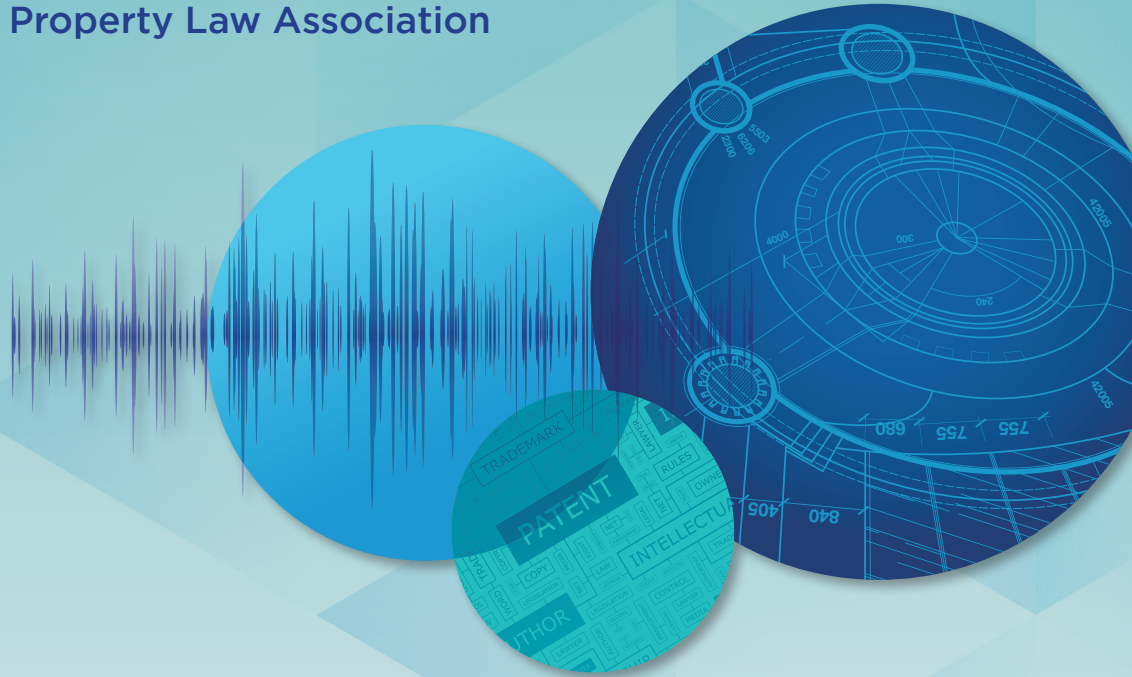


AIPLA

American Intellectual Property Law Association



2018 Media 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...the largest and most influential professional organization in the IP industry.

AIPLA offers a variety of advertising, exhibitor and sponsorship opportunities to showcase your company during our three annual major meetings, as well as advertising in our Quarterly Journal, eBulletin, 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 13,500 members with these options:

- **AIPLA Major 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, or daily newspaper, 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 over 14,000 AIPLA members. 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 14,000 AIPLA members. Members are sent an email with a link when it gets posted online. Additionally, we print copies for law 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.

AIPLA Quarterly Journal Advertising (B&W only)

Ad Unit	Size	Rate 1 issue	2 issues	3 issues	4 issues
Full Page	5" x 7¼"	\$1,000	\$900	\$800	\$700
Half Page	5" x 3¾"	\$750	\$650	\$550	\$450

Quarterly Journal Submission Guidelines

Format

Electronic Submission: Advertisers should send ad—B&W only—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 45, #1, Winter	The first Friday in March
Volume 45, #2, Spring	The first Friday in April
Volume 45, #3, Summer	The first Friday in June
Volume 45, #4, Fall	The first Friday in September

Note: eBulletin and/or Quarterly Journal advertisers receive 20% off all AIPLA .org banner advertising.



