a sponsor of the networking area for spin-offs. Founders can get in touch with potential investors and interested parties.

The following services are offered to you:

- Branded food and drink area in the Founder's lounge
- Branded networking and seating area in the Founders' Space of the exhibition
- Logo placement
 - On-site on the stand plan
 - Digital: exhibitor area website, digital program guide, location plan event website

Price: 5.000€ plus VAT

EXHIBITION

The Exhibition sponsorship package gives your company the opportunity to be part of the large exhibition at Innovation Day, allowing you to personally connect with a wide range of people.

The following services are offered to you:

- Booth in the exhibition
- Logo placement
 - On-site on the stand plan
 - Digital: exhibitor area website, digital program guide, location plan event website

Price: 4.000€ plus VAT

BENEFIT AS PART OF THE INNOVATION DAY



Media presence: Use the communication of KIT channels for your public relations and become visible at KIT and its partners.



Image gain: Show that the topic of innovation plays an important role in your company. Present yourself as a partner of a renowned research institution and university and gain new cooperation and project partners.



Networking: Make new contacts in the research, technology, start-up and innovation scene in the region and at KIT and get into conversation with the diverse participants of the event.



Exhibition: Introduce yourself to a large audience of scientific employees, lecturers, students as well as people interested in start-ups.

OVERVIEW OF THE SPONSORING OFFERS

	Premium sponsor	Main sponsor	Founders' lounge	Exhibition
Event presence				
Mention at the opening in the moderation	✓			
Mention in post-event reporting	✓	✓		
30-minute lecture with relevance to innovation topics	✓			
Own sponsor tent	✓			
Booth in the exhibition		✓		✓
Lounge within the Founders' Space of the exhibition			✓	
Logo placement				
First mention and larger logo display	✓			
On stage	✓			
On all printed media (program, posters, sponsor banners, roll-up, site plan)	✓	✓		
In all digital media (sponsor area event website and NEULAND website, videos, invitation, flyer, app, mailings, social media)	✓	✓		
On the stand plan on the event area	✓	✓	✓	✓
In the digital program guide	✓	✓	✓	✓
On the digital map of the event website	✓	✓	✓	✓
Exhibitor area website	✓	✓	✓	✓
Branding				
Full-page advertisement in the program guide	✓			
Of the buffet in the mentioned catering area	Central		Lounge	
Of a theme island in the exhibition		✓		
Of the lounge in the Founders' Space of the exhibition			✓	

All prices plus VAT **15.000 €** **7.500 €** **5.000 €** **4.000 €**

YOUR CONTACT PERSONS



Dorothea Flößer
 Head of Sponsoring
 +49 721 608-46984
dorothea.floesser@kit.edu



Christina Klag
 Sponsoring & Campus
 Advertisement
 +49 721 608-46983
christina.klag@kit.edu

