

# 2024 Marketing Kit



## Explore AIPLA's advertising, sponsorship and exhibitor opportunities

Reach a distinct audience of high-level decision makers and buyers in the IP law profession through AIPLA...One of the largest and most influential professional organizations in the IP industry.



AIPLA offers a variety of advertising, exhibitor and sponsorship opportunities to showcase your company during our annual conferences, as well as advertising in our Quarterly Journal, e-newsletters, and on the AIPLA website.

Founded in 1897, AIPLA is the premier legal association focusing on intellectual property issues of both national and international impact. Members are individuals, companies and institutions involved directly or indirectly in the practice of patent, trademark, copyright, trade secret, and unfair competition law, as well as other fields of law affecting intellectual property. Members are both owners and users of intellectual property.

## Reach AIPLA's approximately 7,500 members with these options:

### AIPLA Stated Meetings and Road Shows

Market your company during the Spring Meeting, Annual Meeting, Corporate Practice Institute, Patent Prosecution Boot Camp, Chemical Patent Practice Institute, Trademark Boot Camp, and the Legal Secretaries Conferences. Advertise in the preview, mobile app, daily Newsstand, Quarterly Policy Memo, eBulletin - our post-meeting newsletter, participate as an exhibitor, or become a sponsor; there are sponsorship levels for every budget.

### Quarterly Journal

The AIPLA Quarterly Journal is a must-read for members. It is edited and managed by an Editorial Board of intellectual property experts and a staff of law students at the George Washington University Law School. The Quarterly Journal is dedicated to presenting materials relating to intellectual property matters. Place a full or half page ad in all four issues and save. The Journal is available online to AIPLA members and subscribers. Additionally, copies are printed for subscribing law libraries.

### AIPLA Website and E-Newsletters

Members rely on the AIPLA website, [www.aipla.org](http://www.aipla.org), and e-newsletters, to keep them up-to-date on upcoming Continuing Legal Education sessions; look for jobs in the Career Center; and follow legislative and regulatory updates. A variety of banner advertising opportunities are available.

### AIPLA List Rental

Mail your direct mail piece to AIPLA members by renting our mailing list. AIPLA's list rental management company works with you to customize NCOA-certified lists and maximize your response rates for mailings.

# Quarterly Journal

The *Quarterly Journal* is available online to approximately 7,500 AIPLA members and subscribers. Members are sent an email announcement with a link when it gets posted online. Additionally, we print copies for subscribing law libraries. It is edited and managed by an Editorial Board of intellectual property experts and a staff of law students at the George Washington University Law School. For over 50 years, the *Quarterly Journal* has been dedicated to presenting materials relating to intellectual property matters. Issues of the Journal are also printed and mailed to subscribers and AIPLA members who have requested copies in print. Advertisements that are included in the print publication are in the online version of the Journal.

Advertisers will be included on the *Quarterly Journal* issue landing page on the website and will be acknowledged in the launch email.

AIPLA Quarterly Journal Advertising (B&W only)					
Ad Unit	Size	RATE			
		1 issue	2 issues	3 issues	4 issues
Full Page	5" x 7 1/4"	\$1,200	\$1,050	\$950	\$850
Half Page	5" x 3 3/4"	\$900	\$750	\$650	\$550

## Quarterly Journal Submission Guidelines

### Format

**Electronic Submission:** Advertisers should send a color ad in a common electronic graphic format (i.e., Illustrator, Photoshop or EPS, TIF, high resolution PDF, or BMP). Advertisements in word-processing programs cannot be accepted. Also, we do NOT accept Corel Draw files. Artwork must have a minimum resolution of 300 dpi.

## Quarterly Journal Advertising Deadlines

Issue	Due Date
Volume 52, #1, Winter	The first Friday in March
Volume 52, #2, Spring	The first Friday in April
Volume 52, #3, Summer	The first Friday in June
Volume 52, #4, Fall	The first Friday in September