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. *Note: With multiple advertisers, the baner will rotate.*

Ad Unit	Size (in Pixels)	File Size	Rate 1 month	3 months	6 months	12 months
Home Page Box Unit**	244 x 244	40k	\$1,000	\$2,500	\$4,500	\$8,000
Secondary Page Skyscraper	198 x 550	40k	\$750	\$2,000	\$3,500	\$6,000
Secondary Page Vertical Banner	198 x 550	40k	\$500	\$1,250	\$2,250	\$4,000
Secondary Page Box Unit	198 x 198	40k	\$500	\$1,250	\$2,250	\$4,000

* Quarterly Journal advertisers receive 20% off all AIPLA .org banner advertising.

**There will be an additional charge of \$100 for animated GIFs used in ad copy for the home page box unit.



E-Newsletters

Notes & News

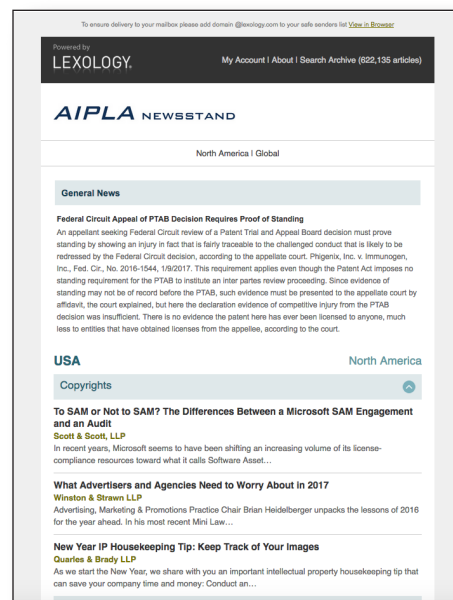
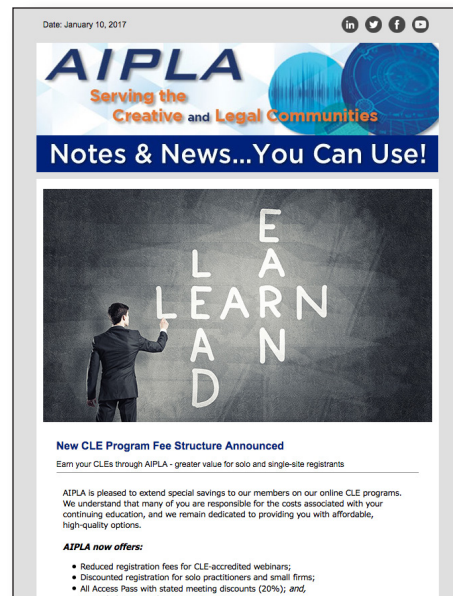
AIPLA's bi-weekly e-newsletter is sent to over 13,000 contacts. Content includes recent IP news, upcoming educational programs, member benefits, updates on AIPLA's advocacy efforts, and highlights the work of our Committees.

Ad Unit	Size	Frequency	Cost
Horizontal Ad	468 x 60	1-2 available per issue	\$650 per issue
Box Ad	220 x 192	1 available per issue	\$550 per issue
Box Ad	150 x 150	1-2 available per issue	\$500 per issue

AIPLA Newsstand

AIPLA's approximately 13,500 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	\$250 per issue \$1,000 per week \$3,000 per month



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

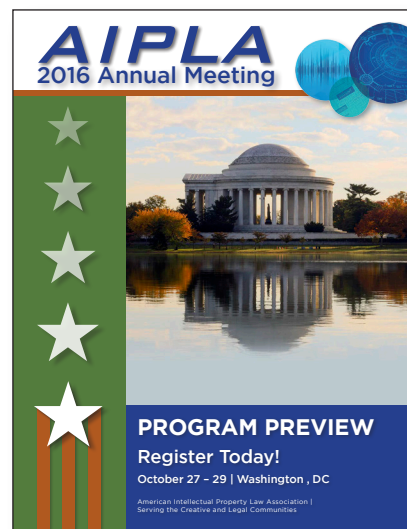
Be one of a few exclusive advertisers in the **ONLY** print promotion for the AIPLA Annual Meeting. This meeting preview is mailed out to over 13,000 IP practitioners worldwide.

