



# *Running a Successful Showcase*

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## *TEDCO Federal Laboratory Partnership Program Goals*

- ❖ create awareness of technologies available in Maryland's Federal Labs
- ❖ improve Maryland companies' technical skills
- ❖ increase product development and prototyping for early stage product development, and
- ❖ strengthen Maryland's economy.



**Showcase MD  
technologies**

## ***TEDCO Showcase Overview***

- ❖ **Focus on technology development opportunities/Commercial applications**
- ❖ **Target audience: companies to develop advanced technology**
- ❖ **Goal of presentations: get audience members to want to know more**

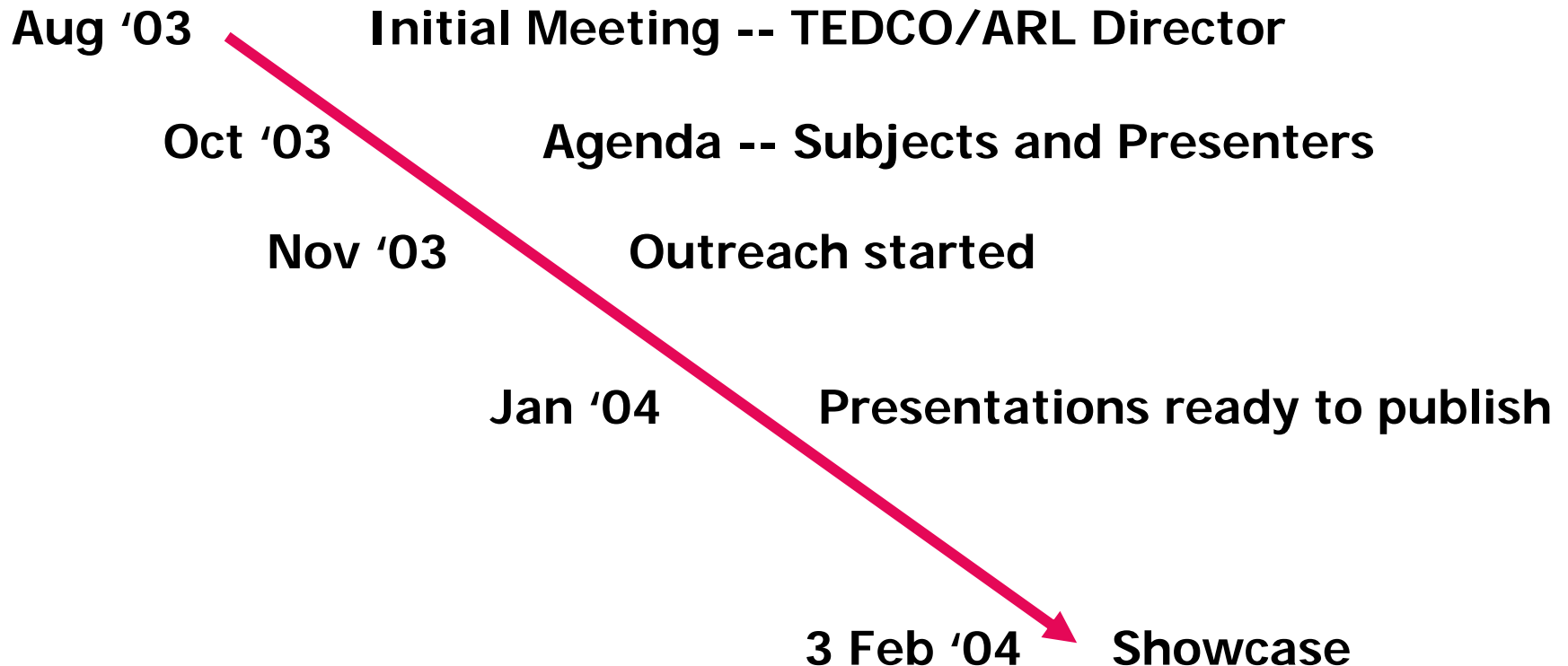
***Biggest ARL challenge***

***Getting the Scientists to understand this!***

## *Showcase Basics*

- ⊕ **Formal welcome**
- ⊕ **How to do Tech Transfer with ARL**
- ⊕ **Scientists (5 to 7 minutes each)**
- ⊕ **Poster sessions at breaks and lunch**
- ⊕ **Binder with contact information**

## *TEDCO / ARL Showcase Timeline*



## *TEDCO Role*

## *ARL Role*

### **Showcase management**

- ✦ Co-sponsors
- ✦ Outreach/advertising
- ✦ Funding for most costs
- ✦ Catering
- ✦ Registration
- ✦ Instructions to attendees
- ✦ Technology agenda
- ✦ Instructions to Scientists
- ✦ Security
- ✦ Approves public information releases
- ✦ Senior level presence

