



ASTP

Annual Conference

Sponsorship Opportunities

20 - 22 May 2026

Bucharest, Romania



About ASTP

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

At this year's Annual Conference, we welcome you to another invaluable experience—filled with fresh insights, inspiring connections, and the collective expertise of our global community, strengthened by the dedication of our volunteers.

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



ASTP conference uniquely connects KT practitioners, innovators, service providers and stakeholders



Connect with 350+ KT professionals



ASTP attracts sponsors and participants from international institutions



An exclusive opportunity to connect with Europe's whole KT community

ASTP Annual Conference

Join us in Bucharest, Romania, for ASTP Annual Conference. With its boutique atmosphere, this event offers the perfect setting to connect, grow your network, and advance your career. Sponsors are at the heart of the social programme, creating meaningful opportunities to engage with participants throughout.

Who will be in Bucharest?

- **325+** attendees (50% from senior management)
- **200+** institutions (70% KTOs and PROs)
- **37** countries (90% from Europe)

Who will see you online?

- **21k+** Conference website hits
- **39k+** Sessions
- **80k+** Page Views

Conference highlights

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

Become our Sponsor

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

Why Sponsor?

- Strengthen or introduce your brand and associate your organisation with ASTP, Europe's leading association of knowledge transfer professionals
- 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 venue signage, banners, and screens throughout the event, as well as visibility on our website

Acknowledgement by the President

A formal acknowledgement during the welcome reception, opening plenary, and closing plenary

Online Branding

Your logo and hyperlink featured across all online event materials, including the conference smartphone app and event website

Sponsors' Directory

Your profile showcased on the event website and within the conference smartphone app

€1,200



Exhibition Booth Package

One of the most resounding compliments we hear from our conference guests is about the unique atmosphere we create. After 25 years of hosting ASTP conferences, we've mastered the perfect blend of work and fun—and much of that energy comes from the exhibition area.

By securing an exhibition booth, you place yourself right at the heart of the conference, where connections spark and opportunities grow.

€3,000
limited availability

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)

Social Programme

Packages

	Conference Dinner	Welcome Reception	Directors' Dinner	Lunch Break	Coffee Break
1 Registration	●	●	●	●	●
Bespoke Branding	●	●	●	●	●
Seat at the President's Table	●	✗	✗	✗	✗
Address Event Guests	●	●	●	✗	✗
Media Package (see page 5 for details)	●	●	●	●	●
Participants' List (excluding participants e-mails)	●	●	●	●	●

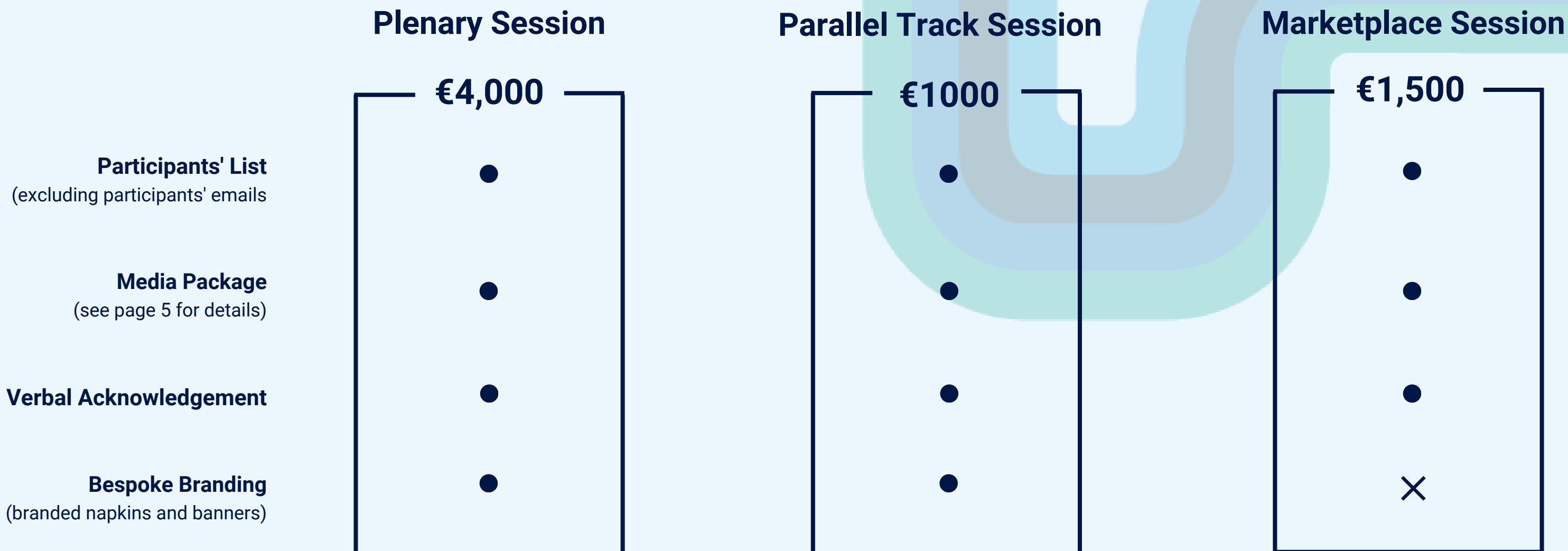
Conference Dinner
Welcome Reception
Directors' Dinner
Lunch & Coffee Breaks

- | The whole conference comes together at the end of the first day for this dinner. Your brand can be front and centre of this huge event.
- | Your branding will be the welcoming insignia, seen by all participants, and associated with a warm and friendly ASTP welcome.
- | Connect to KTO/TTO directors and senior industrialists engaged in academic partnering by supporting this exclusive dinner.
- | 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 €900 up to the registration closure date.

Session Packages

If you invest in a package that includes a free registration, all additional registrations will be reduced to €900 up to the registration closure date.



Plenary Session Parallel Track Session Marketplace Session

Sponsor a plenary session to feature your brand prominently within the official programme.

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

If you invest in a package that includes a free registration, all additional registrations will be reduced to €900 up to the registration closure date.

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

- | This package 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's badges, worn by all conference attendees.
- | Each participant will receive a conference bag, so let them get to know you by branding the conference bag with your company logo.

Customised Packages

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



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