



KOÇ
ÜNİVERSİTESİ



ODTÜ

IP 2016

6th International Conference on
“Managing Intellectual Property Rights in Universities”

Best Practices: Creating a Sustainable Technology Transfer Ecosystem

October 13-14, 2016

SPONSORSHIP PORTFOLIO



Collaboration with



Boğaziçi University
Technology Transfer Office



www.ipconferenceboun.edu.tr

6th International Conference on “Managing Intellectual Property Rights in Universities”

INDEX

General Knowledge.....	4
Why We Organize the Conference?.....	4
What is The Purpose of The Conference?.....	5
What is the Scope of the Conference?.....	5
What is the Profile of Targeted Participants?.....	5
Conference Hall.....	6
Platinum Sponsorship.....	7
Gold Sponsorship.....	7
Silver Sponsorship.....	8
Stant Alanı Hakkında Bilgi	8
Announcements.....	9
Highlights From Previous Conferences.....	10
Representatives of Institutions Organizing the Conference.....	12
Secretariat of the Organization.....	12

GENERAL KNOWLEDGE

IP Conferences on “**Managing Intellectual Property Rights in Universities**” has been organized at Boğaziçi University since 2011 and has successfully gathered quiet a prominent national and international panelists and keynote speakers as well as participants working in the field of managing intellectual property rights. 6th Conference on “Managing Intellectual Property Rights in Universities” will be held in collaboration with Koç University and Middle East Technical University in 2016. These annual international conferences, which focus on different sub-themes in every year, are also supported by various trainings, workshops and seminars geared at the different specialties and expertise levels of the attendants which are conducted in parallel with the theme of the conference always at the weekend following the conference. We focused on “**Managing Intellectual Property Rights in Universities**” in our first conference which was held in 2011 with the participation of national and international stakeholders (from public, industry, university, research agency, and NGOs). In 2012, the main focus of our 2nd conference was how to develop and standardize “**Intellectual Property Rights**” in the curriculum. “**Intellectual Property Tool Kit**” developed and prepared by World Intellectual Property Organization was discussed at length and in detail and was finalized. The theme of the conference in 2013 was determined as “**Technology Transfer Offices: Best Practices**”. In 2014, the theme of the conference was “**University-Industry Collaborations: Best Practices**” as well as focusing on national, regional and international strategies and programs of, especially, public enterprises and international organizations about “University-Industry Collaborations” to increase the effectiveness of Technology Transfer Offices in universities. Consequently, the main theme of the conference in 2015 was “IPR from the Investors’ Perspectives” as we discussed the relationship in between universities and investors in detail; from research to incubation, from establishing “spin-off” companies to technology transfer accelerators and techno parks and on developing and launching an open “intellectual property and patent market” with the help of best practices from various regions of the World. Subsequently, in 2106, we decided to focus on “**Best Practices: Creating A Sustainable Technology Transfer Ecosystem**” at IP2016.

WHY WE ORGANIZE THE CONFERENCE?

Starting from 2016 on, The Conference on “**Managing Intellectual Property in Universities**” which became a traditional event in Boğaziçi University, will now be organized with the meritorious contributions and collaborations of both Koç University and Middle East Technical University and this strategic collaboration of three esteemed research universities of Turkey will continue on an annual basis. The aims of these conferences are to raise awareness about intellectual property and to contribute both to the academia and the newly emerging Technology Transfer Ecosystem within the scope of adopted principles about intellectual property.

In addition to developing and to promoting creativity and inventiveness, the protection of intellectual property rights and commercializing these IPR assets can only be made possible by raising awareness and fostering a sustainable ecosystem.

The Collaboration of these three universities, all of which prioritize to develop academic excellence and a free research environment in the sake of science as a primary objective, as well as to contribute to the society at large by creating an innovative, ecofriendly, more prosperous and happy world with the cooperation of industry and academia with an adopted sense of social responsibilities, should be a beneficial example for all universities in Turkey to act together regarding to promote science and social development.