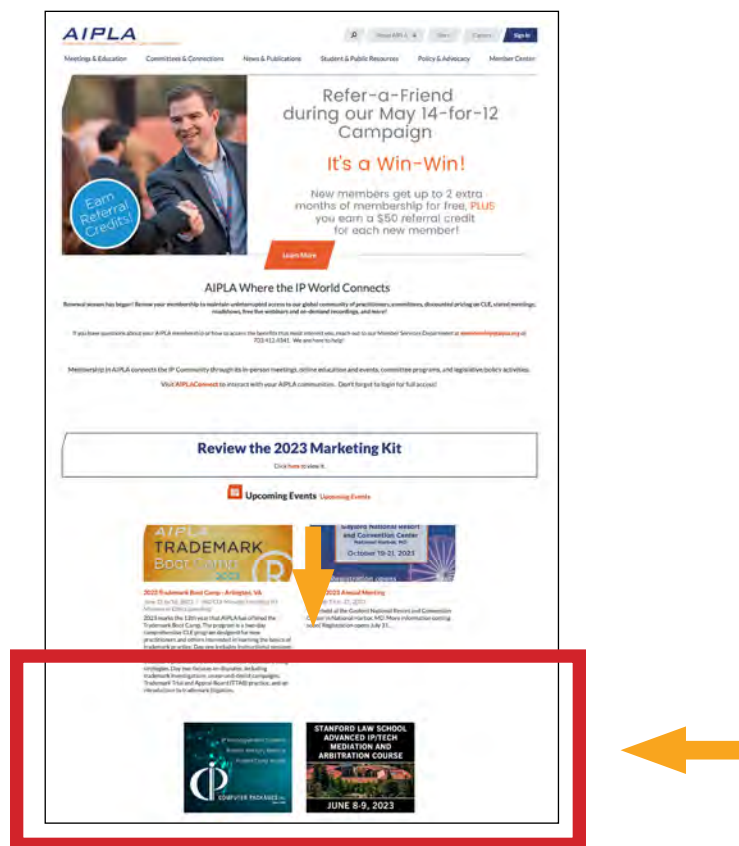
# aipla.org Banners

## AIPLA.org Banner Advertising

Members rely on the AIPLA website, [www.aipla.org](http://www.aipla.org), to keep them up-to-date on upcoming meetings and Continuing Legal Education sessions; look for jobs in the Career Center; and follow legislative and regulatory updates. A variety of web advertising opportunities are available.

Quarterly Journal Advertising Deadlines						
Ad Unit	Size		Rate			
	(In Pixels)	File Size	1 Month	3 Months	6 Months	12 Months
Home Page Box Unit	300 x 250	40K	\$1,500	\$3,000	\$5,000	\$8,000
Secondary Page Box Unit	300 x 250	40K	\$1000	\$2,000	\$3,000	\$4,000

There will be an additional charge of \$100 for animated GIFs.



# E-Newsletters

## Notes + News

AIPLA's bi-monthly e-newsletter is sent to nearly 7,500 contacts. Content includes recent IP news, upcoming educational programs, member benefits, updates on AIPLA's advocacy efforts, and highlights the work of our Committees.

Ad Unit	Size	Availability	Cost
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Horizontal Ad    650 x 60    1-2 available per issue    \$750 per issue



## Quarterly Policy Memo

A quarterly e-newsletter is sent to nearly 7,500 contacts. Content includes recent advocacy items from AIPLA, a member spotlight, agency collaboration, updates from Capitol Hill, and more.

Ad Unit	Size	Availability	Cost
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Horizontal Ad    650 x 60    1-2 available per issue    \$750 per issue

## AIPLA Newsstand

AIPLA's approximately 7,500 members worldwide receive AIPLA Newsstand, a daily e-newsletter containing top news headlines in IP law. The latest in patent, copyright and trademark litigation activities are featured along with other relevant top stories from around the globe.

Ad Unit	Size	Availability	Cost
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Horizontal Ad    336 x 280    3-6 available per issue    \$300 per issue



## Webinar Sponsorships

AIPLA holds between 1 - 2 webcasts per month. Our comprehensive programs focus on emerging issues in the practice of IP law and on areas directly impacting the IP community. These webcasts are free for members and have a minimal fee to gain CLE from them. Averaging between 75 - 150 people per webinar, this is a great way to gain visibility with our membership. We send out weekly emails promoting the webinars as well as our online website and social media promotion. As a sponsor you will gain strong visibility as well as 2 free seats (with CLE) per webinar. Sign up to sponsor AIPLA webinars today!

2024 webinar topics include: USPTO Petitions, Protecting your trade secrets abroad, Ethics, LKQ design patent case update, and more.