Spacing and availability is very limited.

Ad Unit	Size	Rate
Full Page with 1/8" bleed	8 1/2" x 11	(Full Page Only) \$800/Spring \$2,000/Annual
1/2 Page with 1/8" bleed	8 1/2" x 5 1/2"	\$500/Mid-Winter \$500/Spring \$1,250/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.



AIPLA Stated Meeting Mobile App

A recent addition to AIPLA's advertising options, the official AIPLA meeting mobile app is updated and launched in conjunction with each of three stated meetings annually. The powerful, **FREE** app puts full program and events details at the fingertips of all registrants.

Daily schedules of events, session descriptions and locations, speaker bios, exhibitor information and more are quickly and easily accessible from any mobile device.

Ad banners link to your preferred URL.

Ad Unit	Size	Cost
Phone Ad	640 x 100 (PNG or JPG)	\$1,000 (includes one of
Tablet Ad	460 x 200 (PNG or JPG)	each version.)

AIPLA is excited to bring you a mobile app for our 2016 Annual Meeting!



Make the most of the meeting by downloading the mobile app. You will be able to:

- View the program
- Download speaker materials/bios
- View attendees
- Map out a personalized schedule
- View sponsors and exhibitors
- ...and more!

Download details available in October.

AIPLA Annual Meeting Convention Newspaper

AIPLA is pleased to be working with *Managing Intellectual Property* magazine to publish the AIPLA Daily Report—the official print and electronic daily newspaper of the AIPLA Annual Meeting held in Washington, DC each fall. *The Daily Report* features interviews with key leaders in the IP industry, as well as stories on the sessions during the meeting. *Managing Intellectual Property* handles the advertising in the AIPLA Daily Report.

Please contact Alisa Rozen at arozen@euromoney.com for details.

AIPLA DAILY REPORT
AIPLA ANNUAL MEETING, WASHINGTON, DC, FRIDAY, OCTOBER 21, 2011

Q. Todd Dickinson offers advice to David Kappos
Patent Page 2

Judge Klaus Grabinski on the EU patent system
Patent Page 10

Pallante outlines copyright challenges
Patent Page 12

Kappos: We're depending on you
Patent Page 14



2018 Mid-Winter Institute Sponsorship

January 24 – 27, 2018 • LaQuinta Resort and Club • LaQuinta, CA

Choose from a wide variety of sponsorship opportunities, including luncheons, breakfasts, receptions, breaks or the Technology Center. Sponsorship opportunities can be customized at each Sponsor Level to meet your needs. Contact Ratsani Vilaychith at 703-412-4351 or rvilaychith@aipla.org for more details.

Level	Amount	Sponsor Benefits
Pearl	up to \$2,999	<ul style="list-style-type: none">• Firm/Corporation name in Mid-Winter Institute Meeting Program Preview and Program at-a-Glance (if agreement is signed before print date)• Signage at Registration Desk and at event• Sponsor Ribbons• Sponsorship listing on the AIPLA website• Recognition at Thursday Luncheon
Crystal	\$3,000 to \$4,999	All of the benefits of the Pearl Sponsor plus: <ul style="list-style-type: none">• Two complimentary tickets to the Thursday Luncheon
Bronze	\$5,000 to \$9,999	All of the benefits of the Crystal Sponsor plus: <ul style="list-style-type: none">• One complimentary meeting registration• Two complimentary tickets to the Friday Luncheon• Two complimentary tickets to the Thursday Dinner• Two tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Silver	\$10,000 to \$14,999	All of the benefits of the Bronze Sponsor plus: <ul style="list-style-type: none">• Two additional complimentary tickets to the Thursday Dinner (4 total)• Firm/Corporation logo projected on a prominent surface at the event• Four tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Gold	\$15,000 to \$19,999	All of the benefits of the Silver Sponsor plus: <ul style="list-style-type: none">• Two additional complimentary tickets to the Thursday Luncheon (4 total)• One additional complimentary meeting registration (2 total)• Two additional complimentary tickets to the Thursday Dinner (6 total)• Six tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Platinum	\$20,000 or more	All of the benefits of the Gold Sponsor plus: <ul style="list-style-type: none">• Full-page color ad in Mid-Winter Institute Meeting Program• Four additional complimentary tickets to the Thursday Dinner (10 total)• Eight tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)