WHAT IS THE PURPOSE OF THE CONFERENCE?

In 2016 the 6th International Conference on “Managing Intellectual Property Rights in Universities” will be held. The general aim of these conferences are to enhance the existing IP curriculum and IPR awareness year by year, to strengthen the Technology Transfer Offices, and to foster university-industry collaborations through examining success stories across the globe. In this year, the conference aims to raise awareness on the critical importance of developing and creating a sustainable technology transfer ecosystem and to bring this issue on the agenda of Turkey with national and international collaborations.

WHAT IS THE SCOPE OF THE CONFERENCE?

“Managing Intellectual Property Rights in Universities” has been an extensive event organized with national and international partners since the first year. Until today, with the collaboration of Turkish Patent Institute, Scientific and Technological Research Council of Turkey, Council of Higher Education, European Patent Office, World Intellectual Property Organization, and European Investment Fund have all come together in the scope of this conference. This year, the conference aims to gather outstanding academic institutions of Turkey, public and private sector and industry and with the joint-efforts of Koç University, Middle East Technical University, and Boğaziçi University and through our international partnerships around the globe, to study and discuss and to exemplify as diverse and unique success stories as possible to set an awareness on the critical importance of how to create a sustainable technology transfer ecosystem.

WHAT IS THE PROFILE OF TARGETED PARTICIPANTS?

The Conference on “Managing Property Rights in Universities” is a beneficial event with its quality, aims, provided educations and possible workshops for employees of technology transfer offices, patent attorneys, license managers, investors, angel investors, academicians, researchers, NGOs, representatives of public and industry, students, and entrepreneurs.

CONFERENCE HALL

ALBERT LONG HALL

Address: Boğaziçi University, South Campus, 34342, Bebek/İstanbul

Telephone: 0212 359 67 03

kurumsaliletisim@boun.edu.tr



PLATINUM SPONSORSHIP

30.000 TL + VAT

- Visibility in Printed Materials:

In the printed materials of the conference (folder, scratchpad, invitation, poster, and booklet), logo will be settled on the top of the section for sponsors relatively more remarkable than other sponsors.

- Visibility in Web and Social Media:

In the website of the conference, logo will be settled on the top of the section for sponsors relatively more remarkable than other sponsors. In addition, the link of relevant institution will be given.

In the e-bulletins and e-invitations, logo will be settled on the top of the section for sponsors relatively more remarkable than other sponsors.

- Visibility in the Conference Hall:

Logo of the sponsor will be settled in the visual works in the conference hall. Logo will be put on the top of the section for sponsors relatively more remarkable than other sponsors.

- Advertisement Opportunity to Participants of the Conference:

There will be an opportunity to set up a stand in 4 square meter field in the South Campus of Boğaziçi University during the conference. (Vocal advertisement is not possible)

There will be an opportunity to set up stand in 4 square meter field at the bottom floor in the conference hall (Height of the Materials has to be maximum 2 meter.)

Leaflet of the sponsors will be put on the bag which will be distributed during the conference.

GOLD SPONSORSHIP

20.000 TL + VAT

- Visibility in Printed Materials:

In the posters and the booklets of the conference, logo of the sponsor will be settled on the section for sponsors under platinum sponsors.

- Visibility in Web and Social Media:

In the website of the conference, logo will be settled on the section for sponsors under platinum sponsors. In addition, the link of relevant institution will be given.

In the e-bulletins and e-invitations, logo will be settled on the section for sponsors under the platinum sponsors.

- Visibility in the Conference Hall:

Logo of the sponsor will be settled in the visual works in the conference hall. Logo will be put on the section for sponsors under platinum sponsors.

- Advertisement Opportunity to Participants of the Conference:

There will be an opportunity to set up a stand on 2 square meter field at the bottom floor in the conference hall (Height of the Materials has to be maximum 2 meter.)

Leaflet of the sponsors will be put on the bag which will be distributed during the conference.

- Visibility in Printed Materials:

In the posters of the conference, logo of the sponsor will be settled on the section for sponsors after platinum and gold sponsors.

