2027 Marketing Kit

Explore AIPLA's advertising, sponsorship, and exhibitor opportunities

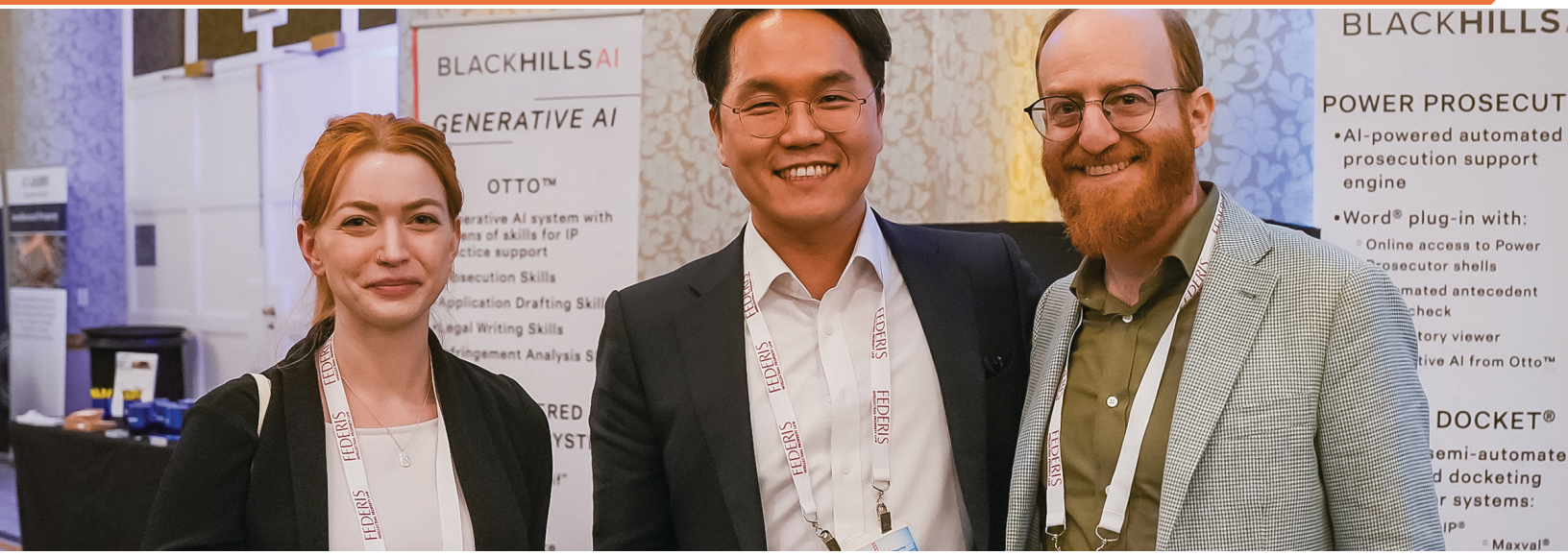


Reach a distinct audience of high-level decision makers and buyers in the IP law profession through AIPLA...One of the largest and most influential professional organizations in the IP industry.

AIPLA
American Intellectual Property Law Association

www.aipla.org

AIPLA



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 6,500 members with these options:

AIPLA Stated Meetings, Road Shows, and Boot Camps

Market your company during the Annual Meeting, Spring Meeting, Global IP and Trade Summit, IP Transactions Bootcamp, Patent Prosecution Bootcamp, and Electronic & Computer Patent Law Summit. Advertise on the website, mobile app, Quarterly Policy Memo, and eBulletin. 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, 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.

Print and Digital Advertising Sales: Lisa Beller, 703-981-8440, lbeller@aipla.org

Quarterly Journal

The *Quarterly Journal* is available online to approximately 6,500 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)					
		RATE			
Ad Unit	Size	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 55, #1, Winter	The first Friday in March
Volume 55, #2, Spring	The first Friday in April
Volume 55, #3, Summer	The first Friday in June
Volume 55, #4, Fall	The first Friday in September



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aipla.org Banners

AIPLA.org Banner Advertising

Members rely on the AIPLA website, 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.

Ad Unit	Size (In Pixels)	File Size	Rate 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	$1,000	$2,000	$3,000	$4,000

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



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E-Newsletters

Notes + News

AIPLA's bi-monthly e-newsletter is sent to nearly 6,500 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
Horizontal Ad	650 x 60	1-2 available per issue	$750 per issue

Quarterly Policy Memo

A quarterly e-newsletter is sent to nearly 6,500 contacts. Content includes recent advocacy items from AIPLA, a member spotlight, agency collaboration, updates from Capitol Hill, and more.

The Quarterly Policy Memo will be released in January, April, July, and October.

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

Webinar Sponsorships

AIPLA holds one webcast 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!

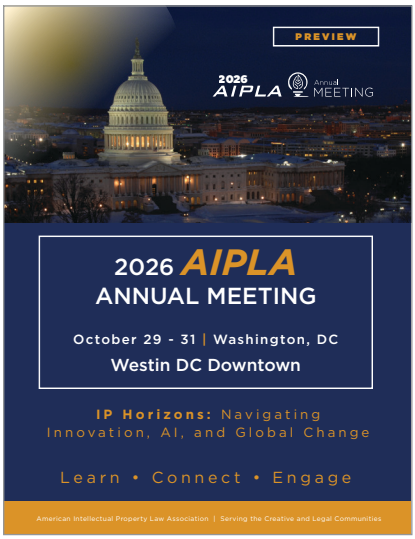
Per Webinar: $1,000

Advertising

AIPLA Stated Meetings

Market your company during the Spring Meeting, Annual Meeting, and Global IP and Trade Summit. 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 Advertising Options:

NEW Pick 2 options and get 50% off!

