

2020  
**AIPLA**



**VIRTUAL** Annual  
**MEETING**

**Sponsorship, Exhibit, Advertising Opportunities**

**October 22 - 30**



**Act now to secure your sponsorship, exhibit and promotional opportunities.**

**Questions?? Contact [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. Annual Meeting 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 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):

- **Annual Meeting landing page**
- **Annual Meeting registration page**
- **Annual Meeting Program page**
  - AIPLA Home Page Box: \$1,000/month, \$2,500/3 months, \$4,500/6 months, \$8,000/12 months
  - Secondary Page Banner: \$650/month, \$1,500/3 months, \$2,500/6 months, \$4,750/12 months
  - Secondary Page Box: \$500/month, \$1,250/3 months, \$2,250/6 months, \$4,000/12 months
  - \$100 extra for animated GIF, 40K max file size



- **Notes & News bi-weekly e-newsletter sent to over 13,000 contacts - \$650/issue**
- **AIPLA Newsstand - daily e-newsletter - \$250/issue**
- **Daily Annual Meeting Newsletter Sponsor - \$2,500/day**
- **Leaderboard Banner on Virtual Platform - \$3,000/day**
- **Exhibit Hall Lobby Banner - \$1000**
- **Welcome Swag Bag Gift - \$1000 plus item cost**
- **Digital Welcome Gift - \$1000 plus items**



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## Sponsorship Benefits:

	<u>Exclusive</u>	<u>Co-Sponsor</u>
Corporate Practice Breakfast	<b>\$7,500 - SOLD</b>	
Global Coffee Meet Up	\$15,000	\$5,000 and up
<b>Happy Hours:</b>		
New Member/First-time Attendee	<b>\$15,000 - SOLD</b>	
Committee Meeting Receptions	\$3,000	
Leadership Reception (10/21)	\$15,000	\$5,000 and up
Opening Night Reception (10/22)		\$5,000 and up
Music Performance Happy Hour (10/23)	\$15,000	\$5,000 and up
Game Night Happy Hour (10/26)	\$15,000	\$5,000 and up
Cooking Happy Hour (10/27)	\$15,000	\$5,000 and up
Mixologist Happy Hour (10/28)	\$15,000	\$5,000 and up
Diversity Reception (10/29)		\$5,000 and up
Halloween Happy Hour (10/30)		\$5,000 and up
Titans of the Bar Session	\$20,000	\$5,000 and up
Women in IP Breakfast		\$10,000 and up
Waiting Room Before General Session	\$10,000	
Waiting Room Before Breakout Session	\$5,000	
Post Session Discussion Group	\$5,000	
Relaxation Yoga/Meditation Break	\$10,000	\$3,000 and up
Tech help desk	\$5,000	
Registration area	<b>\$10,000 SOLD</b>	
Private Networking Lounge	\$3,500	

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.

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## 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 AM online virtual platform	◆	◆	◆	◆	◆	◆
Company logo in AM 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 Annual eBulletin (circ 14,000)	◆	◆	◆	◆	◆	◆
Full Attendee Registration List	◆	◆	◆	◆	◆	
Color Online leaderboard ad in Annual eBulletin	◆	◆				
Color online button ad in Annual eBulletin			◆	◆	◆	
Color Online Ad on the Annual Meeting Webpage	◆	◆				
Complimentary Virtual full event registrations	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	
Private Networking Lounge or premium located exhibit booth	◆	◆				
Swag Bag/Welcome Gift	◆	◆				
Video Commercial - 1 minute	◆					
Leaderboard Ad at 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:

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. Even with the added value of this format and savings to exhibitors of not traveling, we are reducing the price from \$6000 to \$3500. Official booth dates are 10/26 - 10/30. We are offering preview dates 10/21- 10/23 for those interested in extending their show presence.

### 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 2020 Virtual Annual Meeting 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 (meeting\_planner@aipla.org) by **Friday, August 28, 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 10/26 - 10/30/2020. Preview dates from 10/21-10/23. Online rooms should be completely set and ready to go no later than Wednesday, October 21, 2020. 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 750 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 August 15, 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 **Monday, September 21, 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 September 21, 2020.

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## 2020 VIRTUAL ANNUAL MEETING SPONSORSHIP, EXHIBITOR, ADVERTISING ORDER FORM

October 22-30, 2020

Company Name:

Contact Person:

Telephone:

Company Web Address:

Email:

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: \$3,500

Networking Lounge: \$3,500

Credit Card:

American Express

Mastercard

Visa

Check Enclosed

Card Number:

Name on Card:

Fee Enclosed:

Expiration Date:

Cardholder Signature :

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