- Visibility in Web and Social Media:

In the website of the conference, logo will be settled on the section for sponsors after platinum and gold sponsors. In addition, the link of relevant institution will be given.

- Visibility in the Conference Hall:

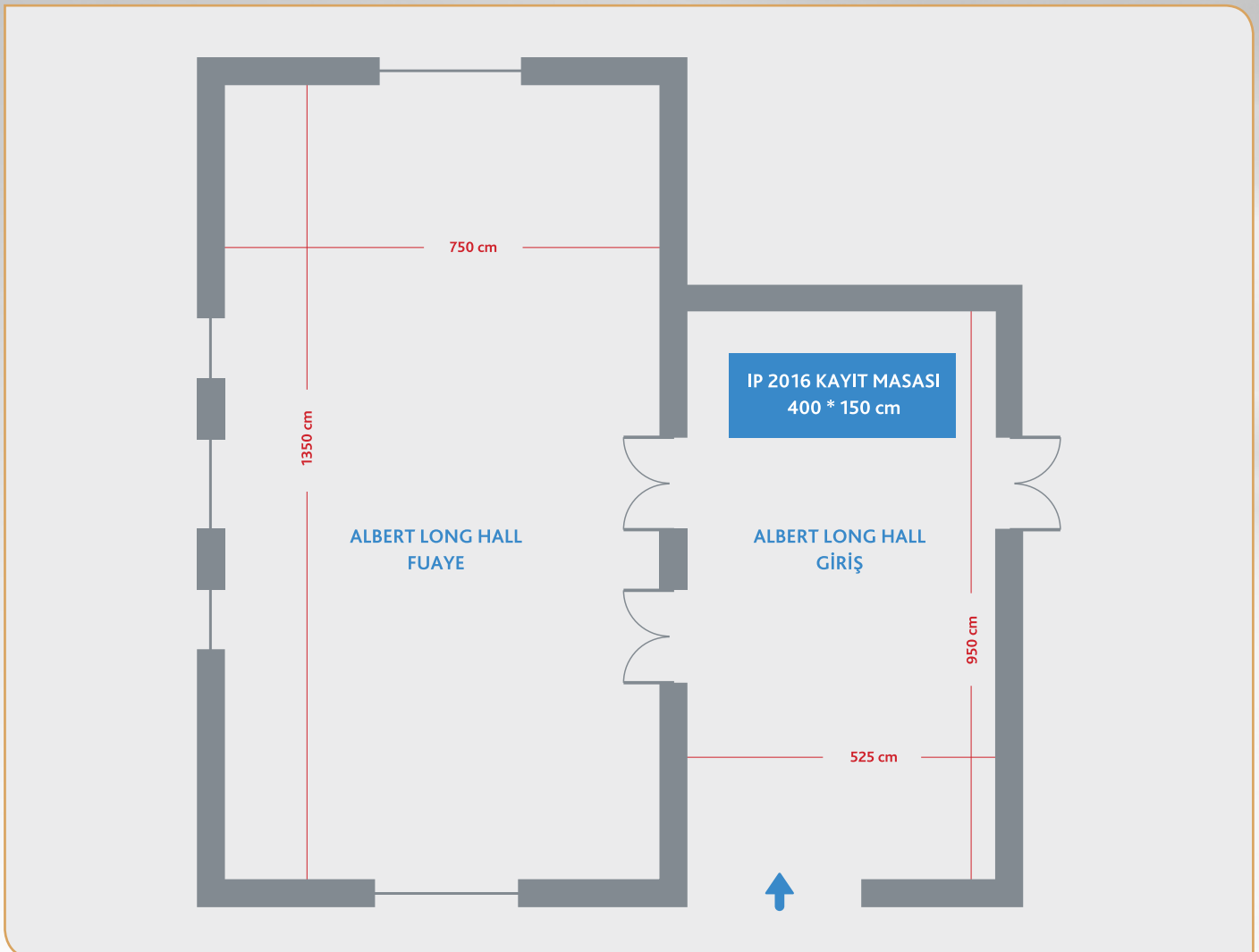
Logo of the sponsor will be settled in the visual works in the conference hall. Logo will be put on the section for sponsors after platinum and gold sponsors.

