



2021

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 three annual major meetings, as well as advertising in our Quarterly Journal, Enewsletters, 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 nearly 10,000 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 10,000 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 10,000 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 in the online version of the Journal.

AIPLA Quarterly Journal Advertising (color online, B&W in print)					
Ad Unit	Size	RATE			
		1 issue	2 issues	3 issues	4 issues
Full Page	5" x 7 1/4"	\$1,200	\$1050	\$950	\$850
Half Page	5" x 3 3/4"	\$900	\$750	\$650	\$550

Quarterly Journal Submission Guidelines

Format

Electronic Submission: Advertisers should send ad—color—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 49, #1, Winter	The first Friday in March
Volume 49, #2, Spring	The first Friday in April
Volume 49, #3, Summer	The first Friday in June
Volume 48, #4, Fall	The first Friday in September

LOWE GRAHAM JONES
Established IP Boutique Seeking Laterals

Come join a thriving intellectual property law firm based in Seattle! We seek laterals at the senior, associate and partner level with portable business. Historically, our partners retain a very high percentage of their billable revenue, upwards of 65% and higher depending on the practice.

Lowe Graham Jones PLLC ("LGJ") was established in 1999 and remains one of Seattle's premier IP boutiques. Our registered patent attorneys practice before the USPTO in a variety of matters relating to patents and trademarks, including proceedings before the Trademark Trial and Appeal Board (TTAB) and Patent Trial and Appeal Board (PTAB). Our lawyers litigate IP cases in state and federal court, including trying cases to multi-million dollar verdicts on behalf of their clients.

The ideal candidate is entrepreneurial with portable business exceeding \$500,000 annually and at least 7 years of experience representing clients in intellectual property matters, including patent prosecution, trademark prosecution, licensing, litigation, and counseling.

Candidates should reply with their resume and a cover letter to carroll@lowegramjones.com

Visit us at <http://lowegramjones.com>

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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.

Web Advertising						
Ad Unit	Size		Rate			
	(In Pixels)	File Size	1 Month	3 Months	6 Months	12 Months
Home Page Box Unit	300 x 250	40K	\$1500	\$3000	\$5000	\$8000
Secondary Page Vertical Banner	160 x 640	40K	\$1250	\$2500	\$4000	\$6000
Secondary Page Box Unit	300 x 250	40K	\$1000	\$2000	\$3500	\$4000

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

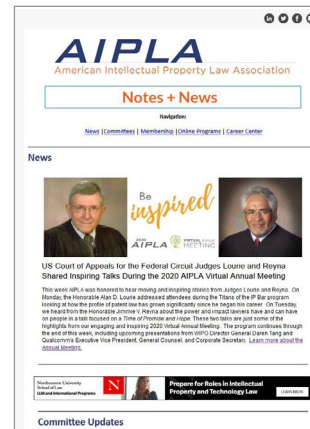
The banner layout features four headshots of professionals at the top: Andrei Iancu, Daren Tang, Jimmie Reyna, and Don Rosenberg. Below these is a red-bordered box containing three elements: a 'PRIOR ART SEARCHES' advertisement for the Nordic Patent Institute, the 'COMPUTER PACKAGES INC' logo with '2020 Annual Meeting Sponsor' text, and a 'Strategic.' advertisement for Knobbe Martens. Orange arrows point from the side portraits towards the bottom advertisements.

E-Newsletters

Notes + News

AIPLA's bi-weekly e-newsletter is sent to nearly 10,000 contacts. Content includes recent IP news, upcoming educational programs, member benefits, updates on AIPLA's advocacy efforts, and highlights the work of our Committees.

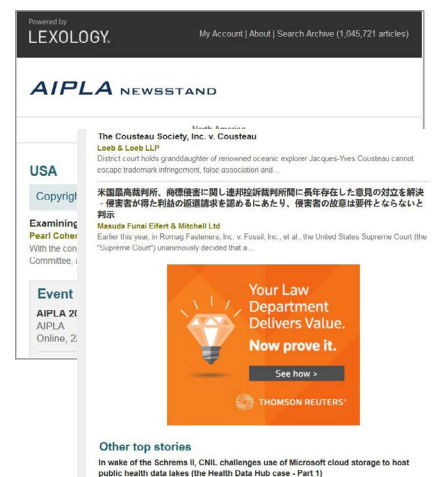
Ad Unit	Size	Frequency	Cost
Horizontal Ad	700 x 60	1-2 available per issue	\$750 per issue



AIPLA Newsstand

AIPLA's approximately 10,000 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	1 available per issue	\$300 per issue



Webinar Sponsorships

NEW

AIPLA holds between 2 - 4 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 web site promotion. As a sponsor you will gain huge visibility as well as 2 free seats (with CLE) per webinar. Sign up to sponsor AIPLA webinars today!

