

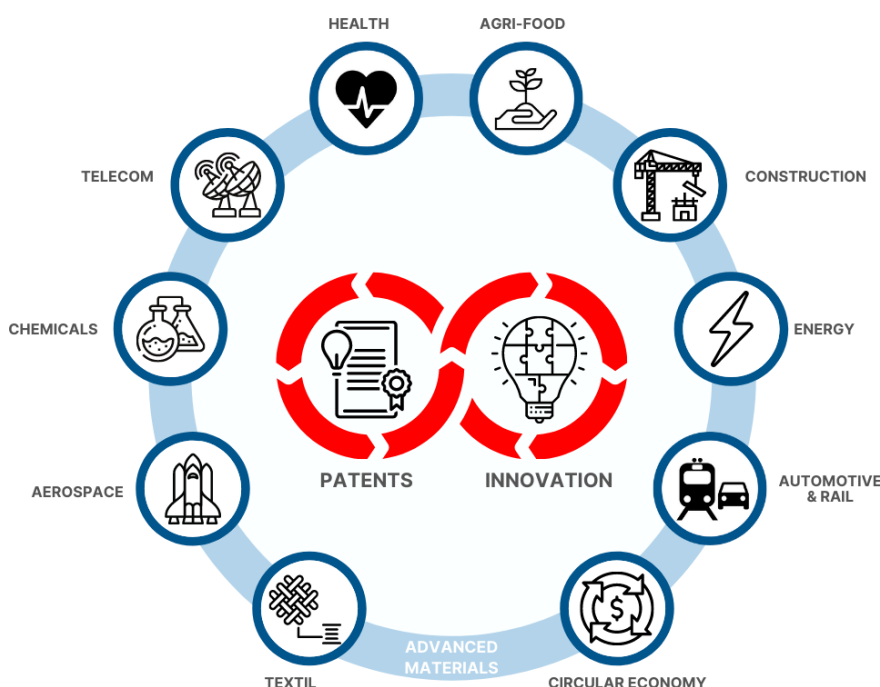
# P4i PATENTS *for* INNOVATION

## WELCOME TO P4I 2022

### The “Patents for Innovation” International Summit & Expo

The 1<sup>st</sup> edition of the “Patents for Innovation” International Summit & Expo (P4I 2022) will be organized in **Madrid (Spain) October 26-27, 2022** and this event aims to become the largest European meeting point in Innovation and Tech Transfer. P4I 2022 is born as a forum for technological innovation and also as a patent fair, thus allowing the creation of a market for the transfer of research results and the purchase and sale of scientific patents.

**Application sectors of interest:** Health – Energy – Agri-food – Construction – Automotive & Rail – Telecom – Chemicals – Aerospace – Textiles – Circular Economy – Advanced Materials



#### Short facts (29/08/2022)

- 55 Exhibitors
- 3 Pavilions
- 10 Sponsors
- 3 Plenary speakers

- |   |                        |
|---|------------------------|
| <b>2 DAYS</b> OCTOBER 26-27 • 2022 / MADRID (SPAIN) | <b>EXHIBITION</b>      |
| <b>PLENARY SESSION</b>                              | <b>ROUND TABLES</b>    |
| <b>POSTER SESSION</b>                               | <b>BROKERAGE EVENT</b> |
| <b>FOCUSED WORKSHOPS</b>                            |                        |



# SUMMIT PROGRAM



## SUMMIT AGENDA

### OCTOBER 25

19:00 - VIP Reception

### OCTOBER 26

#### Opening Ceremony

08:00 - Registration

09:00 - Opening Ceremony | Diana Morant Ripoll, Minister for Science and Innovation

09:15 - Event Presentation | José Luis Martínez Almeida, Mayor of Madrid - TBC

| Félix Zamora, Vice-Rector for Innovation & Tech Transfer at UAM

#### Plenary Session: Deep Science, the Next Revolution

09:45 - The World in 2050. Impact of Neurotechnology on Science, Medicine and Society | Rafael Yuste (Columbia University, USA)

10:15 - Commercial potential of metallic two-dimensional transition metal dichalcogenides | Manish Chhowalla (University of Cambridge, UK)

