

AIPLA

American Intellectual Property Law Association



2020

Media 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 three annual major meetings, as well as advertising in our Quarterly Journal, eBulletin, 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 12,000 members with these options:

AIPLA Major Meetings

Market your company during our three major meetings: the Mid-Winter Institute, the Spring Meeting, and the Annual Meeting. Advertise in the preview, mobile app, microsite, or daily newspaper, 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 nearly 12,000 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.

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 12,000 AIPLA members and subscribers. Members are sent an email announcement with a link when it gets posted online. Additionally, we print copies for law 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. The *Quarterly Journal* is 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 also replicated in the online version of the Journal.

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"	\$1,000	\$900	\$800	\$700
Half Page	5" x 3 3/4"	\$750	\$650	\$550	\$450

Quarterly Journal Submission Guidelines

Format

Electronic Submission: Advertisers should send ad—B&W only—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 48, #1, Winter	The first Friday in March
Volume 48, #2, Spring	The first Friday in April
Volume 48, #3, Summer	The first Friday in June
Volume 48, #4, Fall	The first Friday in September

Note: eBulletin and/or Quarterly Journal advertisers receive 20% off all AIPLA .org banner advertising.



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.

Note: With *multiple advertisers*, the banner will rotate.

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	\$1,000	\$2,500	\$4,500	\$8,000
Secondary Page Vertical Banner	160 x 640	40K	\$750	\$2,000	\$3,500	\$6,000
Secondary Page Box Unit	300 x 250	40K	\$500	\$1,250	\$2,250	\$4,000

* Quarterly Journal advertisers receive 20% off all AIPLA .org banner advertising.

**There will be an additional charge of \$100 for animated GIFs used in ad copy for the home page box unit.

The screenshot shows the AIPLA.org website with a navigation bar at the top. Below the navigation bar, there are several menu items: My Profile, Find a Committee, Webinars, ADR Neutral Registry, Find a Publication, and Global IP. Below these menu items, there is a banner advertisement area. The banner area is highlighted with a red border and contains three ads:

- PIPC (Patent Information Promotion Center)**: Need premier patent search services? Need Asian references, especially Korean, Chinese and Japanese? If so, PIPC is the correct answer. PIPC (In Korea) >> IPKC <http://www.ipkcenter.com> (US branch office)
- NPE Litigation in the European Union**: - REPORT - Download this free report. DOWNLOAD HERE > Powered by darts-ip
- northern virginia GRAPHICS**: www.NVG-INC.com > Your Patent Drawing Experts for Over 50 Years. ✓ Speed ✓ Quality ✓ Accuracy

Arrows point to the banner area from the left and right sides. The URL bar shows <https://www.aipla.org>. The address bar shows <https://www.aipla.org/committees-connections/global-ip>. The bottom of the page shows a file manager interface with files like set-of-comic-c....zip, 2019-media-kit....pdf, Modern-se of-....zip, and Bulb-icon.zip.

E-Newsletters

Notes + News

AIPLA's bi-weekly e-newsletter is sent to over 13,000 contacts. Content includes recent IP news, upcoming educational programs, member benefits, updates on AIPLA's advocacy efforts, and highlights the work of our Committees.

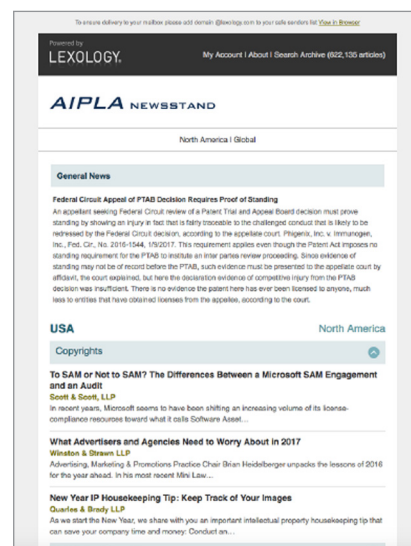
Ad Unit	Size	Frequency	Cost
Horizontal Ad	468 x 60	1-2 available per issue	\$650 per issue



AIPLA Newsstand

AIPLA's approximately 13,500 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	Frequency	Cost
Horizontal Ad	336 x 280	3-6 available per issue	\$250 per issue



Advertising

AIPLA's Three Major Meeting Programs Mid-Winter, Spring and Annual

Market your company during our three annual meetings: The Mid-Winter Institute, the Spring Meeting and 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 three 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.