## *TEDCO outreach*

- ⊕ Mail-out postcard to arrive 4 weeks prior to showcase
- ⊕ Email advertisement from
  - ⊕ TEDCO
  - ⊕ State technology councils to membership
  - ⊕ Co-sponsors to network
- ⊕ Hard copy handouts at networking events
- ⊕ Print advertising
- ⊕ Incubator distribution of hard copy announcement
- ⊕ TEDCO Web site page for showcase

## *TEDCO Preparations*

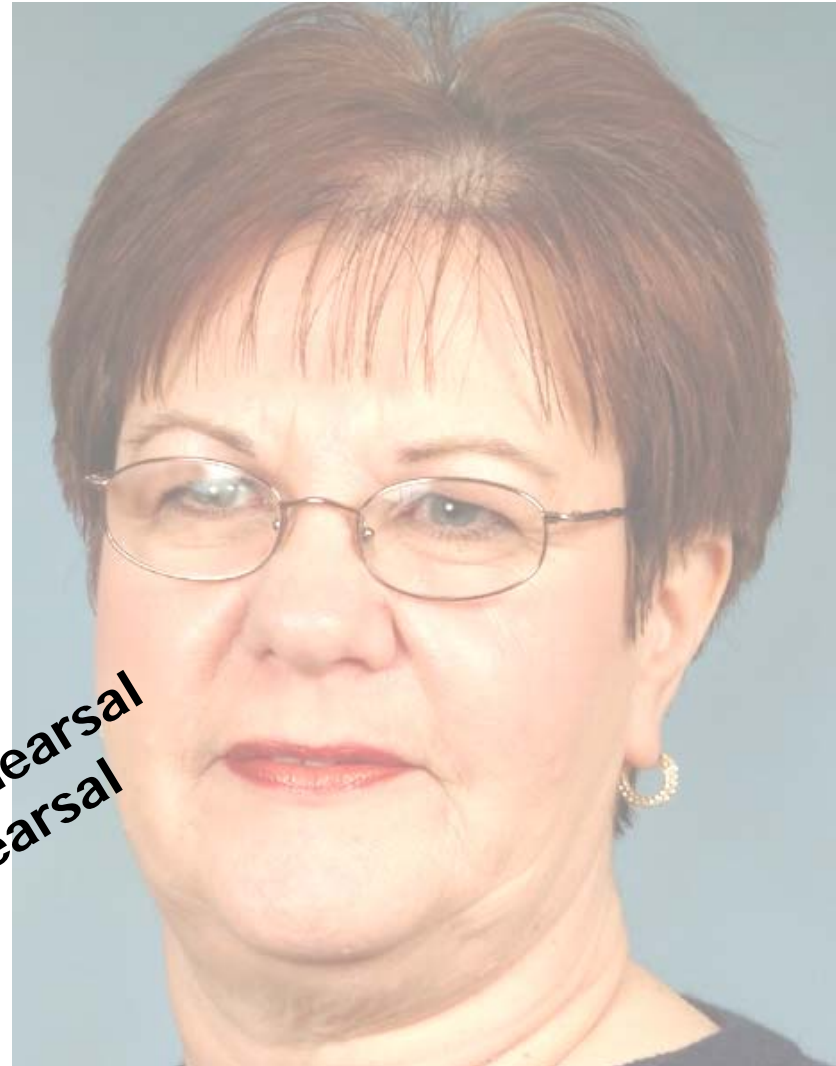


- ✦ Weekly teleconference
- ✦ Catering
- ✦ Binders
  - ▣ TEDCO/ARL team
- ✦ On-line registration
- ✦ Advertising

## *ARL Preparations*

- ✦ Great team
  - ▣ Security
  - ▣ Movement of people
  - ▣ Gory details
- ✦ Speakers
  - ▣ Standard charts
  - ▣ Rehearsals
  - ▣ Posters

★ Content rehearsal  
★ Dress rehearsal



## *Show Time*

### *TEDCO Role*

- ✦ Name Speakers
- ✦ Attendees sign-in and name tags
- ✦ Meet and Greet

- ✦ Adapt program
- ✦ Connect people

### *ARL Role*

- ✦ Site Prep/Escorts
- ✦ Binders
- ✦ Emcee/Speakers
- ✦ Tour guides

**188 registrants**  
**127 attendees**

## *Showcase Results*

### TEDCO sponsored collaborations

- 16 FLPP awards to pay CRADA costs
  - Total support: \$321,000
- 20 MTTF awards to companies working with federal labs in Maryland
  - TEDCO Investment:  
\$ 1.1 million
  - Company match:  
\$11.8 million

### ARL Results

- Many queries concerning possible cooperative R&D and licenses
- CRADAs and PLAs in process



## *For further information:*

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