	Month	3 months	6 months	12 months
Bronze	\$3,000	\$5,000	\$8,000	\$10,000
Crystal	\$1,500	\$2,500	\$4,000	\$6,000

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 your 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 preview promotion for the AIPLA Stated Meetings. This meeting preview is emailed out to nearly 10,000 IP practitioners worldwide. Space and availability is very limited.

Ad Unit	Size	Rate
Full Page with 1/8" bleed	8 1/2" x 11	(Full Page Only) \$1000/Mid-Winter \$1000/Spring \$2500/Annual
1/2 Page with 1/8" bleed	8 1/2" x 5 1/2"	\$500/Mid-Winter \$500/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.



AIPLA Stated Meeting Mobile App (live meetings only)

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)	\$1,000 (includes one of each version.)
Tablen Ad	460 x 200 (PNG or JPG)	

AIPLA Annual Meeting Convention Newspaper (live meetings only)

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



2021 Mid-Winter Institute Sponsorships

February 1 - 5, 2021

Choose from a wide variety of sponsorship opportunities, including breakfasts, receptions, breakfast, coffee meet up, happy hour networking receptions, registration desk, tech help desk, etc. Sponsorship opportunities can be customized at each Sponsor Level to meet your needs. Contact Lisa Beller, 703-981-8440, lbeller@aipla.org for more details.

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 (\$500 to \$2,999)
Company logo and description in MW21 online virtual platform	◆	◆	◆	◆	◆	◆
Company logo in MW collateral including website, online virtual platform, and with each educational session	◆	◆	◆	◆	◆	◆
Scrolling logo bar on main conference lobby page in online virtual platform	◆	◆	◆	◆	◆	◆
Recognition during luncheon sessions	◆	◆	◆	◆	◆	◆
Recognition in eBulletin (circ 10,000)	◆	◆	◆	◆	◆	◆
Full Attendee Registration List	◆	◆	◆	◆	◆	
Color Online leaderboard ad in eBulletin	◆	◆				
Color online button ad in Annual eBulletin			◆	◆	◆	
Color Online Ad on the Mid-Winter Institute Webpage	◆	◆				
Complimentary Virtual full event registrations	5	4	3	2	1	
Premium located exhibit booth	◆	◆				
Swag Bag/Welcome Gift (optional)	◆	◆				
Video Commercial - 1 minute	◆					
Lobby logo virtual meeting	◆					

2021 Spring Meeting Sponsorships

May 12-14 - Westin Seattle, Seattle, WA

Choose from a wide variety of sponsorship opportunities, including luncheons, breakfasts, receptions, breakfast, coffee meet up, happy hour networking receptions, registration desk, tech help desk, etc. Sponsorship opportunities can be customized at each Sponsor Level to meet your needs. Contact Lisa Beller, 703-981-8440, lbeller@aipla.org for more details.

Sponsor Benefit	Platinum (\$20,000 or more)	Gold (\$15,000 or more)	Silver (\$10,000 or more)	Bronze (\$5,000 or more)	Crystal (\$3,000 or more)	Pearl (\$500 to \$2,999)
Firm/Corporation Logo in Spring Meeting Preview & Program-at-a-Glance	●	●	●	●	●	●
Signage at Registration Desk and Sponsored Event	●	●	●	●	●	●
Sponsor Ribbons	●	●	●	●	●	●
Recognition in Spring eBulletin (circulation 14,000)	●	●	●	●	●	●
Sponsorship Listing on the AIPLA Website	●	●	●	●	●	●
Recognition at Wednesday Luncheon	●	●	●	●	●	●
Two Complimentary Tickets to the Wednesday Luncheon	●	●	●	●	●	
One Complimentary Meeting Registration	●	●	●	●		
Two Complimentary Tickets to the Thursday Luncheon	●	●	●	●		
Two Complimentary Tickets to the Thursday Dinner	●	●	●	●		
Two Complimentary Tickets to the Wednesday Opening Night Reception	● †	● †	● †	● †		
Color Online Button Ad in the Spring eBulletin (circulation 10,000)			●	● ††		
Two Additional Complimentary Tickets to the Thursday Dinner (4 total)	●	●	●			
Firm/Corporation Logo Projected on a Prominent Surface at the Event	●	●	●			
Two Additional Complimentary Tickets to the Wednesday Opening Night Reception (4 total)	● †	● †	● †			
Color Online Leaderboard Ad in the Spring eBulletin (circulation 10,000)	●	●				
Two Additional Complimentary Tickets to the Wednesday Luncheon (4 total)	●	●				
One Additional Complimentary Meeting Registration (2 total)	●	●				
Two Additional Complimentary Tickets to the Thursday Dinner (6 total)	●	●				
Color Ad in Program Preview & Color Online Sky-scraper Ad in Spring eBulletin	●					
Four Additional Complimentary Tickets to the Friday Dinner (10 total) and a Reserved Table with Your Company's Name	●					
Two Additional Complimentary Tickets to the Thursday Opening Night Reception (6 total)	● †					

*Sponsors of the Opening Night Reception only. **Sponsor at \$7,500 and get a Color Online Button
NOTE: All sponsor tickets will be sent to the main point of contact of the sponsoring firm unless requested otherwise.

