

AIPLA

American Intellectual Property Law Association



2023 Marketing Kit

Explore AIPLA's advertising, sponsorship and exhibitor opportunities

Reach a distinct audience of high-level decision makers and buyers in the IP law profession through AIPLA...One of the largest and most influential professional organizations in the IP industry.

www.aipla.org





AIPLA offers a variety of advertising, exhibitor and sponsorship opportunities to showcase your company during our three annual conferences, as well as advertising in our Quarterly Journal, e-newsletters, and on the AIPLA website.

Founded in 1897, AIPLA is the premier legal association focusing on intellectual property issues of both national and international impact. Members are individuals, companies and institutions involved directly or indirectly in the practice of patent, trademark, copyright, trade secret, and unfair competition law, as well as other fields of law affecting intellectual property. Members are both owners and users of intellectual property.

Reach AIPLA's approximately 7,500 members with these options:

AIPLA Stated Meetings

Market your company during our three major meetings: the Mid-Winter Institute, the Spring Meeting, and the Annual Meeting. Advertise in the preview, mobile app, microsite, daily Newsstand, eBulletin- our post-meeting newsletter, participate as an exhibitor, or become a sponsor; there are sponsorship levels for every budget.

Quarterly Journal

The AIPLA Quarterly Journal is a must-read for members. It is edited and managed by an Editorial Board of intellectual property experts and a staff of law students at the George Washington University Law School. The Quarterly Journal is dedicated to presenting materials relating to intellectual property matters. Place a full or half page ad in all four issues and save. The Journal is available online to nearly 7,500 members and subscribers. Additionally, copies are printed for subscribing law libraries.

AIPLA Website and E-Newsletters

Members rely on the AIPLA website, www.aipla.org, and e-newsletters, to keep them up-to-date on upcoming Continuing Legal Education sessions; look for jobs in the Career Center; and follow legislative and regulatory updates. A variety of banner advertising opportunities are available.

AIPLA List Rental

Mail your direct mail piece to AIPLA members by renting our mailing list. AIPLA's list rental management company works with you to customize NCOA-certified lists and maximize your response rates for mailings.

Quarterly Journal

The *Quarterly Journal* is available online to approximately 7,500 AIPLA members and subscribers. Members are sent an email announcement with a link when it gets posted online. Additionally, we print copies for subscribing law libraries. It is edited and managed by an Editorial Board of intellectual property experts and a staff of law students at the George Washington University Law School. The *Quarterly Journal* is dedicated to presenting materials relating to intellectual property matters. Issues of the *Journal* are also printed and mailed to subscribers and AIPLA members who have requested copies in print. Advertisements that are included in the print publication are in the online version of the *Journal*.

AIPLA Quarterly Journal Advertising (B&W only)					
Ad Unit	Size	RATE			
		1 issue	2 issues	3 issues	4 issues
Full Page	5" x 7 1/4"	\$1,200	\$1,050	\$950	\$850
Half Page	5" x 3 3/4"	\$900	\$750	\$650	\$550

Quarterly Journal Submission Guidelines

Format

Electronic Submission: Advertisers should send ad—color—in a common electronic graphic format (i.e., Illustrator, Photoshop or EPS, TIF, high resolution PDF, or BMP). Advertisements in word-processing programs cannot be accepted. Also, we do NOT accept Corel Draw files. Artwork must have a minimum resolution of 300 dpi.

Quarterly Journal Advertising Deadlines

Issue	Due Date
Volume 51, #1, Winter	The first Friday in March
Volume 51, #2, Spring	The first Friday in April
Volume 51, #3, Summer	The first Friday in June
Volume 51, #4, Fall	The first Friday in September



aipla.org Banners

AIPLA.org Banner Advertising

Members rely on the AIPLA website, www.aipla.org, to keep them up-to-date on upcoming meetings and Continuing Legal Education sessions; look for jobs in the Career Center; and follow legislative and regulatory updates. A variety of web advertising opportunities are available.

