

2021  
**AIPLA**



Annual  
**MEETING**

**Sponsorship, Exhibit, Advertising Opportunities**

**October 28-30, 2021**



**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**

**We are so excited to be coming together in-person for the first time in nearly 2 years!** Annual Meeting attendees include a diverse group of IP professionals offering you a great opportunity to market your company's services to all of them at one time in one place! Attendees include patent, trademark, copyright and trade secret specialists from law firms, corporate and private sectors.

Advertising, sponsorships, and exhibits provide excellent marketing possibilities for you. Additionally, they also contribute to the overall support of the valuable work we do at AIPLA. We simply cannot do the work we do without the generous support of our sponsors and exhibitors. For over 120 years, AIPLA has been a trusted advocate for the improvement of laws relating to intellectual property, their proper interpretation by the courts and legal education that provides a framework for creativity and innovation.

We are happy to provide additional information and answer your specific questions on individual sponsorships, promotional opportunities, exhibits and more. We are also pleased to discuss with you the advantages and benefits of an Annual Meeting package or multi-meeting packages.

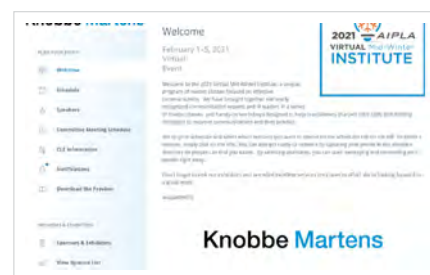
## Advertising/Promotional Opportunities:

Advertise Online at AIPLA.ORG All attendees go to the web site to register for the meeting. We have AIPLA homepage advertising as well as the following Annual Meeting web pages (secondary pages):

- **AIPLA Home Page Box:**  
\$1,500/month, \$3,000/3 months, \$5,000/  
6 months, \$8,000/12 months
- **Annual Meeting landing page**
- **Annual Meeting registration page**
- **Annual Meeting Program page**  
**Secondary Page Banner:**  
\$1,250/month, \$2,500/3 months, \$4,000/  
6 months, \$6,000/12 months  
**Secondary Page Box:** \$1,000/month, \$2,000/3 months, \$3,500/  
6 months, \$4,500/12 months  
*\$100 extra for animated GIF, 40K max file size*



- **Notes & News bi-weekly e-newsletter sent to nearly 10,000 contacts - \$750/issue**
- **AIPLA Newsstand - daily e-newsletter Exclusive \$300/issue**
- **Daily Onsite Email Update Sponsor on every page- \$2,500/day**
- **Banner on Mobile App/Virtual Platform - \$3,000/day**
- **Annual Meeting Preview full page ad - \$2,500**
- **Annual Meeting Preview half-page ad - \$1,500**



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# AIPLA

## 2021 Annual Meeting Sponsorship Opportunities

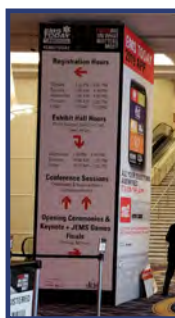
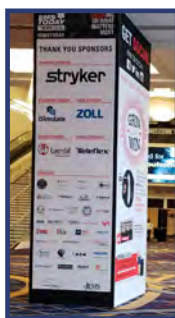
### Event Sponsorship Opportunities

Thursday Corporate Practice Breakfast .....	\$7,500
Thursday Lunch Reception .....	\$7,500
Friday Lunch Reception .....	\$7,500
Thursday New Member Reception.....	\$20,000
<i>Partial starting at \$10K</i>	
Thursday Diversity Reception .....	\$30,000+
<i>Partial starting at \$5K</i>	
Thursday Opening Night Reception.....	\$60,000+
<i>Partial starting at \$5K</i>	

Women in IP Breakfast.....	\$25,000
<i>Partial starting at \$10,000</i>	
Friday Night Dinner Entertainment.....	\$50,000+
<i>Partial starting at \$10K</i>	
Desert Reception After Friday Dinner .....	\$60,000+
<i>Partial starting at \$10,000</i>	
Committee Meetings Reception.....	\$3,000 each
Continental Breakfasts.....	\$10,000 each
Morning/Afternoon Breaks.....	\$5,000 each
Titans of the IP Bar .....	\$15,000

### Additional Opportunities

Meeting WiFi.....	\$15,000
Meeting Mobile App.....	\$10,000
Attendee Gift Supplied by AIPLA.....	\$20,000
<i>Partial starting at \$5,000</i>	
AIPLA Tech Center .....	\$5,000
Registration Area .....	\$15,000
Lanyards .....	\$10,000 plus costs



### Special New Opportunities

Shuttle Buses .....	\$40,000
<i>Includes signage on buses &amp; at hotel</i>	
Hotel Key Cards .....	\$15,000
Center Sections of Stairs in Registration Area .....	\$20,000
<i>Each of 42 steps has your name on stair riser</i>	
Coffee Bar .....	\$20,000
Daily Schedule Column Wraps.....	\$7,500 per side
<i>3 sides available on two large columns (SEE PHOTOS)</i>	
Charging Station Table Tops.....	\$2,500 each
<i>Your branding on the table</i>	
Floor Clings .....	\$1,500 each
<i>Your branding on circular floor clings</i>	
Window Clings .....	\$2,500 each
<i>Your branding on rectangular window clings</i>	
Your Branded Drink Bottles .....	\$15,000

We are happy to provide additional information and answer your specific questions on individual sponsorship events and items. We are also pleased to discuss with you the advantages and benefits of multi-meeting sponsorships. We encourage you to act now while these opportunities are still available.