10:45 - Break

11:20 - Innovation in Point-of-care sensing technologies for the post-pandemic clinical diagnostics market | Laura Lechuga (ICREA/ICN2, Spain)

11:50 - Deep science and quantum computing solutions for the Grand Challenges | Speaker TBC

12:20 - Public Research and the Importance of Patents | José Antonio Gil Celedonio (OEPM, Spain)

12:30 - Deep Science Key Players | Amaya Mendikoetxea, Rector of UAM

| Almudena Trigo, Founder at BeAble Capital

| Isabel Díaz Ayuso, President of the Comunidad de Madrid

| Isabel Díaz Carretero, CSIC Researcher at the Institute of Catalysis and Petrochemistry - TBC

13:00 - Closing Plenary Session

#### Round Tables: Impact of Deep Science in Industry and Society

14:30 - How is technology transferred?

15:00 - The importance of patents in technology transfer | Laura Montoya, Head of the Legal & Litigation Department at ABG Intellectual Property

15:45 - Creation of startups based on patents | Rubén Bonet, CEO at Fractus

| Das Photonics - TBC

| Onix Solar - TBC

16:15 - The value of licenses for business

| Ana Isabel Montenegro, CEO Repsol Deep Science

| Jesús Ángel García, CIO Indra

16:45 - Milestones in Spanish Technology

17:15 - Sustainability and the importance of Deep-Science

17:45 - Venture Capital in Deep Science | Alberto Díaz, Co-Founder Beable Capital

18:15 - Deep Science Ecosystem Generation | Miguel Muñoz Padellano, Development Director Kadans

| Jorge Álvarez, Director at K-node

#### Focused Workshops

14:30 - Why, when, and how to file university patents? | OEPM

15:30 - Internationalization of the registration and commercialization of patents | OEPM

16:30 - Most significant cases of the Science-Industry Science Transfer | CSIC

18:45 - Welcome Reception at La Nave

Tentative SUMMIT Agenda as of 20/07/2022



## OCTOBER 27

### Round Tables

10:00 - Acciona and Envision | Belén Linares, Innovation Director at Acciona Energy  
10:30 - Ethical and Philosophical Aspects of Deep Science | Valerio Rocco, Researcher at UAM  
| Juan Arana, Researcher at Sevilla University  
11:00 - Public Procurement & Intellectual Property | Maysoun Douas, Founder at Startup Commission  
11:30 - Break

### Focused Workshops

12:00 - The Creative Spark: How Imagination Made Us Human | Agustín Fuentes, Anthropologist at Princeton University  
12:30 - The spin-offs of the very small | Javier Martí, Professor at UPV - TBC

### Brokerage Event

09:00 - 11:00: B2B meetings  
11:00 - Break  
11:00 - 13:00: B2B meetings

### Pitch Room 1

#### Companies Patent Pitch

09:00 - Nanotechnology | TBD  
09:20 - New Materials | TBD  
09:40 - Photonics | TBD  
10:00 - Biotech | TBD  
10:20 - Micro&Nano Electronics | TBD  
10:40 - Quantum Computing | TBD  
11:00 - Break

#### Companies Patent Pitch

11:00 - Algorithmics | TBD  
11:20 - IoT | TBD  
11:40 - Advanced Computing | TBD  
12:00 - Advanced Manufacturing | TBD  
12:20 - Agro & Food Tech | TBD  
12:40 - Robotics | TBD  
13:00 - Digital Health | TBD

### Pitch Room 2

#### University Capabilities

09:00 - National and Kapodistrian Univ. of Athens | Yiannis Dimitrakopoulos  
09:10 - Universiteit Antwerpen | Bram Verbinen  
09:20 - Nova University Lisbon - Rui Manuel Silva  
09:30 - University of Southern Eastern Norway | Maaike Dooper  
09:40 - Sapienza Università di Roma | M. Cristina Di Giovancarlo  
09:50 - Université Libre de Bruxelles | Frederic Pierard  
10:00 - Axencia Galega de Innovación | TBD  
10:10 - Junta de Castilla y León | TBD  
10:20 - TBD  
10:30 - TBD  
10:40 - TBD  
10:50 - TBD  
11:00 - Break