**Per Webinar: \$1000**

# Advertising

## AIPLA Stated Meetings

Market your company during the Spring Meeting and Annual Meeting. From advertising to exhibits to sponsorships, AIPLA has a variety of opportunities for your company to build brand recognition and achieve its business goals. Review the spectrum of our offerings associated with our stated meetings on the pages to follow. Options are available for budgets of all sizes. If you have an additional promotional idea, please let us know. We welcome the opportunity to work with your company. See the following pages for details.

## Stated Meeting Preview Display Advertising

Be one of a few exclusive advertisers in the **ONLY** print promotion for the AIPLA Stated Meetings. This meeting preview is mailed out to over 7,500 IP practitioners worldwide. Spacing and availability is very limited.

Ad Unit	Size	Rate
Full Page with 1/8" bleed	8 1/2" x 11	\$1500/Spring \$2500/Annual
1/2 Page with 1/8" bleed	8 1/2" x 5 1/2"	\$1000/Spring \$1500/Annual

## Specs

Common electronic graphic format (i.e., Illustrator, Photoshop or EPS, TIF, high resolution PDF, or BMP). Minimum resolution of 300dpi. Must include a bleed of 1/8" (minimum). We cannot accept ads in Corel Draw or in word-processing programs.



# Stated Meetings

## 2024 Stated Meetings

**AIPLA 2024 Spring Meeting**  
 May 16 - 18, 2024  
 Hilton Austin  
 Austin, TX

**AIPLA 2024 Annual Meeting**  
 October 24 - 26, 2024  
 Gaylord National Harbor Resort and Convention Center  
 National Harbor, MD

	Exclusive	Co-Sponsorship
<b>Corporate Practice Breakfast (SM)</b>	\$5,000	
<b>Corporate Practice Breakfast (AM)</b>	\$7,500	
<b>Lunch Receptions</b>	\$7,500	\$3,000
<b>Women in IP Breakfast</b>	\$25,000	\$10,000
<b>Breaks (morning and afternoon)</b>	\$5,000 per break	
<b>New Member Reception</b>	\$20,000	\$10,000
<b>Diversity Reception</b>	\$30,000	\$5,000
<b>Opening Night Reception</b>	\$60,000	\$5,000
<b>Dinner/Entertainment</b>	\$40,000	\$5,000
<b>Dessert Reception</b>	\$40,000	\$10,000
<b>President's VIP Dessert Reception by invitation only</b>	\$10,000	
<b>Committee Meeting Receptions, if any</b>	\$3,000	
<b>Continental Breakfast</b>	\$10,000	\$3,000
<b>Meeting WiFi</b>	\$15,000	
<b>Meeting Mobile App</b>	\$10,000	
<b>Attendee Gift Supplied by AIPLA</b>	\$20,000	\$5,000
<b>AIPLA Tech Center</b>	\$5,000	
<b>Registration Area</b>	\$15,000	
<b>Lanyards</b>	\$10,000 plus cost of lanyards	
<b>Hotel Key Cards</b>	\$15,000	
<b>ANNUAL MEETING ONLY:</b>		
<b>Coffee Bar or Hydration Station</b>	\$20,000 plus the cost of coffee/water stations	
<b>Center Sections of Stairs in Registration Area</b>	\$20,000	
<i>Each of 42 steps has your name on stair riser</i>		
<b>Daily Schedule Column Wraps</b>	\$7,500 per side	
<i>3 sides available on two large columns</i>		
<b>Charging Station Table Tops or Charging Cubes</b>	\$2,500 each	
<b>Floor Clings</b>	\$1,500 each	
<i>Your branding on circular floor clings</i>		
<b>Window Clings</b>	\$2,500 each	
<i>Your branding on rectangular window clings</i>		
<b>Your Branded Reusable Drink Bottles</b>	\$15,000	

# Roadshows and Boot Camps

## 2024 ROAD SHOWS AND BOOT CAMPS:

### DEI Colloquium (invitation only): January 30-February 1 - Puerto Rico

AIPLA will be leading a Colloquium focused on **“Incentivizing Innovation, Entrepreneurship and Creativity Through Diversity, Equity, Inclusion and Accessibility.”** Speakers from IP offices, IP associations, law firms, corporations and universities will share their insights on the issues facing their organizations and the unique approaches they employ to maximize inclusion in the innovation ecosphere. A Statement of Principles will be constructed as a culmination of the panel sessions and workshops.