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

## Sponsorship Benefits:

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 AM21 Mobile app	◆	◆	◆	◆	◆	◆
Company logo in AM collateral including website, online And Mobile App	◆	◆	◆	◆	◆	◆
Recognition during luncheon sessions	◆	◆	◆	◆	◆	◆
Recognition in Meeting News, online Preview, and promotional outreach (circ. 10,000)	◆	◆	◆	◆	◆	◆
Signage at Registration Desk and Sponsored Event	◆	◆	◆	◆	◆	◆
Sponsor Ribbons	◆	◆	◆	◆	◆	◆
Complimentary full virtual conference registration	1	1	1	1	1	
Firm/Corporation Logo Projected on a Prominent Surface at the Event	◆	◆	◆			
Color Online Ad on the Annual Meeting Webpage	◆	◆				
Complimentary Full In-person Registration (includes a ticket to each ticketed event)	4	3	2	1		
One complimentary table at Friday Evening Event	◆					
Banner in Mobile App	◆					

**NOTE:** Multi-meeting sponsorship packages are available.

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

# Exhibitor Opportunities



## BRAND NEW LOCATION! **GAYLORD NATIONAL RESORT & CONVENTION CENTER**

This spectacular waterfront resort, with a stunning 19-story glass atrium, has sweeping views of the Potomac River and is conveniently located near both National Airport and downtown Washington, DC.

Exhibit booths will be in the main meeting foyer where meeting attendees will mingle and go to and from sessions. You will now be a PART OF THE ACTION, on the main floor of the meeting.

*Limited space is available.*

<b>Main Registration Hall</b>	<b>\$6,000</b>
This is the primary entry point for all meeting attendees.	
<b>Double Booth</b>	<b>\$11,000</b>
<b>^Virtual Booth Only</b>	<b>\$2,500</b>

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

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

**We encourage you to act now while these opportunities are still available.**

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**GAYLORD NATIONAL RESORT  
& CONVENTION CENTER**  
October 28 - 30

**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, an identification sign, 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. Exhibit space(s) are 8' x 10'. 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 2021 Annual 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 Katy Drake (kdrake@aipia.org) no later than Monday, July 19, 2021. 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 2019 Annual Meeting printed exhibitor brochure that will and placed on our "handouts" table at the meeting. 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:** Wednesday, October 27, timing to be determined.. PLEASE NOTE: Pre-registration for the meeting opens at 4:00 pm in the main registration area.

**EXHIBIT DATES AND TIMES:** The Exhibit hours are as follows: Thursday, October 28, 7:00 am – 6:00 pm; Friday, October 29, 7:45 am – 6:00 pm; and Saturday, October 30, 8:00 am – 12:00 pm (Schedule subject to change).

**EXHIBITOR BREAKDOWN:** Saturday, October 30 starts at 12:00 pm. No breakdown is allowed prior to 12:00 pm.

**SERVICE KITS:** You will receive a service kit directly from an Exposition Service Company the first week in October. This kit will include shipping instructions and special order forms for the electrical, telephone and Internet.

**TRAFFIC INFORMATION:** The meeting is expected to draw approximately 800-1,000 attendees. 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. Please refer to our website [www.aipia.org](http://www.aipia.org) at the end of June to review the complete meeting schedule.

**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@aipia.org](mailto:lbeller@aipia.org).

**REFUND POLICY:** If you must cancel your exhibit booth registration, we will provide a refund up until Friday, October 1, 2021, if we are able to find an exhibitor to take your space. No refunds or credit will be given for cancellations received after Friday, October 1, 2021.

**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.

NOTE: Please be sure all necessary company personnel receive this information.

## 2021 ANNUAL MEETING SPONSORSHIP, EXHIBITOR, ADVERTISING ORDER FORM

October 28-30, 2021

Company:

Telephone:

Contact Person:

Email:

Company Web Address:

Address:

Advertising:

Item:

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  
(\$500-\$2,999)

Sponsorship:

Price:

Exhibition Booth: \$6,000 Double Booth: \$11,000 Virtual Booth Only: \$2,500

Credit Card:

American Express

Mastercard

Visa

Check Enclosed

Card Number:

Name on Card:

Fee Enclosed:

Expiration Date:

Cardholder Signoff  
(Please Type Name)

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