### Event Closing

18:00 - Event Closing | Félix Zamora, Vice-Rector for Innovation & Tech Transfer at UAM

Tentative SUMMIT Agenda as of 20/07/2022



OCTOBER 25, 2022	OCTOBER 26, 2022	OCTOBER 27, 2022
	P4i EXPO	P4i EXPO
	P4i OPENING CEREMONY	
	P4i PLENARY SESSION	P4i B2B
	P4i SUMMIT "FOCUSED WORKSHOP & ROUND TABLES"	P4i SUMMIT "FOCUSED WORKSHOP & ROUND TABLES"
P4i VIP RECEPTION	P4i WELCOME RECEPTION	P4i CLOSING

## WHY EXHIBIT?

- To be part of one of the most important international events on Innovation and Tech Transfer
- Present your patents, products, brand & activities in an exciting setting focused on the latest advanced materials innovations and market trends
- To meet new customers from around the world
- Provide a base to interact with an international audience. Generate new business for your products, patents and services
- Our exhibition booths & Pavilions are located in the heart of the networking areas giving you the opportunity to network with colleagues, potential customers and leaders in research and development, industry, venture capital, etc.
- Company name listed on the P4I Expo WEB site ([www.p4iexpo.com](http://www.p4iexpo.com)) with a link to your company's Web site
- A perfect platform to spotlight new product, patent or service introduction

## WHY SPONSOR?

- Increased exposure and awareness for your company
- Recognition in Expo & Summit print materials distributed to all attendees
- Multiple promotional and sponsorship opportunities
- Grow your business
- Meet new contacts that could become future partners
- Position your company as a key and impacting partner of the entire Innovation Community
- Raise your company's visibility, increase your brand awareness and highlight your company's presence as an active and important player in the field.
- Company name listed on the P4I Expo WEB site ([www.p4iexpo.com](http://www.p4iexpo.com)) with a link to your company's Web site



## P4I Expo & Summit 2022 EXHIBITION STAND OPPORTUNITIES



### STAND OPPORTUNITIES

PACKAGES	PASSES INCLUDED Expo, E2B & Summit	COUNTER	STOOL	MEETING TABLE & 2 CHAIRS	BROCHURE RACK	PRINTED BACK WALL	FEES* BEFORE SEPT 09	FEES* AFTER SEPT 09
STANDARD 4m <sup>2</sup>	1	1	2			✓	1500 €	1800 €
STANDARD 6m <sup>2</sup>	2	1	2			✓	2000 €	2400 €
STANDARD 8m <sup>2</sup>	3	1	2	1	1	✓	2400 €	2880 €
STANDARD 12m <sup>2</sup>	4	2	4	1	2	✓	3200 €	3840 €
STANDARD 16m <sup>2</sup>	5	2	4	1	2	✓	3900 €	4680 €

\*VAT not included (21%)  
Spanish VAT only applies to Spanish institutions

#### EXHIBITION PACKAGES INCLUDE:

- One wastebasket
- Electricity socket (230V)
- Carpeting
- Daily cleaning
- Printed backwall
- Logo of the company in the P4I program guide/Exhibitors listing
- Logo, company's short description (max. 100 words) and internet link at P4I website



Standard Package (image not contractual)



The organisation offers the possibility to overseas **pavilions** of distributing a brochure (ONE representative brochure of the pavilion) to all attendees.  
Erection, dismantling and assembly fee not included. Electricity, daily cleaning and Hook Up Permit not included.  
Additional full & VIP passes giving access to the B2B & P4I Summit can be bought at: [www.p4iexpo.com](http://www.p4iexpo.com)  
**Exhibition passes giving access to the P4I Exhibition area are free of charge.**



\*VAT not included (21%)  
Spanish VAT only applies to Spanish institutions





# P4I Expo & Summit 2022 SPONSORING SPONSOR PACKAGES

MAIN SPONSOR	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EXPO SUPPORTER
80.000 €	50.000 €	30.000 €	15.000 €	8.000 €	4.000 €	2.000 €



