

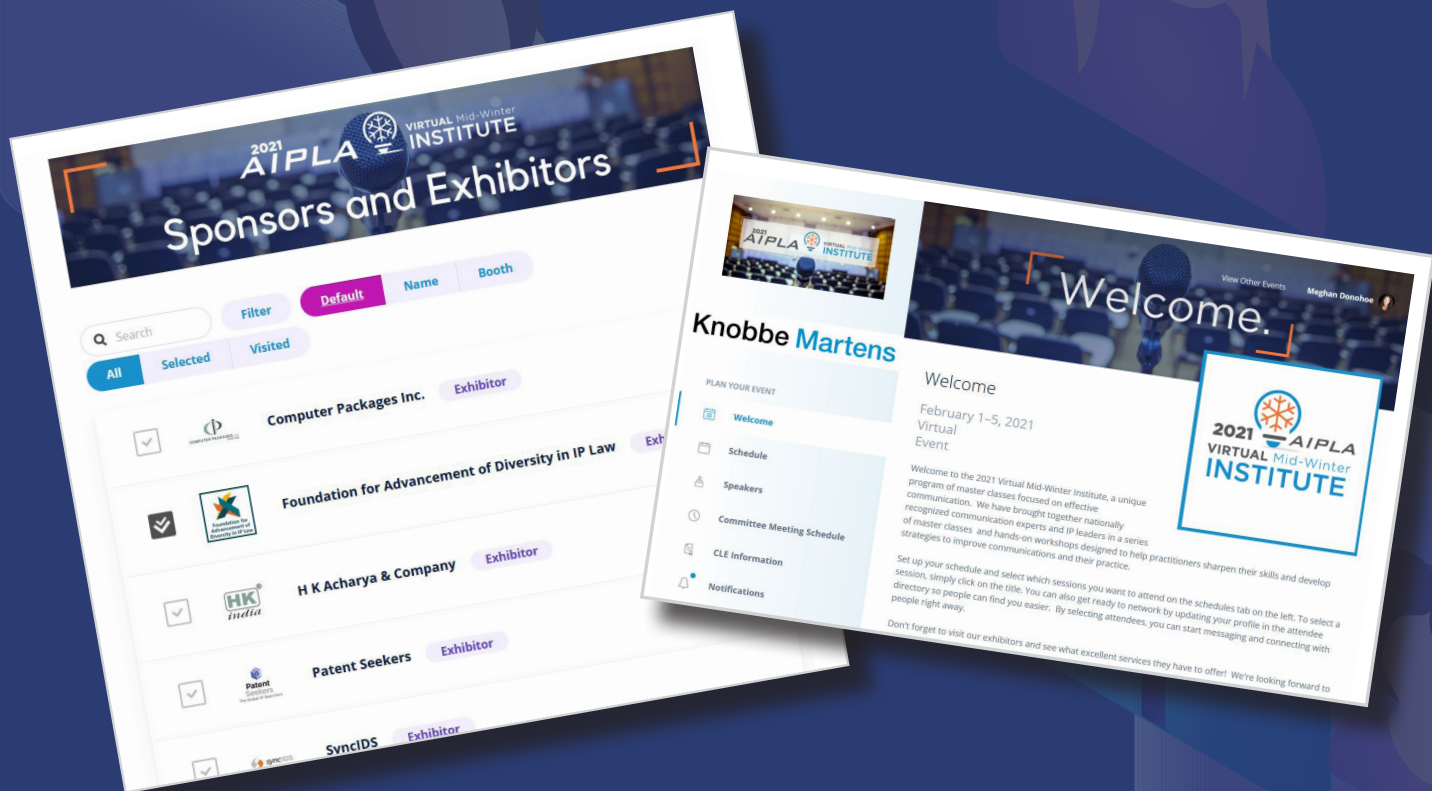
2021 AIPLA



VIRTUAL Spring MEETING

Sponsorship, Exhibit, Advertising Opportunities

May 10 - 14



Act now to secure your sponsorship, exhibit and promotional opportunities.
Questions?? Contact Lisa Beller at lbeller@aipla.org or 703-981-8440



Our 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 exhibitor and sponsor hall, and networking events at a reduced cost. Spring 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.