- Advertisement Opportunity to Participants of the Conference:

There will be an opportunity to set up two advertiser visual materials (size: 1x2m) at the bottom floor in the conference hall.

Leaflet of the sponsors will be put on the bag which will be distributed during the conference.

INFORMATION ABOUT STAND AREA

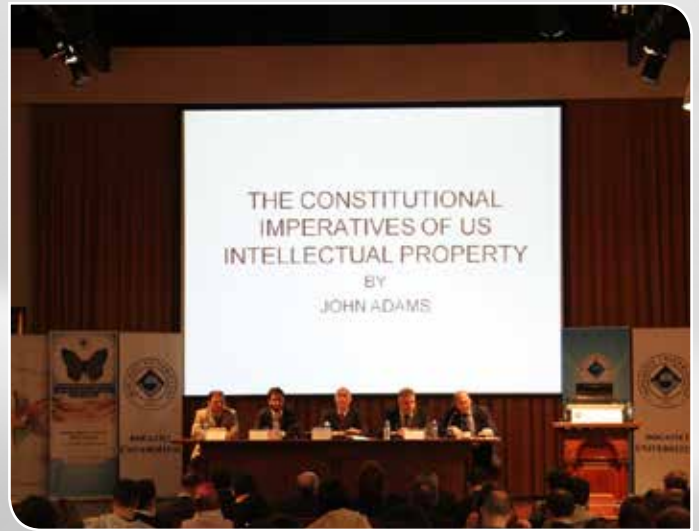


ANNOUNCEMENTS

- Posters of the conference which include conference date and application information will be hung on those areas:
 - Boğaziçi University Campuses
 - Koç University Campuses
 - Middle East Technical University Campuses
- Posters of the conference which include conference date and application information will be posted to all universities in Turkey.
- There will be special invitations which include general program of the conference and invitation request.
 - Rectors of universities in İstanbul
 - Rectors of universities in Turkey
 - Managers and Members of the Board of Directors of Employee Associations
 - Small and Medium Enterprises Development Organization Centers
 - Managers of technoparks, technology transfer offices, and entrepreneurship centers
- E-bulletin which includes conference information and invitation will be sent to lists mentioned below:
 - Academicians of Boğaziçi University, Koç University, and Middle East Technical University
 - Students of Boğaziçi University, Koç University, and Middle East Technical University
 - Alumni of Boğaziçi University, Koç University, and Middle East Technical University
 - Business world, Employee Associations, Small and Medium Enterprises Development Organization, Technoparks in Turkey, Technology Transfer Offices in Turkey, Academicians from engineering, economics and administrative sciences, law faculties of universities in Turkey.
 - Centers for Incubation, Entrepreneurship and Innovation
- Before and after the event press invitation and bulletin will be sent.

FROM PREVIOUS CONFERENCES

2011



2012



2013



FROM PREVIOUS CONFERENCES

2014



2015



REPRESENTATIVES OF INSTITUTIONS ORGANIZED THE CONFERENCE

Boğaziçi University

Prof. Dr. Lale Akarun, Vice Rector

Murat Akman, Technology Transfer and Commercialization Department Manager

Figen Atalan, Technology Transfer Office

Koç University

Prof. Dr. M. İrşadi Aksun, Vice Rector

Ebru Tan, Research, Project Development, and Technology Transfer Director

Middle East Technical University

Prof. Dr. Volkan Atalay, Vice Rector

Mustafa İ. Kızıldaş, Teknokent General Director

SECRETARIAT OF THE ORGANIZATION

desiBel Agency

Address: Ahi Evran Street, Ata Center, No: 9, Floor: G2 Maslak, 34398 İstanbul

Telephone: +90 212 231 06 73

Fax: +90 212 231 33 37

E-Mail: info@desibelajans.com