MAIN  
SPONSOR

80.000 €

**Exclusive**

## BENEFITS PACKAGE

### Main Sponsor signage package

- Company logo with hyperlink on P4I website homepage
- Company logo and description with hyperlink on P4I conference website
- Company logo projected at the beginning of all Plenary and focused sessions
- Company logo and description in the Program Guide
- Company logo on digital kiosks at the conference venue
- Company logo on P4I email blast marketing promotions (x4)
- One sided large vinyl banner with company logo displayed in the Registration area indicating "Main Sponsor" (artwork provided by sponsor—optional)
- One sided large vinyl banner with company logo displayed in the Expo area indicating "Diamond Sponsor" (artwork provided by sponsor—optional)
- One sided large vinyl banner with company logo displayed in the VIP lounge indicating "Main Sponsor" (artwork provided by sponsor—optional)
- Company logo on one sided large vinyl banner displayed in the Expo area acknowledging all conference sponsors
- Focused workshops signage (up to five door banners provided for meeting rooms)
- Company name on Focused Workshops location directories
- Website banner advert (6 months) – Home & Registrations pages

### Exhibition

One 10×10 Exhibit Area in the P4I Expo / Pavilion included (artwork provided by sponsor)

### P4I passes

- 60 P4I VIP registrations
- 50% discount to all non-registered company employees

### Commercial company spots

- One commercial company spot (max 2 minutes) – Opening Plenary Session on day 1
- One commercial company spot (max 1 minute) – Opening VIP Welcome reception (Oct. 23)
- One commercial company spot (max 1 minute) – Opening P4I Networking reception on day 1

### Others

- Lanyards sponsor (all delegates)
- One delegate bag insert
- One full-page, 4-color Program Guide advertisement (premium)
- Organisation of a Focused Workshop or Round Table (optional)
- Acknowledgement as a Main Sponsor on the Program Guide's outside back cover
- Speaking slot in the Plenary Session / 30 min (subject to approval by the Organising Committee)
- Company welcome address during the Plenary Session Opening (max 2 minutes)
- Company welcome address during the VIP Welcome Reception Opening (max 1 minute)
- Company welcome address during the Networking reception Opening (max 2 minutes)



DIAMOND

50.000 €

**One per sector**

## BENEFITS PACKAGE

### Diamond signage package

- Company logo with hyperlink on P4I website homepage
- Company logo and description with hyperlink on P4I conference website
- Company logo projected at the beginning of all Plenary and focused sessions
- Company logo and description in the Program Guide
- Company logo on digital kiosks at the conference venue
- Company logo on P4I email blast marketing promotions (x2)
- One sided large vinyl banner with company logo displayed in the Registration area indicating “Diamond Sponsor” (artwork provided by sponsor—optional)
- One sided large vinyl banner with company logo displayed in the Expo area indicating “Diamond Sponsor” (artwork provided by sponsor—optional)
- Company logo on one sided large vinyl banner displayed in the Expo area acknowledging all conference sponsors
- Focused workshops signage (up to three door banners provided for meeting rooms)
- Company name on Focused Workshops location directories
- Website banner advert (4 months) – Home & Registrations pages

### Exhibition

- One 8x8 Exhibit Area in the P4I Expo / Pavilion included (artwork provided by sponsor)

### P4I passes

- 40 P4I VIP registrations
- 35% discount to all non-registered company employees

### Commercial company spots

- One commercial company spot (max 2 minutes) – Opening Plenary Session on day 1
- One commercial company spot (max 1 minute) – Opening VIP Welcome reception (Oct. 23)

### Others

- One delegate bag insert
- One full-page, 4-color Program Guide advertisement (inside)
- Organisation of a Focused Workshop or Round Table (optional)
- Acknowledgement as a Diamond Sponsor on the Program Guide’s outside back cover
- Speaking slot in the Plenary Session / 20 min (subject to approval by the Organising Committee)
- Company welcome address during the Plenary Session Opening (max 2 minutes)
- Company welcome address during the VIP Welcome Reception Opening (max 1 minute)
- Company welcome address during the Networking reception Opening (max 1 minute)