2021 Annual Meeting Sponsorship

October 28-30, 2021 - Gaylord National Resort & Convention Center National Harbor, MD

Choose from a wide variety of sponsorship opportunities, including luncheons, breakfasts, receptions, breakfast, coffee meet up, happy hour networking receptions, registration desk, tech help desk, etc. Sponsorship opportunities can be customized at each Sponsor Level to meet your needs. Contact Lisa Beller, 703-981-8440, lbeller@aipla.org for more details.

Sponsor Benefit	Platinum (\$20,000 or more)	Gold (\$15,000 or more)	Silver (\$10,000 or more)	Bronze (\$5,000 or more)	Crystal (\$3,000 or more)	Pearl (\$500 to \$2,999)
Firm/Corporation Logo in Annual Meeting Preview & Program-at-a-Glance	●	●	●	●	●	●
Signage at Registration Desk and Sponsored Event	●	●	●	●	●	●
Sponsor Ribbons	●	●	●	●	●	●
Recognition in Annual eBulletin (circulation 10,000)	●	●	●	●	●	●
Sponsorship Listing on the AIPLA Website	●	●	●	●	●	●
Recognition at Wednesday Luncheon	●	●	●	●	●	●
Two Complimentary Tickets to the Wednesday Luncheon	●	●	●	●	●	
One Complimentary Meeting Registration	●	●	●	●		
Two Complimentary Tickets to the Thursday Luncheon	●	●	●	●		
Two Complimentary Tickets to the Thursday Dinner	●	●	●	●		
Two Complimentary Tickets to the Wednesday Opening Night Reception	● †	● †	● †	● †		
Color Online Button Ad in the Annual eBulletin (circulation 10,000)			●	● ††		
Two Additional Complimentary Tickets to the Thursday Dinner (4 total)	●	●	●			
Firm/Corporation Logo Projected on a Prominent Surface at the Event	●	●	●			
Two Additional Complimentary Tickets to the Wednesday Opening Night Reception (4 total)	● †	● †	● †			
Color Online Leaderboard Ad in the Annual eBulletin (circulation 14,000)	●	●				
Two Additional Complimentary Tickets to the Wednesday Luncheon (4 total)	●	●				
One Additional Complimentary Meeting Registration (2 total)	●	●				
Two Additional Complimentary Tickets to the Thursday Dinner (6 total)	●	●				
Color Ad in Program Preview & Color Online Sky-scraper Ad in Annual eBulletin	●					
Four Additional Complimentary Tickets to the Friday Dinner (10 total) and a Reserved Table with Your Company's Name	●					
Two Additional Complimentary Tickets to the Thursday Opening Night Reception (6 total)	● †					

†Sponsors of the Opening Night Reception only. ††Sponsor at \$7,500 and get a Color Online Button
NOTE: All sponsor tickets will be sent to the main point of contact of the sponsoring firm unless requested otherwise.

Exhibiting

2021 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/Online Platform
- Two complimentary exhibitor registrations (single booth space)
- Three complimentary exhibitors registrations (double booth space) (In person events only)
- One ticket for each ticketed event for each of the complimentary booth personnel (In person events only)
- 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 Lisa Beller, 703-981-8440, 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
Mid-Winter Institute February 1 - 5 Virtual Conference	\$2,500	N/A	Virtual Online Platform		N/A
Spring Meeting* May 12 - 14 Westin Seattle, Seattle, WA *may be virtual	\$3,500	N/A	Table-top	6' x 6'	N/A
Annual Meeting October 28-30 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.	8' 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

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

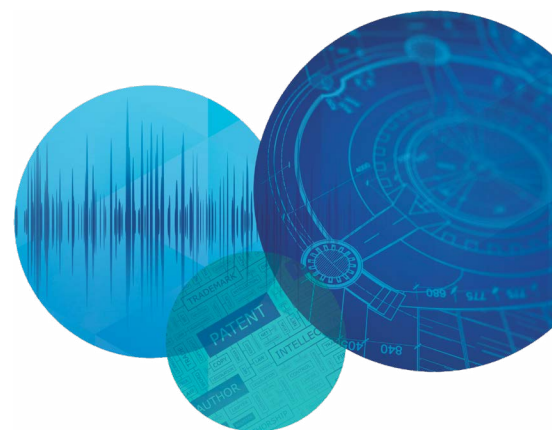
Type of Advertisement*	Yearly Rate*
Simple	\$500
Corporate Overview	\$250
Contact Email	\$250
Logo	\$250
Web link	\$250
Advertorial/ Data Sheet/Primer	\$1,000
Square tile ad	\$2,000
Banner ad	\$3,000

* All ads and placements are subject to AIPLA approval.

Availability and rates are subject to change.

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 2021 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.*