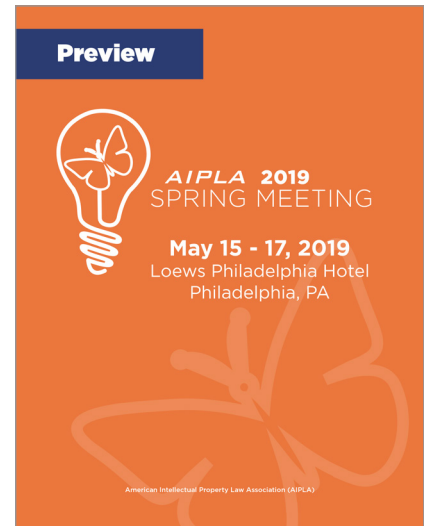
Annual Meeting Preview Display Advertising

Be one of a few exclusive advertisers in the ONLY print promotion for the AIPLA Stated Meetings. This meeting preview is mailed out to over 12,000 IP practitioners worldwide. Spacing and availability is very limited.

Ad Unit	Size	Rate
Full Page with 1/8" bleed	8 1/2" x 11	(Full Page Only) \$800/Spring \$2,000/Annual
1/2 Page with 1/8" bleed	8 1/2" x 5 1/2"	\$500/Mid-Winter \$500/Spring \$1,250/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.



AIPLA Stated Meeting Mobile App

The official AIPLA meeting mobile app is updated and launched in conjunction with each of three stated meetings annually. The powerful, **FREE** app puts full program and events details at the fingertips of all registrants.

Daily schedules of events, session descriptions and locations, speaker bios, exhibitor information and more are quickly and easily accessible from any mobile device.

Ad banners link to your preferred URL.



Ad Unit	Size	Rate
Ogibe Ad	640 x 100 (PNG or JPG)1	\$1,000 (includes one of each version.)
Tablen Ad	460 x 200 (PNG or JPG)	

AIPLA Annual Meeting Convention Newspaper

AIPLA is pleased to be working with *Managing Intellectual Property* magazine to publish the AIPLA Daily Report—the official print and electronic daily newspaper of the AIPLA Annual Meeting held in Washington, DC each fall. The Daily Report features interviews with key leaders in the IP industry, as well as stories on the sessions during the meeting. *Managing Intellectual Property* handles the advertising in the AIPLA Daily Report.

For information about advertising in the AIPLA Daily Report please contact the business manager for your region listed below.

Americas:

Nicholas Heath, +44 (0)20 7779 8692
nheath@managingip.com



2020 Mid-Winter Institute Sponsorship

January 29 - February 1, 2020 • Sheraton Grand at Wild Horse Pass • Phoenix, AZ

Choose from a wide variety of sponsorship opportunities, including luncheons, breakfasts, receptions, breaks or the Technology Center. Sponsorship opportunities can be customized at each Sponsor Level to meet your needs. Contact Lisa Jorgenson, Executive Director, at 703-412-4347 or ljorgenson@aipla.org for more details.