## BENEFITS PACKAGE

### Platinum signage package

- Company logo with hyperlink on P4I website homepage
- Company logo and description with hyperlink on P4I conference website
- Company logo projected at the beginning of all Plenary and featured sessions
- Company logo and description in the Program Guide
- Company logo on digital kiosks at the conference venue
- Company logo on P4I email blast marketing promotions (x1)
- One sided large vinyl banner with company logo displayed in the Registration area indicating “Platinum Sponsor” (artwork provided by sponsor—optional)
- One sided large vinyl banner with company logo displayed in the Expo area indicating “Platinum Sponsor” (artwork provided by sponsor—optional)
- Company logo on one sided large vinyl banner displayed in the Expo area acknowledging all conference sponsors
- Company name on Focused Workshops location directories
- Website banner advert (2 months) – Home & Registrations pages

### Exhibition

- One 6×5 Exhibit Area in the P4I Expo / Pavilion included (artwork provided by sponsor)

### P4I passes

- 30 P4I VIP registrations
- 25% discount to all non-registered company employees

### Commercial company spots

- One commercial company spot (max 2 minutes) – Plenary Session on day 1
- One commercial company spot (max 1 minute) – Opening VIP Welcome reception (Oct. 23)

### Others

- One delegate bag insert
- One full-page, 4-color Program Guide advertisement (inside)
- Organisation of a Round Table (optional)
- Acknowledgement as a Platinum Sponsor on the Program Guide’s outside back cover
- Speaking slot in the Plenary Session / 15 min (subject to approval by the Organising Committee)
- Company welcome address during the Plenary Session Opening (max 1 minute)
- Company welcome address during the VIP Welcome Reception Opening (max 1 minute)
- Company welcome address during the Networking reception Opening (max 1 minute)







## BENEFITS PACKAGE

### Gold signage package

- Company logo and description with hyperlink on P4I conference website
- Company logo projected at the beginning of all Plenary featured sessions
- Company logo and description in the Program Guide
- Company logo on P4I email blast marketing promotions (x1)
- One sided vinyl banner with company logo displayed in the Registration area indicating “Gold Sponsor” (artwork provided by sponsor—optional)
- Company logo on one sided large vinyl banner displayed in the Expo area acknowledging all conference sponsors
- Company name on Focused Workshops location directories
- Website banner advert (2 months) – Home page

### Exhibition

- One 4x5 Exhibit Area in the P4I Expo / Pavilion included (artwork provided by sponsor)

### P4I passes

- 20 P4I VIP registrations
- 20% discount to all non-registered company employees

### Commercial company spots

- One commercial company spot (max 1 minute) – Plenary Session on day 1
- One commercial company spot (max 1 minute) – P4I Networking reception on day 1

### Others

- One delegate bag insert
- 1/2 page, 4-color Program Guide advertisement (inside)
- Acknowledgement as a Gold Sponsor on the Program Guide’s outside back cover
- Speaking slot in the Plenary Session / 10 min (subject to approval by the Organising Committee)
- Company welcome address during the Networking reception Opening (max 1 minute)



## BENEFITS PACKAGE

### Silver signage package

- Company logo and description with hyperlink on P4I conference website
- Company logo and description in the Program Guide
- Company name on Focused Workshops location directories
- Website banner advert (1 month)

### Exhibition

- One standard 12 m2 exhibition stand in the P4I Expo

### P4I passes

- 10 P4I VIP registrations
- 15% discount to all non-registered company employees

### Others

- One delegate bag insert
- 1/2-page, 4-color Program Guide advertisement (inside)
- Acknowledgement as a Silver Sponsor on the Program Guide’s outside back cover



## BENEFITS PACKAGE

### Bronze signage package

- Company logo and description with hyperlink on P4I conference website
- Company logo and description in the Program Guide
- Company logo on one sided large vinyl banner displayed in the Expo area acknowledging all conference sponsors
- Website banner advert (15 days) – Home page

### Exhibition

- One standard 6 m2 exhibition stand in the P4I Expo

### P4I passes

- 4 P4I VIP registrations
- 10% discount to all non-registered company employees

### Others

- 1/4 page, 4-color Program Guide advertisement (inside)
- Acknowledgement as a Bronze Sponsor on the Program Guide's outside back cover



