

20th Triple Helix Conference Florence

Governing new and traditional partnerships for innovation and development in the post-pandemic world

27 JUNE
29 JUNE 2022

SPONSOR BOOK

 **TRIPLEHELIX**
UNIVERSITY INDUSTRY GOVERNMENT association



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University of Florence
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ORGANIZING SECRETARIAT


meeting
specialists

Viale G. Matteotti, 7 (50121) Florence - Italy
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CONFERENCE CHAIR LETTER

We are living in a time of tremendous changes. The Covid-19 has disrupted our way of life and has exacerbated the economic, societal, and environmental challenges we were already facing. That's why we firmly believe that the co-creation of knowledge and the collaboration mechanisms among different actors embedded in innovation (eco)systems are crucial to build new sustainable paths of development for the wellbeing of our society. The 20th Triple Helix Conference will be held in Florence with the aim to bring together leading scholars, policy makers and practitioners from different fields and sectors to advance the understanding of the dynamics between science, the social sector, industry and governmental institutions under the contemporary challenges.

Marco Bellandi
2022 Conference Chair

TOPICS

Theoretical Foundations And Methodological Approaches For Th Research
Governance Models And Policy Design For Triple Helix Initiatives In The Aftermath Of Covid-19
Evaluating The Impact Of Th Initiatives
Partnerships Of Emerging Actors And Hybrid Organizations For Knowledge Co-Creation, Innovation, And Sustainability
Academic Engagement, Third Mission And The Social Impact Of Universities In The Aftermath Of Covid-19
Entrepreneurship Education In The Context Of Th Approaches
Boosting Social Innovation And Ecological Transition In Regional Innovation Ecosystems
Connecting And Upgrading Industrial Districts
Research In The Periphery, Striving For Global Excellence And Supporting Local Development
Translational Research In Health Science In The Post Pandemic World
Th Partnerships, Co-Patenting, And Market Power Relations
Th Contribution To Sustainability And Recovery Programmes And Policies
The Fourth Industrial Revolution, Innovation Mega Trends And New Challenges For Th Research In The Post Pandemic World
International Integration And Local Development: The Role Of Universities In Connecting Local Communities With Global Knowledge Networks

LOCAL ORGANIZING COMMITTEE



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USEFUL INFORMATION

CONGRESS VENUE:

University of Florence
Department of Economics and Management D6
Via delle Pandette, 9 – 50127 Florence

ORGANISING SECRETARIAT



OIC srl
Viale G. Matteotti, 7 - 50121 Firenze
Tel. (+39) 055 50351 - www.oic.it

USEFUL CONTACTS

Sponsor: sponsorthc2022@oic.it
General info: thc2022@oic.it
Registrations: registrationthc2022@oic.it

SPONSORSHIP PROPOSAL

Please find below a proposal for Industries, Universities, Political or Cultural Institutions that wish to showcase their achievements in the **20th Triple Helix Conference Florence** to be held in **Florence from 27th to 29th June 2022**.

Organizations will be hosted to present their activities and highlight their role in the development of new models of cooperation where Government, Industry and Academia move cross borders to join forces and to achieve innovation outcomes for the socio-economic good.

WEBSITE:

<https://www.triplehelixconference2022.org/>

APPLICATION FORM TO BE SENT TO THE ORGANIZING SECRETARIAT:

OIC SRL • VIALE G. MATTEOTTI, 7 • 50121 FLORENCE

TEL. (+39) 055/5035253 – (+39) 335/8471488 • EMAIL: sponsorthc2022@oic.it - Laura Panerai

Company Name _____

E-mail _____ Address _____

Zip Code _____ City _____ Vat Number _____

We would like to attend the Congress as:

SPONSORSHIP PACKAGES

SPONSOR PACKAGE A	€ 5.500,00 + vat
<p>Nr 1 Company Banner placed in the exhibitor area</p> <p>Nr 1 documents (brochure o flyers) in pdf format uploaded on the Official website in the Sponsor Section</p> <p>Nr 1 Company Video uploaded on the Official website in the Sponsor Section</p> <p>Company Logo on the Official website in the Sponsor Section</p> <p>Company Profile uploaded on the Official website in the Sponsor Section</p> <p>Company Advertisement (1 page – no product) inside the final program</p> <p>Company Logo on congress pads and pens* (graphic and shipping realized by the sponsor company) <i>*first come first served rules</i></p> <p>Nr 2 complimentary registration</p>	