The Spring and Annual Meetings will have a digital only version of the Meeting Preview this year. No printed guide will be produced. Everyone will look towards this digital guide online for information on the meetings. To be included in this digital preview guide:

Online Advertising Options:

Meeting Pages: Main meeting landing page, registration page, program page, hotel information page, attendee list, etc.

Online Tile ad (300 x 250) pixels: $1,000/month, $2,000/2 months, $3,000/3 months

Online Digital Meeting Preview Guide: This guide will be online for everyone to reference before and during the meeting.

Ad Unit	Size	Rate
Full Page	8 1/2" x 11	$2,000
Half Page	8 1/2" x 5 1/2"	$1,000

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.

Daily Agenda Meeting Email Sponsor - $1,000/day

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Stated Meetings

2027 Stated Meetings

2027 Spring Meeting
May 6-8
Hyatt Regency Denver at the
Convention Center
Denver, CO

2027 Annual Meeting
October 28-30
Westin DC Downtown
Washington, DC

	Exclusive	Partial/Co-Sponsorship
Corporate Practice Breakfast (SM) **available to law firms only.**	**$5,000**	
Corporate Practice Breakfast (AM) **available to law firms only.**	**$7,500**	
Lunch Receptions	**$7,500**	**$3,000**
Women in IP Breakfast	**$25,000**	**$10,000**
Breaks (morning and afternoon)	**$5,000 per break**	
New Member Reception	**$20,000**	**$10,000**
Dinner/Entertainment	**$40,000**	**$10,000**
Diversity Reception	**$30,000**	**$5,000**
Opening Night Reception	**$60,000**	**$5,000**
Meeting Connectivity	**$10,000**	
Meeting Mobile App	**$10,000**	
Attendee Gift Supplied by AIPLA	**$20,000**	**$5,000**
Registration Area	**$10,000**	
Lanyards	**$15,000**	
Hotel Key Cards	**$15,000**	

Stated Meeting Sponsorship Benefits

2027 Stated Meetings

2027 Spring Meeting
May 6-8
Hyatt Regency Denver at the Convention Center
Denver, CO

2027 Annual Meeting
October 28-30
Westin DC Downtown
Washington, DC

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. 6,500)	✦	✦	✦	✦	✦	✦
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)	**4**	**3**	**2**	**1**		
One complimentary table at evening event	✦					
Banner in mobile app	✦					

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Exhibiting

2027 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**
- **Two chairs**
- **Wastebasket**
- **Identification sign at your booth**
- **Overnight security**

Items available in booth space may be modified.

To Contract Space:

Please visit our website at www. aipla.org, and for further details, contact
Lisa Beller
703-981-8440
lbeller@aipla.org

Meeting	Single Exhibit Fee	Double Exhibit Fee	Display Type	Booth Space	Of Special Note
2027 Spring Meeting May 6-8 Hyatt Regency Denver at the Convention Center Denver, CO	$4,000	N/A	No free standing pop up displays permitted. Retractable signs OK.	6' x 6'	N/A
2027 Annual Meeting October 28-30 Westin DC Downtown Washington, DC	$6,500	$12,000 only available in premium placement	No free standing pop up displays permitted. Retractable signs OK.	6' x 6'	Literature racks may be used within your exhibit space.

Roadshows and Boot Camps

2027 ROAD SHOWS AND BOOTCAMPS:

IP Transactions Bootcamp
San Diego, CA | February 25

Patent Prosecution Bootcamp
March

Electronic & Computer Patent Law Summit
June

Sponsor Benefits	Pearl $1,000	Crystal $3,000	Bronze $5,000
Company logo in collateral	✦	✦	✦
Recognition during luncheon sessions	✦	✦	✦
Recognition in Meeting News, event page & promotional outreach (circ. 6,500)	✦	✦	✦
Signage at Registration Desk & Sponsored Event	✦	✦	✦
Sponsor ribbons	✦	✦	✦
Tile ad on website		✦	✦
Digital ad on mobile app			✦
Swag table			✦
Complimentary registrations	1	2	3



January 27 - 29
Marriott Sanibel Harbour Resort

Global commerce is reshaping how intellectual property is created, enforced, and valued. Join us for an essential deep dive into the complex intersection of trade, IP, privacy, export controls, and anti-counterfeiting—topics often overlooked in professional forums.

Sponsorship Levels and Benefits:

Sponsor Benefits	Pearl $1,000	Crystal $3,000	Bronze $5,000	Silver $10,000
Company logo in collateral	✦	✦	✦	✦
Recognition during luncheon sessions	✦	✦	✦	✦
Recognition in Meeting News, event page & promotional outreach (circ. 6,500)	✦	✦	✦	✦
Signage at Registration Desk & Sponsored Event	✦	✦	✦	✦
Sponsor ribbons	✦	✦	✦	✦
Tile ad on website		✦	✦	✦
Digital ad on Mobile App			✦	✦
Swag table			✦	✦
Co-Sponsorship options			✦	✦
Exclusive sponsorship options*				✦
Complimentary registrations			1	2

*Bronze Co-sponsorship options - Breakfast, Lunch, Breaks
*Silver Exclusive sponsorship options - Lanyards, Connectivity, Mobile App, Opening Networking Reception, Leadership Reception, Wind Down Dessert Event, Pickleball Tournament

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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 SupportServices**
  - **Legal Support Services**
  - **Illustrations [Patent]**
- **Research/Data**
  - **Litigation Tracking**
- **Software**
  - **Practice Management**
  - **IP Managemen**
  - **Systems**
  - **Cost Estimation**
- **Translation Services**
- **Government Agency**
- **Industry Association**
  - **-Trade [Organizations]**
  - **Professional [Individuals]**

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

If you would like more prominence for your law firm or company, consider becoming a 2027 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

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