## BENEFITS PACKAGE

### Supporter signage package

- Company logo and description with hyperlink on P4I conference website
- Company logo in the Program Guide
- Company logo on one sided large vinyl banner displayed in the Expo area acknowledging all conference sponsors

### P4I passes

- 2 P4I VIP registrations
- 5% discount to all non-registered company employees





# P4I Expo & Summit 2022 SPONSORING SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP OPPORTUNITIES

	DESCRIPTION	AVAILABILITY	PRICE*
<b>CONFERENCE BAGS LOGO</b> <small>Included: Sponsors Logo in P4I 2022 page with a link back to the sponsor website + TWO VIP passes</small>	Bags (with P4I logo and your logo) to be given to all attendees. Opportunity to insert also a flyer.	Limited (several logos)	3500 €
		Exclusive (one logo only)	8000 €
<b>USB MEMORY STICK</b> <small>Included: Sponsors Logo in P4I 2022 page with a link back to the sponsor website + TWO VIP passes</small>	USB with your logo and P4I 2022 logo. The P4I program book needs to be recorded in the USB stick and will be delivered to all participants. (Sponsor is responsible for production and shipping)	1	3000 €
<b>LANYARDS SPONSOR</b> <small>Included: Sponsors Logo in P4I 2022 page with a link back to the sponsor website + TWO VIP passes</small>	Lanyards (with P4I logo and your logo) to be delivered to all attendees. (Sponsor is responsible for production and shipping)	1	5000 €
<b>PROMOTIONAL PRODUCT INSERT</b>	Promotional product to insert in conference bags delivered to all attendees. Subject to approval	Limited	3000 €
<b>FLYER BAG INSERT</b>	Flyer to insert in conference bags delivered to all attendees	Limited	1000 €
<b>AD IN P4I PROGRAM GUIDE</b>	Full page color Ad in the P4I Program Guide	Unlimited (Inside)	1200 €
		Inside Back Cover	2500 €
		Inside Front Cover	4000 €
		Back Cover	5000 €
<b>SPEAKING SLOT</b>	Speaking slot in one of the P4I Focused Workshops. Ask the organization for details	Limited	Under Consultation
<b>PATENTS AWARDS</b>	All patents displayed at the P4I Expo will be evaluated for the awards. Ask the organization for details	Unlimited	Under Consultation
<b>FOCUSED WORKSHOP</b>	Organisation of a Focused Workshops within P4I. Ask the organization for details	Limited	Under Consultation
<b>FOOTPRINT</b>	Feet printed on the floor (sticker) with your logo on specific areas (on the way to your booth, Plenary session, etc.)	Limited	From 2500 €
<b>COFFEE BREAK (VIP LOUNGE)</b> <small>Included: Sponsors Logo in P4I 2022 page with a link back to the sponsor website + 5 VIP passes</small>	Company logo will be featured prominently in Coffee Break Areas (VIP Lounge Area) during 1 day. Opportunity to place company's promotional flyers near the coffee break areas for participants to pick up and roll ups	4	8000 €
<b>WELCOME RECEPTION OCTOBER 26 (EXPO AREA)</b> <small>Included: Sponsors Logo in P4I 2022 page with a link back to the sponsor website + additional VIP passes</small>	Additional P4I VIP Passes. Company sign will be featured prominently at the Reception area (Supplied by the sponsors). Opportunity to distribute items (company's literature and gifts/giveaways) at a display table. Opportunity to make a welcome speech – a maximum of 2 minutes to open the Reception.		Under Consultation
<b>VIP WELCOME RECEPTION OCTOBER 25</b> <small>Included: Sponsors Logo in P4I 2022 page with a link back to the sponsor website + additional VIP passes</small>	Additional P4I VIP Passes. Company sign will be featured prominently at the Reception area (Supplied by the sponsors). Opportunity to distribute items (company's literature and gifts/giveaways) at a display table. Opportunity to make a welcome speech – a maximum of 2 minutes to open the Reception.		Under Consultation
<b>WEBSITE BANNER AD</b>	Home or Registration page (Size 220x110px)	15 days	1000 €
		1 month	1900 €
		2 months	3500 €
	Home and Registration page (Size 220x110px)	15 days	1500 €
		1 month	2800 €
		2 months	4200 €
<b>EVENT MARKETING AND E-MAILS</b>	Sponsor content in the event marketing E-mail / confirmations / event reminders	x1	1200 €
		x3	3000 €