SPONSOR PACKAGE B	€ 3.000,00 + vat
<p>Nr 1 Company Logo on the Official website in the Sponsor Section</p> <p>Company Profile uploaded on the Official website in the Sponsor Section</p> <p>Company Advertisement (1 page – no product) inside the final program</p> <p>Company Banner placed in the exhibitor area</p> <p>Nr 1 complimentary registration</p>	

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OTHER SPONSORSHIPS IN THE CONGRESS VENUE

	Qty	Euro (Vat excl)
Sponsored Workshop 60 min In order to guarantee a better organization of the Company session, we inform you that the meeting rooms will be equipped as follows: Meeting room rental for the time and day assigned; Basic A/V: Screen and video projector connected to the slide centre; Microphones for chairmen's table; One A/V technician assistance in the meeting room; Visibility of the Workshop on the program of the event; Possibility to insert a flyer of the symposium in the congress bag (sponsor will be in charge of the graphics); Conference registration fee for the workshop presenters (max. 3); Visibility of Sponsor's logo on the website Company Video uploaded on the Official website in the Sponsor Section		3.000,00
Sponsored Workshop 30 min In order to guarantee a better organization of the Company session, we inform you that the meeting rooms will be equipped as follows: Meeting room rental for the time and day assigned; Basic A/V: Screen and video projector connected to the slide centre, Microphones for chairmen's table; One A/V technician assistance in the meeting room; Visibility of the Workshop on the program of the event; Possibility to insert a flyer of the symposium in the congress bag (sponsor will be in charge of the graphics) Conference registration fee for the workshop presenters (max. 2) Visibility of Sponsor's logo on the website		2.500,00
Exhibitor Desk rental (1 table, 1 chair)		1.800,00
Company banner in the Congress venue (graphic and shipping realized by the sponsor company)		1.200,00
Company Logo on congress lanyards* (graphic and shipping realized by the sponsor company) <i>*first come first served rules</i>		2.000,00
Company Logo on congress bags* (graphic and shipping realized by the sponsor company) <i>*first come first served rules</i>		1.800,00
Company logo on... <i>Special Award. Exclusive!</i> One of the special award will be entitled with the logo of the sponsor interested <i>*first come first served rules</i>		3.500,00
Company Logo on congress pads and pens* (graphic and shipping realized by the sponsor company) <i>*first come first served rules</i>		1.000,00
Company Logo on the Directional signage in the Congress venue		3.500,00
Adv: nr 1 bag insert inside the congress bags		1.000,00
Company Logo on the chevaliers for the Coffee Points		1.500,00
Company Logo on the chevaliers for the Lunch Buffet		2.000,00
Company LOGO on the "sanitizing travel kit" (the sanitizing kit will be distributed to all the delegates and includes the sanitizing gel and 5 masks)		To be defined
ADV on the final program: . 1 internal page Or Back cover page(Exclusive!)		1.000,00 1.500,00
COMMON AREAS - SANITIZING GEL DISPENSERS Package of 20 sanitizing gel dispensers that will be positioned within the congress venue (registration desk, congress rooms ...) EXCLUSIVE! (1 Company logo) SHARED (Min. 2 Company)		5.600,00 Exclusive! or 2.800,00 per company

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Newsletter to pre-registered delegates (contents and graphic realized by the Sponsor but it will be sent by the organizing secretariat) to promote Industry Session or ADV created by the sponsor and sent by e-mail to all participants in the last Congress editions. Graphics supplied by the Sponsor Format: HTML Format + Word or PDF draft with: object, e-mail addresses for test e-mail	1.700,00
Participation in the Conference expenses	To be defined
VIRTUAL SPONSORSHIPS	
COMPANY VIDEO uploaded on the Official website in the Sponsor Section	1.000,00
EXCLUSIVE! CONGRESS COUNTDOWN Personalized with Company logo and published on the website homepage	1.000,00
Company Profile and Logo uploaded on the Official website in the Sponsor Section	500,00
Nr 1 document (brochure o flyers) in pdf format uploaded on the Official website in the Sponsor Section	800,00
Company Logo on the Official website in the Sponsor Section	700,00
CONGRESS BREAKS ADV: VIDEO SPOT Video provided by the Sponsor and transmitted during the Congress breaks (on site & streaming) – max 1 minute	1.400,00
CONGRESS BREAKS ADV: SLIDE IN LOOP Sponsored slide provided by the Sponsor and transmitted during the Congress breaks	1.000,00

All the above quotations mentioned in this sponsor book are VAT excluded and VAT should be added if applicable
For further information, ideas, suggestions, do not hesitate to write an e-mail to sponsorthc2022@oic.it

Date _____

Sign _____