Quarterly Journal Advertising Deadlines

Ad Unit	Size		Rate			
	(In Pixels)	File Size	1 Month	3 Months	6 Months	12 Months
Home Page Box Unit**	300 x 250	40K	\$1,500	\$3,000	\$5,000	\$8,000
Secondary Page Vertical Banner	160 x 640	40K	\$1,250	\$2,500	\$4,000	\$6,000
Secondary Page Box Unit	300 x 250	40K	\$1000	\$2,000	\$3,000	\$4,000

There will be an additional charge of \$100 for animated GIFs.

The screenshot shows the AIPLA.org website homepage. At the top, there is a navigation bar with links for 'About AIPLA', 'Store', 'Careers', and 'Sign In'. Below the navigation bar, there is a large banner for the '2022 AIPLA Annual Meeting' celebrating 125 years (1897-2022). The banner includes the text 'Celebrating 125 YEARS 1897-2022' and 'Gaylord National Resort and Convention Center, National Harbor, October 27-29, 2022'. Below the banner, there is a section titled 'AIPLA Where the IP World Connects' with a sub-header 'Upcoming Events' and a list of events including '2022 Design Rights Boot Camp' and '2022 Trade Secret Summit'. At the bottom of the page, there is a row of four advertisement units, each with a different design and text. A red box highlights this row, and yellow arrows point towards it from the left and right sides.

E-Newsletters

Notes + News

AIPLA's bi-monthly e-newsletter is sent to nearly 7,500 contacts. Content includes recent IP news, upcoming educational programs, member benefits, updates on AIPLA's advocacy efforts, and highlights the work of our Committees.

Ad Unit	Size	Frequency	Cost
Horizontal Ad	650 x 60	1-2 available per issue	\$750 per issue



AIPLA Newsstand

AIPLA's approximately 7,500 members worldwide receive AIPLA Newsstand, a daily e-newsletter containing top news headlines in IP law. The latest in patent, copyright and trademark litigation activities are featured along with other relevant top stories from around the globe.

Ad Unit	Size	Frequency	Cost
Horizontal Ad	336 x 280	3-6 available per issue	\$300 per issue



Webinar Sponsorships

AIPLA holds between 2 - 4 webcasts per month. Our comprehensive programs focus on emerging issues in the practice of IP law and on areas directly impacting the IP community. These webcasts are free for members and have a minimal fee to gain CLE from them. Averaging between 75 - 150 people per webinar, this is a great way to gain visibility with our membership. We send out weekly emails promoting the webinars as well as our online website and social media promotion. As a sponsor you will gain strong visibility as well as 2 free seats (with CLE) per webinar. Sign up to sponsor AIPLA webinars today!

	Month	3 months	6 months	12 months
Prices	\$1,500	\$2,500	\$4,000	\$6,000

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.

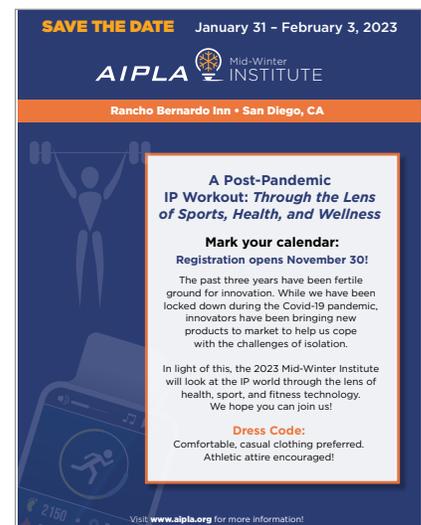
Annual Meeting Preview Display Advertising

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 Meetings Sponsorship Opportunities

2023 Stated Meetings

AIPLA 2023 Mid-Winter Institute
January 31-February 3, 2023
Rancho Bernardo Inn
San Diego, CA

AIPLA 2023 Spring Meeting
May 10-13, 2023
Westin Seattle
Seattle, WA

AIPLA 2023 Annual Meeting
October 19-21, 2023
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	\$3,000
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	\$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	
ANNUAL MEETING ONLY:		
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

