

# 2021 AIPLA



# VIRTUAL Mid-Winter INSTITUTE

**Sponsorship, Exhibit, Advertising Opportunities**

**February 1 - 5**



**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**



**Our new Virtual environment provides ample opportunities to connect with attendees and guests throughout the conference.** With this new innovative online platform, the meeting will offer the same quality keynotes, breakout sessions, dedicated expo hall, and networking events at a reduced cost. Mid-Winter Institute attendees include IP professionals from around the world thereby 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 a Mid-Winter Institute 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 Mid-Winter Institute web pages (secondary pages):

- **Mid-Winter Institute landing page**
- **Mid-Winter Institute registration page**
- **Mid-Winter Institute Program page**

**AIPLA Home Page Box:**

\$1,500/month, \$3,000/3 months, \$5,000/  
6 months, \$8,000/12 months

**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 Exclusvie \$300/issue**
- **Daily Mid-Winter Institute Newsletter Sponsor - \$2,500/day**
- **Lobby Banner on Virtual Platform - \$3,000/day**
- **Exhibit Hall Lobby Banner - \$1000**
- **Digital Welcome Gift - \$1000 plus items**



**Questions??** Contact Lisa Beller at:  
**lbeller@aipla.org** or 703-981-8440



## Sponsorship Opportunities:

	<u>Exclusive</u>	<u>Co-Sponsor</u>
Corporate Practice Breakfast (2/3)	\$5,000	
Global Coffee/Cocktail meet up (2/4)	\$15,000	\$5,000 and up
<b>Happy Hours:</b>		
Opening Night Reception (2/1)		\$5,000 and up
Networking Event: Tour of Musee D'Orsay and Welcome to new AIPLA members and first-time meeting attendees (2/2)	\$15,000	
Escape Room (2/2)	\$15,000	\$3,000 and up
Happy Hour Networking Event: What's My Line? (inventor challenge) (2/3)	\$15,000	\$3,000 and up
National Inventors Hall of Fame Tour (2/3)	\$10,000	\$3,000 and up
Happy Hour Poker Night (2/4)	\$15,000	\$3,000 and up
Closing Happy Hour (2/5)	\$15,000	
Titans of the Bar Session	\$20,000	\$5,000 and up
Women in IP Breakfast		\$10,000 and up
Webcast Auditorium	\$5,000/day	
Relaxation Yoga/Meditation Break	\$10,000	\$3,000 and up
Tech help desk	\$5,000	
Registration area	\$10,000	

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 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 14,000)	◆	◆	◆	◆	◆	◆
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	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	
Premium located exhibit booth	◆	◆				
Swag Bag/Welcome Gift (optional)	◆	◆				
Video Commercial - 1 minute	◆					
Lobby logo virtual meeting	◆					



**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.

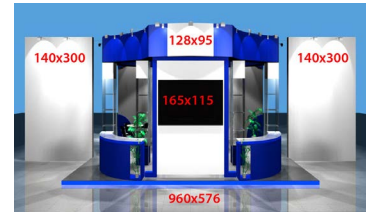


## Exhibit Opportunity (\$2,500):

Virtual Booths are the new format with the same dates and will still include 2 full conference passes, booth promotion, and lead capture for follow up. Additionally, in this new environment you will be able to upload promotional videos, logos, branding and schedule one on one video chats, private demos and more. Official booth dates are 2/1 to 2/5.

### Exhibit Booth capabilities:

- Fully Customizable
- Ability to upload video content, logo, branding, marketing materials
- Chat capabilities
- Screen Sharing capabilities
- Link to your website and social media platforms
- Set virtual meetings with attendees
- Lead capture and activity reports



**FREE REGISTRATIONS:** Each booth comes with 2 full conference registrations to the meeting, one dedicated virtual exhibit space and access to the contact list for the 2021 Virtual Mid-Winter Institute Attendees.

**ONLINE LISTING:** For inclusion in the online marketing materials, please email your company name, contact person, address, phone number, email, website along with a brief description (approx. 25 words), and high-resolution logo to AIPLA (lbeller@aipla.org) by **Friday, December 4, 2020**.

**INTERNET:** Online platform and specs to be provided. As the platform is online, you will need to use Internet to set up and connect during conference hours.

**EXHIBIT DATES AND TIMES:** The primary meeting dates are 2/1 - 2/5, 2021. Online rooms should be completely set and ready to go no later than Friday, January 29, 2021. Because the exhibits are virtual, you are free to have open hours as best suits your schedule. Attendees will be able to go online and visit exhibitors 24/7. Set open times will be designated each day. You may also schedule one on one meetings, demos and other connections with attendees.

**TRAFFIC INFORMATION:** The meeting is expected to draw over 500 attendees. To help increase the traffic, we will have designated show hours and to encourage participation during those times, AIPLA is offering prizes for accessing and visiting each vendor's exhibit. The full meeting schedule will be available by November 20, 2020 at [www.aipla.org](http://www.aipla.org).

**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 offering any promotional products.

**HOLD HARMLESS CLAUSE:** The exhibitor assumes responsibility and agrees to indemnify, defend and hold harmless the American Intellectual Property Law Association, their respective employees against any claims or expenses arising out of the use of the virtual platform. The Exhibitor understands that AIPLA does not maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

**REFUND POLICY:** If you must cancel your participation, we will only be able to provide a refund if cancellation is received by **Thursday, December 31, 2020** AND we are able to find a replacement exhibitor. No refunds or credit will be given for sponsorship cancellations or exhibitor cancellations received after December 31, 2020.

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



## 2021 VIRTUAL MID-WINTER INSTITUTE SPONSORSHIP, EXHIBITOR, ADVERTISING ORDER FORM

February 1 to 5, 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: \$2,500

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