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**ORGANISERS**



Universidad Autónoma  
de Madrid



**CONTACT**

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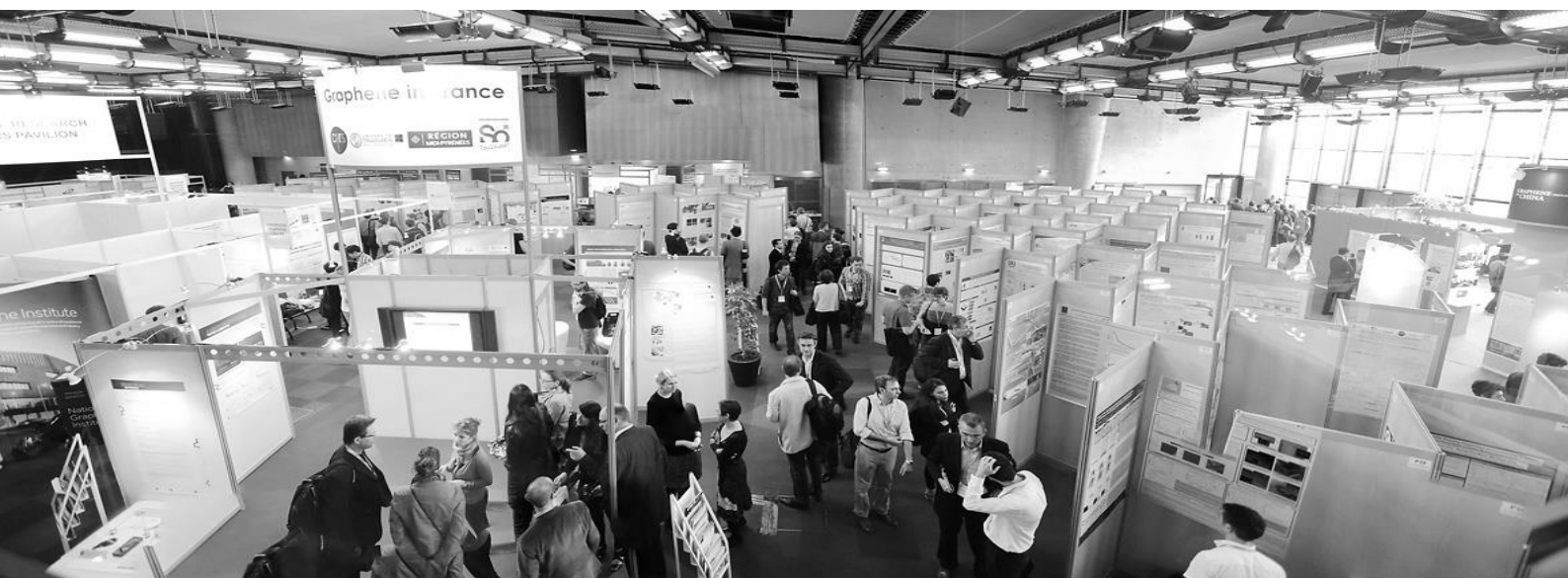
# CONNECTING SCIENCE AND TECHNOLOGY

## Expo & Summit • October 26-27, 2022





Madrid (Spain) – La Nave / October 26-27, 2022







**PARTNERS**

**CIVIS**

A European Civic University



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**Junta de Andalucía**



**Junta de  
Castilla y León**



Madrid  
**K·node**  
knowledge-based  
innovation ecosystem



Asociación  
para la defensa  
de la **Marca**



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de Patentes y Marcas**



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DE LA UNIÓN EUROPEA



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**AIMPLAS** **farmaindustria**  
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## SPONSORS

### DIAMOND



Madrid  
**K·node**  
knowledge-based  
innovation ecosystem



### GOLD+



**CSIC**

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### GOLD



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### BRONZE



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DE MADRID

### OTHERS



**Comunidad  
de Madrid**



**MADRID**

### EXPO SUPPORTER



**REPSOL**



# EXHIBITORS





## PAVILIONS