Level	Amount	Sponsor Benefits
Pearl	up to \$2,999	<ul style="list-style-type: none">• Firm/Corporation name in Mid-Winter Institute Meeting Program Preview and Program at-a-Glance (if agreement is signed before print date)• Signage at Registration Desk and at event• Sponsor Ribbons• Sponsorship listing on the AIPLA website• Recognition at each Luncheon
Crystal	\$3,000 to \$4,999	All of the benefits of the Pearl Sponsor plus: <ul style="list-style-type: none">• Two complimentary tickets to the first Luncheon
Bronze	\$5,000 to \$9,999	All of the benefits of the Crystal Sponsor plus: <ul style="list-style-type: none">• One complimentary meeting registration• Two complimentary tickets to the second Luncheon• Two complimentary tickets to the Dinner on the second night• Two tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Silver	\$10,000 to \$14,999	All of the benefits of the Bronze Sponsor plus: <ul style="list-style-type: none">• Two additional complimentary tickets to the Dinner on the second night (4 total)• Firm/Corporation logo projected on a prominent surface at the event• Four tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Gold	\$15,000 to \$19,999	All of the benefits of the Silver Sponsor plus: <ul style="list-style-type: none">• Two additional complimentary tickets to the first Luncheon (4 total)• One additional complimentary meeting registration (2 total)• Two additional complimentary tickets to the Dinner on the second night (6 total)• Six tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Platinum	\$20,000 or more	All of the benefits of the Gold Sponsor plus: <ul style="list-style-type: none">• Full-page color ad in Mid-Winter Institute Meeting Program• Four additional complimentary tickets to the Dinner on the second night (10 total)• Eight tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)

2020 Spring Meeting Sponsorship

May 6-8, 2020 - Grand Hyatt San Antonio Hotel - San Antonio, TX

Choose from a wide variety of sponsorship opportunities, including luncheons, breakfasts, receptions, breaks or The Technology Center. Sponsorship opportunities can be customized at each Sponsor Level to meet your needs. Contact Lisa Jorgenson, Executive Director, at 703-412-4347 or ljorgenson@aipla.org

Level	Amount	Sponsor Benefits
Pearl	up to \$2,999	<ul style="list-style-type: none">• Firm/Corporation name in Spring Meeting Program Preview and Program at-a-Glance (if agreement is signed before print date)• Signage at Registration Desk and at event• Sponsor Ribbons• Sponsorship listing on the AIPLA website• Recognition at each Luncheon
Crystal	\$3,000 to \$4,999	All of the benefits of the Pearl Sponsor plus: <ul style="list-style-type: none">• Two complimentary tickets to the first Luncheon
Bronze	\$5,000 to \$9,999	All of the benefits of the Crystal Sponsor plus: <ul style="list-style-type: none">• One complimentary meeting registration• Two complimentary tickets to the second Luncheon• Two complimentary tickets to the Dinner on the second evening• Two tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Silver	\$10,000 to \$14,999	All of the benefits of the Bronze Sponsor plus: <ul style="list-style-type: none">• Two additional complimentary tickets to the first Dinner on the second evening (4 total)• Firm/Corporation logo projected on a prominent surface at the event• Four tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Gold	\$15,000 to \$19,999	All of the benefits of the Silver Sponsor plus: <ul style="list-style-type: none">• Two additional complimentary tickets to the first Luncheon (4 total)• One additional complimentary meeting registration (2 total)• Two additional complimentary tickets to the Dinner on the second evening (6 total)• Six tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Platinum	\$20,000 or more	All of the benefits of the Gold Sponsor plus: <ul style="list-style-type: none">• Full-page color ad in Spring Meeting Program• Four additional complimentary tickets to the Dinner on the second evening (10 total)• Eight tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)

2020 Annual Meeting Sponsorship

October 22-24, 2020 • Gaylord National Resort & Convention Center • National Harbor, MD

Choose from a wide variety of sponsorship opportunities, including luncheons, breakfasts, receptions, breaks or The Technology Center. Sponsorship opportunities can be customized at each Sponsor Level to meet your needs. Contact Lisa Jorgenson, Executive Director, at 703-412-4347 or ljorgenson@aipla.org for more details.