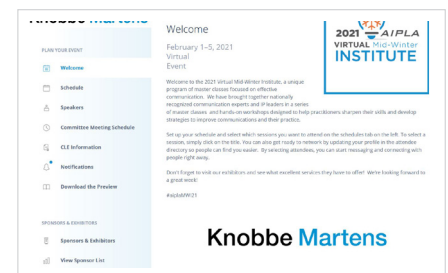
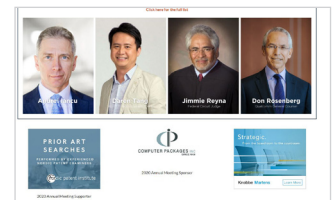
Advertising, sponsorships, and exhibits provide excellent marketing possibilities for you. Additionally, they also contribute to the overall support of the valuable work we do at AIPLA. We simply cannot do the work we do without the generous support of our sponsors and exhibitors. For over 120 years, 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 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 Spring Meeting web pages (secondary pages):

- **AIPLA Home Page Box:**
\$1,500/month, \$3,000/3 months, \$5,000/
6 months, \$8,000/12 months
- **Spring Meeting landing page**
- **Spring Meeting registration page**
- **Spring 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 Spring Meeting Newsletter Sponsor on every page- \$2,500/day**
- **Banner on Virtual Platform - \$3,000/day**
- **Spring Meeting Preview full page ad - \$1,000**
- **Spring Meeting Preview half-page ad - \$500**



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Sponsorship Opportunities:

	<u>Exclusive</u>	<u>Co-Sponsor</u>
Corporate Practice Breakfast (5/11)	\$5,000 SOLD	
Global Coffee/Cocktail Meet Up (5/13)	\$15,000	\$5,000 and up
Happy Hours:		
Opening Night Reception (5/10)		\$5,000 and up
New Member/First-time attendee Networking Happy Hour (5/11).	\$15,000	\$5,000 and up
Mentoring Speed Networking (5/12)	\$10,000	\$3,000 and up
Diversity Networking Event (5/13)	\$15,000	\$3,000 and up
Closing Networking Event (5/14)		\$5,000 and up
Titans of the Bar Session	\$20,000	\$5,000 and up
Women in IP Breakfast		\$10,000 and up
Relaxation Yoga/Meditation Break	\$10,000	\$3,000 and up
Tech/Help Desk	\$5,000	

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.

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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 SM21 online virtual platform	◆	◆	◆	◆	◆	◆
Company logo in SM collateral including website, online virtual platform, and with each educational session	◆	◆	◆	◆	◆	◆
Recognition during luncheon sessions	◆	◆	◆	◆	◆	◆
Recognition in Meeting News, online Preview, and promotional outreach (circ. 10,000)	◆	◆	◆	◆	◆	◆
Full Attendee Registration List	◆	◆	◆	◆	◆	
Color Online Ad on the Spring Meeting Webpage	◆	◆				
Complimentary Virtual full event registrations	6	5	4	3	2	
Premium located exhibit booth	◆	◆				
Video Commercial - 1 minute	◆					
Lobby logo virtual meeting	◆					

NOTE: Multi-meeting sponsorship packages are available.

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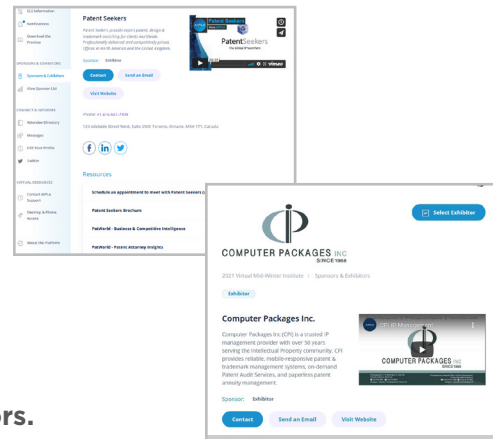


Exhibit Opportunity (\$2,500):

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 have promotional videos, logos, branding and schedule one on one video chats, private demos and more. Official booth dates are 5/10 to 5/14.

Exhibit Booth capabilities:

- **Customizable**
- **Ability to include video content, logo, branding, marketing materials**
- **Link to your website and social media platforms**
- **Set virtual meetings with attendees**
- **Lead capture and activity reports**
- **Designated Hall and Designated Hours**
- **Designated table with logo in REMO based Exhibit Hall providing live interaction with booth visitors.**



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 Spring 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. 50 words), and high-resolution logo to AIPLA (lbeller@aipla.org) by **Friday March 26, 2021**.

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

EXHIBIT DATES AND TIMES: The primary meeting dates are 5/10 - 5/14, 2021. Online rooms should be completely set and ready to go no later than Friday, April 30, 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 March 1, 2021 at 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, April 15, 2021** AND we are able to find a replacement exhibitor. No refunds or credit will be given for sponsorship cancellations or exhibitor cancellations received after April 15, 2021.

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2021 VIRTUAL SPRING MEETING SPONSORSHIP, EXHIBITOR, ADVERTISING ORDER FORM

May 10 - 14, 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)

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