**Sponsorship: \$5,000 - Includes one free registration (note- this is the only way to attend the Colloquium as this is an invite-only event)**

### Corporate Practice Institute: January 9 and 16 - Virtual

The Institute is designed for corporate in-house counsel, including attorneys and patent agents.

**Sponsorship- \$1,000 - Includes one free registration**

### Patent Prosecution Boot Camp: February 7-10 - San Jose, CA

Now in its 24th year, AIPLA's Patent Prosecution Boot Camp is a comprehensive, CLE-accredited seminar that includes instructional lecture-style sessions with practical tips on US and international patent preparation and prosecution.

**Sponsorship- \$1,000 - Includes one free registration**

### Legal Secretaries Conferences: April and December

The April Conference will be virtual and the December Conference in-person, and will both focus on training for IP legal secretaries.

**Sponsorship- \$1,000 - Includes one free registration**

### Chemical Patent Practice Institute: May 14-15

This Institute educates patent practitioners on chemical practice IP law.

**Sponsorship- \$3,000 - Includes one free registration**

### Trademark Boot Camp: June

This annual Boot Camp is a two-day workshop for newer practitioners to learn the fundamentals of trademark law with members of the US Patent and Trademark Office and other experts in the industry.

**Sponsorship- \$1,000 - Includes one free registration**

## Sponsorship Benefits:

Company logo and description in Mobile app

Company logo in collateral including website, online and Mobile App

Recognition during luncheon sessions

Recognition in Meeting News, online Preview, and promotional outreach (circ. 7,500)

Signage at Registration Desk and Sponsored Event

Sponsor Ribbons



# Stated Meeting Sponsorship Benefits

## 2024 Stated Meetings

### AIPLA 2024 Spring Meeting

May 16 - 18, 2024

Hilton Austin

Austin, TX

### AIPLA 2024 Annual Meeting

October 24 - 26, 2024

Gaylord National Harbor Resort and Convention Center

National Harbor, MD

Sponsor Benefit	Platinum (\$20,000 or more)	Gold (\$15,000 to \$19,999)	Silver (\$10,000 to \$14,999)	Bronze (\$5,000 to \$9,999)	Crystal (\$3,000 to \$4,999)	Pearl (\$1,000 to \$2,999)
Company logo and description in mobile app	◆	◆	◆	◆	◆	◆
Company logo in collateral including website, online and mobile app	◆	◆	◆	◆	◆	◆
Recognition during luncheon sessions	◆	◆	◆	◆	◆	◆
Recognition in meeting news, online preview, and promotional outreach (circ. 7,500)	◆	◆	◆	◆	◆	◆
Signage at registration desk and sponsored event	◆	◆	◆	◆	◆	◆
Sponsor ribbons	◆	◆	◆	◆	◆	◆
Firm/corporation logo projected on a prominent surface at the event	◆	◆				
Color online ad on the meeting webpage	◆	◆				
Complimentary full in-person registration (includes a ticket to each ticketed event)	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>		
One complimentary table at evening event	◆					
Banner in mobile app	◆					

# Exhibiting

## 2024 AIPLA Stated Meetings Exhibitor Information

Annually, AIPLA takes great pleasure in hosting a wide spectrum of IP practitioners at its stated meetings — Spring and Annual. The meetings, which take place in cities across the United States, offer attendees a combination of educational programming and networking forums. Each varies in size and scope.

Our exhibitor packages offer a combination of features and benefits designed to showcase your organization and its products/services to meeting attendees.

### Each exhibiting company receives the following:

- A 30-word descriptive listing in the Exhibitor Brochure
- Logo and listing in the Meeting App
- Two complimentary exhibitor registrations (single booth space)
- Three complimentary exhibitors registrations (double booth space)
- One ticket for each ticketed event for each of the complimentary booth personnel (For in-person participants. Must register in advance)
- One six foot (6') skirted table, pipe and drape\*
- Two chairs
- Wastebasket
- Identification sign at your booth
- Overnight security

### To Contract Space:

Please visit our website at [www.aipla.org](http://www.aipla.org), and for further details, contact Lisa Beller 703-981-8440 [lbeller@aipla.org](mailto:lbeller@aipla.org)

*\*Pipe and drape is only provided at the Annual Meeting. Items available in booth space may be modified.*

Meeting	Single Exhibit Fee	Double Exhibit Fee	Display Type	Booth Space	Of Special Note
AIPLA 2024 Spring Meeting May 16 - 18, 2024 Hilton Austin Austin, TX	\$4,000	N/A	No free standing pop up displays permitted. Retractable signs OK.	6' x 6'	N/A
AIPLA 2024 Annual Meeting October 24 - 26, 2024 Gaylord National Harbor Resort and Convention Center National Harbor, MD	\$6,500	\$12,000 only available in premium placement	Free standing floor pop-up displays permitted.	8' x 10'	Literature racks may be used within your exhibit space.