Level	Amount	Sponsor Benefits
Pearl	up to \$2,999	<ul style="list-style-type: none">• Firm/Corporation name in Annual Meeting Program Preview and Program at-a-Glance (if agreement is signed before print date)• Signage at Registration Desk and at event• Sponsor Ribbons• Sponsorship listing on the AIPLA website• Recognition at each Luncheon
Crystal	\$3,000 to \$4,999	All of the benefits of the Pearl Sponsor plus: <ul style="list-style-type: none">• Two complimentary tickets to the first Luncheon
Bronze	\$5,000 to \$9,999	All of the benefits of the Crystal Sponsor plus: <ul style="list-style-type: none">• One complimentary meeting registration• Two complimentary tickets to the second Luncheon• Two complimentary tickets to the Dinner on the second evening• Two tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Silver	\$10,000 to \$14,999	All of the benefits of the Bronze Sponsor plus: <ul style="list-style-type: none">• Two additional complimentary tickets to the Dinner on the second evening (4 total)• Firm/Corporation logo projected on a prominent surface at the event• Four tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Gold	\$15,000 to \$19,999	All of the benefits of the Silver Sponsor plus: <ul style="list-style-type: none">• Two additional complimentary tickets to the first Luncheon (4 total)• One additional complimentary meeting registration (2 total)• Two additional complimentary tickets to the Dinner on the second evening (6 total)• Six tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Platinum	\$20,000 or more	All of the benefits of the Gold Sponsor plus: <ul style="list-style-type: none">• Full-page color ad in Spring Meeting Program• Four additional complimentary tickets to the Dinner on the second evening (10 total)• Eight tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)

Exhibiting

2020 AIPLA Stated Meetings Exhibitor Information

Annually, AIPLA takes great pleasure in hosting a wide spectrum of IP practitioners at its three stated meetings — Mid-Winter, 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
- 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, and for further details, contact Michelle Stuckey 703-412-1303 mstuckey@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
Mid-Winter Institute January 29 - Feb 1 Sheraton Grand at Wild Horse Pass Phoenix, AZ	\$3,500	N/A	Table-top	6' x 6'	N/A
Spring Meeting May 6-8 Grand Hyatt San Antonio Hotel San Antonio, TX	\$3,500	N/A	Table-top	6' x 6'	N/A
Annual Meeting October 22 - 24 Gaylord National Resort & Convention Center National Harbor, MD	\$6,000 \$5,500 \$5,000 (depends on placement)	\$11,000 only available in premium placement	Free standing floor pop-up displays permitted.	10' x 10'	Literature racks may be used within your exhibit space.

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



IP Marketplace

NEW!
COMING IN
2020

AIPLA is pleased to announce the impending launch of IP Marketplace, 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.

A basic company listing includes your:

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

Participating companies, products and services will be searchable by:

1. Product or service type
2. Industry served
3. Geographic location

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**

• **Government Agency**

• **Industry Association**

- Trade [Organizations]
- Professional [Individuals]

• **Industries Served:**

- Biotech/Pharmaceutical
- Medical/Medical
- Devices
- Chemical
- Electrical
- Mechanical
- IT/Computer
- Media/Entertainment

• **Geographic Business Region:**

- Africa
- Asia
- Australia
- Europe
- Middle East
- North America
- South America

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

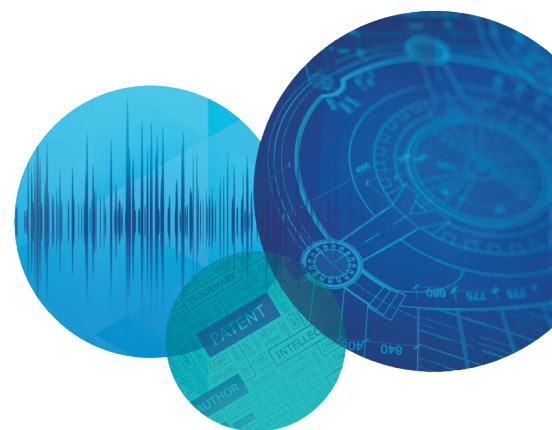
* All ads and placements are subject to AIPLA approval.

Availability and rates are subject to change.

Look for launch announcements in 2019.

For more information, contact
Kemahl Franklyn, 703-412-1315,
kfranklyn@aipla.org

If you would like more prominence for your law firm or company, consider becoming a 2020 advertiser, sponsor or exhibitor or 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.*