

2023  
**AIPLA**



Mid-Winter  
**INSTITUTE**

**Sponsorship, Exhibit, Advertising Opportunities**

January 31-February 3, 2023  
**Rancho Bernardo Inn**  
San Diego, CA



**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**

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 125 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 Options:

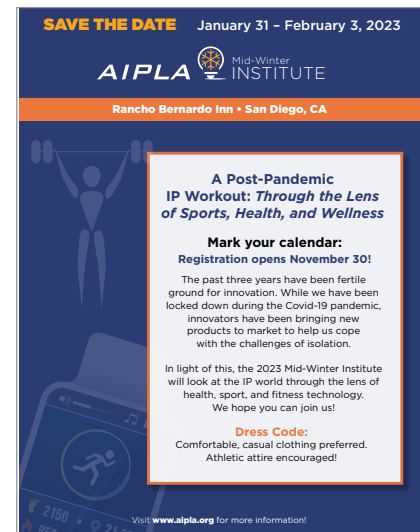
### Secondary Page

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

**Secondary Page Box:** \$1,000/month, \$2,000/3 months, \$3,500/ 6 months, \$4,500/12 months

**AIPLA Home Page Box:** \$1,500/month, \$3,000/3 months, \$5,000/ 6 months, \$8,000/12 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 Mid-Winter Institute Newsletter Sponsor - \$2,500/day



	Exclusive	Co-Sponsorship
Corporate Practice Breakfast	\$5,000	
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
Opening Night Reception	\$60,000	\$5,000
Dinner/Entertainment	\$40,000	\$10,000
Dessert Reception	\$40,000	\$10,000
Committee Meeting Receptions, if any	\$3,000	
Continental Breakfast	\$10,000	\$3,000
Meeting WiFi	\$15,000	
Meeting Mobile App	\$10,000	
Attendee Gift Supplied by AIPLA	\$20,000	\$5,000
AIPLA Tech Center	\$5,000	
Registration Area	\$15,000	
Lanyards	\$10,000 plus cost of lanyards	
Hotel Key Cards	\$15,000	
Diversity Fun Run	\$3,000	
Mentoring Speed Networking	\$3,000	
Yoga Class	\$3,000	

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 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. 7,500)	◆	◆	◆	◆	◆	◆
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	◆	◆				
One complimentary registration (includes a ticket to each ticketed event)	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>		
One complimentary table at evening event	◆					
Banner in mobile app	◆					

**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.**

## 2023 AIPLA Mid-Winter Meeting Exhibitor Information

### Table Top Exhibit - \$3500

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

#### To Contract Space:

Please contact  
Lisa Beller  
703-981-8440  
[lbeller@aipla.org](mailto:lbeller@aipla.org)

# MEETING EXHIBITOR - REGISTRATION/POLICIES & INFORMATION



**RANCHO BERNARDO INN**  
San Diego, CA • January 31-February 3, 2023

**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, 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. For Mid-Winter Meeting exhibit space(s) are 6' x 6'. Overnight security will be provided.

**ONSITE PROGRAM & MEETING APP:** If you would like to have your company information included in the 2023 Stated 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 vector or SVG format to Ariella Gordon (agordon@aipla.org) no later than: December 23, 2022

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 exhibitor listings and online. 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:** Specific hours for set up to be provided closer to meeting dates.

For Mid-Winter 2023 -January 31, 2023

**EXHIBIT DATES AND TIMES:** The Exhibit hours are as follows run daily from 8:00 am - 6:00 pm for main days, and 8:00 am - 12:30 pm on the final day.

For Mid-Winter 2023 - February 1-3, 2023

**EXHIBITOR BREAKDOWN:** Final program day at 12:30 pm. No breakdown is allowed prior to 12:30 pm. Exhibitors who tear down or leave the show early may have fees assessed.

**SERVICE KITS:** You will receive a service kit directly from an Exposition Service Company or AIPLA. This kit will include shipping instructions and special order forms for the electrical, telephone and Internet. Dates kits will be sent will be confirmed once exhibit space is reserved.

**TRAFFIC INFORMATION:** The meeting is expected to draw approximately 500+ for the Mid-Winter. 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. Each stated meeting event page has a schedule listed. Please refer to review the complete meeting schedules.**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.

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

**REFUND POLICY:** If you must cancel your exhibit booth registration, we will provide a refund, if we are able to find an exhibitor to take your space, up until:

January 9, 2023

No refunds or credit will be given for cancellations received after those dates.

**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.obtain such insurance.

## 2023 MID-WINTER INSTITUTE SPONSORSHIP, EXHIBITOR, ADVERTISING ORDER FORM

January 31 - February 3, 2023

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:

\*Please state clearly what event or item you are choosing to sponsor

Price:

Exhibition Booth: \$3,500

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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