



# AIPLA



# Spring MEETING

**Sponsorship, Exhibit, Advertising Opportunities**

**The Roosevelt New Orleans Hotel**

**New Orleans, LA**

**May 17-19, 2022**

**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**

# Advertising

## AIPLA's Three Major Meeting Programs Mid-Winter, Spring and Annual

Market your company during our three annual meetings: The Mid-Winter Institute, the Spring Meeting and the Annual Meeting. From advertising to exhibits to sponsorships, AIPLA has a variety of opportunities for your company to build brand recognition and achieve its business goals. Review the spectrum of our offerings associated with our three stated meetings on the pages to follow. Options are available for budgets of all sizes. If you have an additional promotional idea, please let us know. We welcome the opportunity to work with your company. See the following pages for details.

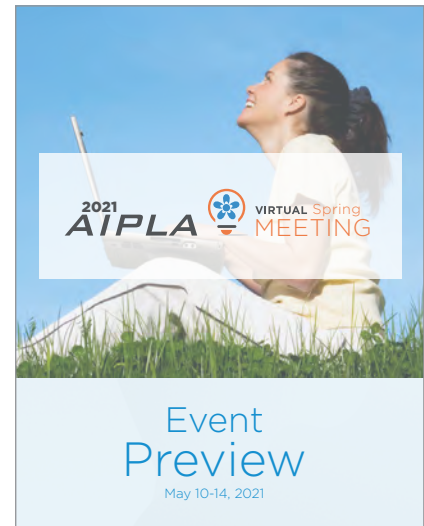
### Annual Meeting Preview Display Advertising

Be one of a few exclusive advertisers in the ONLY print promotion for the AIPLA Stated Meetings. This meeting preview is mailed out to over 12,000 IP practitioners worldwide. Spacing and availability is very limited.

Ad Unit	Size	Rate
Full Page with 1/8" bleed	8 1/2" x 11	(Full Page Only) \$1000/Mid-Winter \$1000/Spring \$2500/Annual
1/2 Page with 1/8" bleed	8 1/2" x 5 1/2"	\$500/Mid-Winter \$500/Spring \$1500/Annual

### Specs

Common electronic graphic format (i.e., Illustrator, Photoshop or EPS, TIF, high resolution PDF, or BMP). Minimum resolution of 300dpi. Must include a bleed of 1/8" (minimum). We cannot accept ads in Corel Draw or in word-processing programs.



# Stated Meeting Sponsorship Opportunities

## 2022 Stated Meetings

### AIPLA 2022 Mid-Winter Institute

February 1 to 4, 2022  
Omni Rancho Las Palmas  
Rancho Mirage, CA

### AIPLA 2022 Spring Meeting

May 17 to 19, 2022  
The Roosevelt  
New Orleans, LA

### AIPLA 2022 Annual Meeting

October 27 to 29, 2022  
Gaylord National Resort and Convention Center  
National Harbor, MD

	Exclusive	Co-Sponsorship
Corporate Practice Breakfast (MW/SM)	\$5,000	
Corporate Practice Breakfast (AM only)	\$7,500	
Lunch Receptions	\$7,500	
Women in IP Breakfast	\$25,000	\$10,000
Breaks (morning and afternoon)	\$5,000 per break	
Titans of the Bar	\$20,000	\$5,000
New Member Reception	\$20,000	\$10,000
Diversity Reception	\$30,000	\$5,000
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	
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	
<b>ANNUAL MEETING ONLY:</b>		
Coffee Bar	\$20,000	\$5,000
Center Sections of Stairs in Registration Area	\$20,000	
<i>Each of 42 steps has your name on stair riser</i>		
Daily Schedule Column Wraps	\$7,500 per side	
<i>3 sides available on two large columns</i>		
Charging Station Table Tops	\$2,500 each	
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	



# Stated Meeting Sponsorship Benefits

## 2022 Stated Meetings

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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. 8,000)	◆	◆	◆	◆	◆	◆
Signage at Registration Desk and Sponsored Event	◆	◆	◆	◆	◆	◆
Sponsor Ribbons	◆	◆	◆	◆	◆	◆
Complimentary full virtual conference registration (if virtual option is offered)	1	1	1	1	1	
Firm/Corporation Logo Projected on a Prominent Surface at the Event	◆	◆				
Color Online Ad on the Meeting Webpage	◆	◆				
Complimentary Full In-person Registration (includes a ticket to each ticketed event)	4	3	2	1		
One complimentary table at Evening Event	◆					
Banner in Mobile App	◆					

# Exhibiting

## 2022 AIPLA Stated Meetings Exhibitor Information

Annually, AIPLA takes great pleasure in hosting a wide spectrum of IP practitioners at its three stated meetings — Mid-Winter, Spring, and Annual. The meetings, which take place in cities across the United States, offer attendees a combination of educational programming and networking forums. Each varies in size and scope.

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, pipe and drape\*
- Two chairs
- Wastebasket
- Identification sign at your booth
- Overnight security
- Includes Virtual Booth on Event Platform/Mobile App

### To Contract Space:

Please visit our website at [www.aipla.org](http://www.aipla.org), and for further details, contact Lisa Beller 703-981-8440 [lbeller@aipla.org](mailto:lbeller@aipla.org)

Virtual Only Booths may be available, please inquire.

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

Meeting	Single Exhibit Fee	Double Exhibit Fee	Display Type	Booth Space	Of Special Note
<b>Mid-Winter Institute</b> February 1 to 4, 2022 Omni Rancho Las Palmas Rancho Mirage, CA	\$3,500	N/A	Table-top	6' x 6'	N/A
<b>Spring Meeting</b> May 17 to 19, 2022 The Roosevelt New Orleans, LA	\$3,500	N/A	Table-top	6' x 6'	N/A
<b>Annual Meeting</b> October 27 to 29, 2022 Gaylord National Resort and Convention Center National Harbor, MD	\$6,000	\$11,000 only available in premium placement	Free standing floor pop-up displays permitted.	8' x 10'	Literature racks may be used within your exhibit space.

## **AIPLA 2022 Stated Meeting Exhibit Registration Policies and Information**

**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 and Spring Meetings, exhibit space(s) are 6' x 6'. For the Annual Meeting, exhibit spaces are 8' x 10' and 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 2022 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 png format to Katy Drake (kdrake@aipla.org) no later than:

- For Mid-Winter 2022, by December 31, 2021
- For Spring Meeting 2022, by April 19, 2022
- For Annual Meeting 2022, by July 18, 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 Dates: Specific hours for set up to be provided closer to meeting dates.**

- Mid-Winter 2022 – Tuesday, February 1, 2022
- Spring Meeting 2022 – Monday, May 16, 2022
- Annual Meeting 2022 – Wednesday, October 26, 2022

**PLEASE NOTE:** For the 2022 Annual Meeting, the Pre-registration for the meeting opens at 4:00 pm in the main registration area on October 26, 2022.

**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.

- Mid-Winter 2022 - Exhibits Open 2/2 – 2/4
- Spring Meeting 2022 – Exhibits Open 5/17 – 5/19
- Annual Meeting 2022 – Exhibits Open 10/27 – 10/29

**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 300-400 for the Mid-Winter, 450-550 for the Spring, and 800-1000 for the Annual. 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.

**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.

**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:

- Monday, January 3, 2022
- Monday, April 25, 2022
- Monday, October 3, 2022

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.

## 2022 SPRING MEETING SPONSORSHIP, EXHIBITOR, ADVERTISING ORDER FORM

May 17-19, 2022

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: \$3,500

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** or 703-981-8440