# IP Marketplace

AIPLA's IP Marketplace is a web-based solution providers' directory of IP products and services. With just a few clicks, AIPLA members and other IP practitioners around the world can easily search for the latest and most innovative IP products and services to meet their business needs.

The IP Marketplace now also features a calendar of all upcoming IP-related events globally - both AIPLA events and other organization's events. The calendar is updated monthly.

### A basic company listing includes your:

- Company name;
- Contact information;
- Website address; and,
- Up to three product categories.

### Product and Service Categories:

- Engineering/Technology Consulting
- Insurance/Risk Management
  - Business Insurance
  - Personal Insurance
  - Employee Benefits
  - Retirement Planning
- International Services
  - Filing Services
  - Patent Validation
- Professional Services
  - Expert Witness/Subject
  - Matter Experts
  - Administration Support Services
  - Legal Support Services
  - Illustrations [Patent]
- Research/Data
  - Litigation Tracking
- Software
  - Practice Management
  - IP Management
  - Systems
  - Cost Estimation
- Translation Services
- Government Agency
- Industry Association
  - Trade [Organizations]
  - Professional [Individuals]

#### 2023 IP Event Calendar

**MAY**

- May 10-12: AIPLA Spring Meeting, Seattle, WA
- May 11-12: PATLIB2023, Tallinn, Estonia
- May 16-20: INTA Annual Meeting, Singapore/Virtual
- May 24-26: World Technology Law Conf. & Annual Meeting ITechLaw, Toronto, CA

**JUNE**

- June 4-6: ASIPI, Quito
- June 8-9: Stanford Law School Advanced IP/Tech Mediation and Arbitration Course, Stanford, CA
- June 9: NJIPLA Jefferson Medal Dinner, Berkeley Heights, NJ
- June 11-13: Copyright Society USA Annual Meeting, Newport, RI
- June 12-15: IP5 Heads/Industry Meeting, Honolulu, HI
- June 15-16: AIPLA Trademark Boot Camp, Arlington, VA
- June 12-15: ACPC Summer Meeting, Cambridge, MD
- June 20-21: FADIPL Convocation, Washington, DC
- June 28: ECTA 41st Annual Meeting - Exploring IP Magic, Prague, CR
- June 28- July 1: FCBA Annual Bench & Bar Conference, Colorado Springs, CO

<https://www.aipla.org/resources/ip-marketplace>

Type of Advertisement*	Yearly Rate*
Simple	\$500
Corporate Overview	\$250
Contact Email	\$250
Logo	\$250
Web link	\$250
Advertorial/ Data Sheet/Primer	\$1,000
Square tile ad	\$2,000
Banner ad	\$3,000

\* All ads and placements are subject to AIPLA approval. Availability and rates are subject to change.

For more information, contact:  
**Lisa Beller**  
**703-981-8440**  
[lbeller@aipla.org](mailto:lbeller@aipla.org)

# List Rental

## List Rental—List Rental Opportunities

AIPLA's list management company, MGILists, works with you to customize NCOA-certified lists and maximize response rates for your mailings.

### Contact:

Candy Brecht  
Senior List Operations Manager,  
MGI List Division Marketing  
General Incorporated  
625 North Washington Street, Suite 450  
Alexandria, VA 22314

Direct Phone: 703-706-0383  
Fax: 703-549-0697  
cbrecht@marketinggeneral.com  
www.MarketingGeneral.com  
www.mgilists.com



If you would like more prominence for your law firm or company, consider becoming a 2024 advertiser, sponsor, or exhibitor. Contact us about how to optimize your exposure with a combined package.

*Stand out from the crowd by becoming an advertiser, sponsor, or exhibitor today.*

**AIPLA**