

2023  
**AIPLA**  Annual  
**MEETING**

**Sponsorship, Exhibit, Advertising Opportunities**

**Gaylord National Harbor  
Hotel & Resort**

National Harbor, MD  
October 19 - 21, 2023



**Act now to secure your sponsorship, exhibit and promotional opportunities.**  
**Questions?? Contact Lisa Beller at [lbeller@aipla.org](mailto:lbeller@aipla.org) or 703-981-8440**

## AIPLA Annual Meeting

Market your company during the 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.

### Annual Meeting Preview Display Advertising

Be one of a few exclusive advertisers in the **ONLY** print promotion for the Annual Meeting. 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	\$2500
1/2 Page with 1/8" bleed	8 1/2" x 5 1/2"	\$1500

### 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.



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National Harbor, MD

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

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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 (where applicable)	◆	◆	◆	◆	◆	◆
Sponsor ribbons	◆	◆	◆	◆	◆	◆
Firm/corporation logo projected on a prominent surface at the event	◆	◆				
Color online ad on the meeting webpage	◆	◆				
One complimentary 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	◆					

**NOTE: Multi-meeting sponsorship packages are available. For more information, contact Lisa Beller at [lbeller@aipla.org](mailto:lbeller@aipla.org) or 703-981-8440.**

## 2023 AIPLA Annual Meeting Exhibitor Information

AIPLA takes great pleasure in hosting a wide spectrum of IP practitioners at the Annual Meeting.

### Each exhibiting company receives the following:

- **A 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**  
(Must register in advance)
- **One six foot (6') skirted table**
  - Pipe and drape provided
  - 8' x 10' Space
  - Free standing floor pop
- **Two chairs**
- **Wastebasket**
- **Identification sign at your booth**
- **Overnight security**

**To Contract Space:**  
 Please contact  
**Lisa Beller**  
 703-981-8440  
[lbeller@aipla.org](mailto:lbeller@aipla.org)

*Items available in booth space may be modified.*

Meeting	Single Exhibit Fee	Double Exhibit Fee	Display Type	Booth Space	Of Special Note
<b>AIPLA 2023 Annual Meeting</b> October 19 to 21, 2023 Gaylord National Resort and Convention Center National Harbor, MD	<b>\$6,500</b>	<b>\$12,000</b> only available in premium placement	<b>Free standing floor pop-up displays permitted.</b>	<b>8' x 10'</b>	<b>Literature racks may be used within your exhibit space.</b>

**REGISTRATION FEE INCLUDES:** Two complimentary exhibitor registration badges for one space (three complimentary exhibitor registration badges for two spaces), one six-foot (6') skirted table, pipe and drape, two (2) chairs, a wastebasket. Each Exhibitor registration includes (1) ticket for each ticketed event per exhibitor registration badge requested. You must submit a registration form to receive your event tickets. For the Annual Meeting, exhibit spaces are 8' x 10' and double spaces and free-standing booths are permitted. Overnight security will be provided.

**ONSITE PROGRAM & MEETING APP:** If you would like to have your company information included in the 2023 Stated Meeting Exhibitor List and Meeting Mobile App, please e-mail the company information to us and include the name of the person you would like listed, company name, address, phone number, fax number, their e-mail address, website and a brief company description (25-30 words) about your business, along with your company logo in a png format to Ariella Gordon ([agordon@aipla.org](mailto:agordon@aipla.org)) no later than **Monday, October 9.**

This information is helpful, so that competitors will not be placed directly next to each other and to provide information for the printed Exhibitor List that is included in the exhibitor listings and online. If you plan to offer a give-away, include that in your write-up. You will receive confirmation via e-mail once your registration has been processed.

**EXHIBITOR SET-UP Dates: Specific hours for set up to be provided closer to meeting dates.**

• Annual Meeting 2023, **Wednesday, October 18**

PLEASE NOTE: For the 2023 Annual Meeting, the Pre-registration for the meeting opens at 4:00 pm in the main registration area on **Wednesday, October 18.**

**EXHIBIT DATES AND TIMES:**

10/19 8:00am - 6:00pm

10/20 8:00am - 6:00pm

10/21 8:00am - 12:30pm

**EXHIBITOR BREAKDOWN:** Saturday, October 21st at 12:30 pm. Exhibitors who tear down or leave the show early may have fees assessed.

**SERVICE KITS:** You will receive a service kit directly from an Exposition Service Company or AIPLA. This kit will include shipping instructions and special order forms for the electrical, telephone and Internet. Dates kits will be sent will be confirmed once exhibit space is reserved.

**TRAFFIC INFORMATION:** The meeting is expected to draw approximately 1000-1500 for the Annual Meeting. To help increase the traffic, we are not going to have a separate Exhibit Hall, but instead are placing the booths directly in the hallways outside the social networking event space, and the educational tracks. All continental breakfasts, beverage breaks and lunch receptions take place in the hallways outside of social networking events space and the educational tracks. Heavy traffic can be expected in the mornings, before the luncheons, and as the educational sessions change. Traffic may be light during the lunches, educational sessions and committee meetings. Each stated meeting event page has a schedule listed. Please refer to review the complete meeting schedules.

**GIVEAWAYS:** Exhibitors are free to offer promotional products and/or offer a give-away to encourage members to visit. This is only as a suggestion; you are in no way either expected to or required to do this, but please use good judgment when handing out any promotional products.

**SPONSORSHIP OPPORTUNITIES:** In addition to exhibiting, AIPLA offers a variety of opportunities to advertise or become a sponsor of the meeting. Contact Lisa Beller for sponsorship and advertising information at [lbeller@aipla.org](mailto:lbeller@aipla.org).

**REFUND POLICY:** If you must cancel your exhibit booth registration, we will provide a refund, if we are able to find an exhibitor to take your space, up until:

**Saturday, September 30**

No refunds or credit will be given for cancellations received after those dates.

**HOLD HARMLESS CLAUSE:** The exhibitor assumes responsibility and agrees to indemnify, defend and hold harmless the American Intellectual Property Law Association, the Hotel and their respective employees against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither the American Intellectual Property Law Association nor the Hotel maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.obtain such insurance.

## 2023 ANNUAL MEETING SPONSORSHIP, EXHIBITOR, ADVERTISING ORDER FORM

October 19 to 21, 2023

Company:

Telephone:

Contact Person:

Email:

Company Web Address:

Address:

Advertising:

Specify location  
or publication:

Price:

Platinum  
(\$20,000 & up)

Gold  
(\$15,000-\$19,999)

Silver  
(\$10,000-\$14,999)

Bronze  
(\$5,000-\$9,999)

Crystal  
(\$3,000-\$4,999)

Pearl  
(\$1,000-\$2,999)

Sponsorship:

\*Please state clearly what event or item you are choosing to sponsor (if applicable)

Price:

Exhibition Booth:

\$6,500

\$12,000

Credit Card:

American Express

Mastercard

Visa

Check Enclosed

Card Number:

Name on Card:

Fee Enclosed:

Expiration Date:

Cardholder Signoff  
(Please Type Name)

**Questions?** Contact Lisa Beller at: [lbeller@aipla.org](mailto:lbeller@aipla.org) or 703-981-8440