2023 Stated Meetings

AIPLA 2023 Mid-Winter Institute
January 31-February 3, 2023
Rancho Bernardo Inn
San Diego, CA

AIPLA 2023 Spring Meeting
May 10-13, 2023
Westin Seattle
Seattle, WA

AIPLA 2023 Annual Meeting
October 19-21, 2023
Gaylord National Resort and Convention Center
National Harbor, MD

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	◆	◆				
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

2023 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

To Contract Space:

Please visit our website at www.aipla.org, and for further details, contact Lisa Beller 703-981-8440 lbeller@aipla.org

**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
Mid-Winter Institute January 31-February 3, 2023 Rancho Bernardo Inn San Diego, CA	\$3,500	N/A	Table-top	6' x 6'	N/A
Spring Meeting May 10-13, 2023 Westin Seattle Seattle, WA	\$3,500	N/A	Table-top	6' x 6'	N/A
Annual Meeting October 19-21, 2023 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.

IP Marketplace

AIPLA's IP Marketplace is a web-based solution providers' directory of IP products and services. With just a few clicks, AIPLA members and other IP practitioners around the world can easily search for the latest and most innovative IP products and services to meet their business needs.

A basic company listing includes your:

- Company name;
- Contact information;
- Website address; and,
- Up to three product categories.

Product and Service Categories:

- Engineering/Technology Consulting
- Insurance/Risk Management
 - Business Insurance
 - Personal Insurance
 - Employee Benefits
 - Retirement Planning
- International Services
 - Filing Services
 - Patent Validation
- Professional Services
 - Expert Witness/Subject
 - Matter Experts
 - Administration Support Services
 - Legal Support Services
 - Illustrations [Patent]
- Research/Data
 - Litigation Tracking
- Software
 - Practice Management
 - IP Management
 - Systems
 - Cost Estimation
- Translation
- Government Agency
- Industry Association
 - Trade [Organizations]
 - Professional [Individuals]

<https://www.aipla.org/resources/ip-marketplace>

Type of Advertisement*	Yearly Rate*
Simple	\$500
Corporate Overview	\$250
Contact Email	\$250
Logo	\$250
Web link	\$250
Advertorial/ Data Sheet/Primer	\$1,000
Square tile ad	\$2,000
Banner ad	\$3,000

* All ads and placements are subject to AIPLA approval.

Availability and rates are subject to change.

For more information, contact:

Lisa Beller
703-981-8440
lbeller@aipla.org

List Rental

List Rental—List Rental Opportunities

AIPLA's list management company, MGILists, works with you to customize NCOA-certified lists and maximize response rates for your mailings.

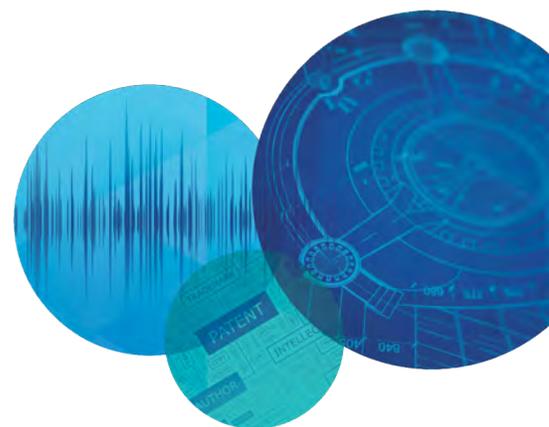
Contact:

Candy Brecht
Senior List Operations Manager,
MGI List Division Marketing
General Incorporated
625 North Washington Street, Suite 450
Alexandria, VA 22314

Direct Phone: 703-706-0383
Fax: 703-549-0697
cbrecht@marketinggeneral.com
www.MarketingGeneral.com
www.mgilists.com



If you would like more prominence for your law firm or company, consider becoming a 2023 advertiser, sponsor or exhibitor or contact us about how to optimize your exposure with a combined package.



Stand out from the crowd by becoming an advertiser, sponsor or exhibitor today.