2018 Spring Meeting Sponsorship

May 15 – 17, 2018 • Westin • Seattle, WA

Choose from a wide variety of sponsorship opportunities, including luncheons, breakfasts, receptions, breaks or The Technology Center. Sponsorship opportunities can be customized at each Sponsor Level to meet your needs. Contact Ratsani Vilaychith at 703-412-4351 or rvilaychith@aipla.org for more details.

Level	Amount	Sponsor Benefits
Pearl	up to \$2,999	<ul style="list-style-type: none">• Firm/Corporation name in Spring Meeting Program Preview and Program at-a-Glance (if agreement is signed before print date)• Signage at Registration Desk and at event• Sponsor Ribbons• Sponsorship listing in the Meeting App and on the AIPLA website• Recognition at Wednesday Luncheon
Crystal	\$3,000 to \$4,999	All of the benefits of the Pearl Sponsor plus: <ul style="list-style-type: none">• Two complimentary tickets to the Wednesday Luncheon
Bronze	\$5,000 to \$9,999	All of the benefits of the Crystal Sponsor plus: <ul style="list-style-type: none">• One complimentary meeting registration• Two complimentary tickets to the Thursday Luncheon• Two complimentary tickets to the Thursday Dinner• Two tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Silver	\$10,000 to \$14,999	All of the benefits of the Bronze Sponsor plus: <ul style="list-style-type: none">• Two additional complimentary tickets to the Thursday Dinner (4 total)• Firm/Corporation logo projected on a prominent surface at the event• Four tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Gold	\$15,000 to \$19,999	All of the benefits of the Silver Sponsor plus: <ul style="list-style-type: none">• Two additional complimentary tickets to the Wednesday Luncheon (4 total)• One additional complimentary meeting registration (2 total)• Two additional complimentary tickets to the Thursday Dinner (6 total)• Six tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Platinum	\$20,000 or more	All of the benefits of the Gold Sponsor plus: <ul style="list-style-type: none">• Full-page color ad in Spring Meeting Program• Four additional complimentary tickets to the Thursday Dinner (10 total)• Eight tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)

2018 Annual Meeting Sponsorship

October 25 – 27, 2018 • Marriott Wardman Park • Washington, DC

Choose from a wide variety of sponsorship opportunities, including luncheons, breakfasts, receptions, breaks or The Technology Center. Sponsorship opportunities can be customized at each Sponsor Level to meet your needs. Contact Ratsani Vilaychith at 703-412-4351 or rvilaychith@aipla.org for more details.

Level	Amount	Sponsor Benefits
Pearl	up to \$2,999	<ul style="list-style-type: none">• Firm/Corporation name in Annual Meeting Program Preview & Program at-a-Glance (if agreement is signed before print date)• Signage at Registration Desk and at event• Sponsor Ribbons• Sponsorship listing on the AIPLA website and the Meeting App• Recognition at Thursday Luncheon
Crystal	\$3,000 to \$4,999	All of the benefits of the Pearl Sponsor plus: <ul style="list-style-type: none">• Two complimentary tickets to the Thursday Luncheon
Bronze	\$5,000 to \$9,999	All of the benefits of the Crystal Sponsor plus: <ul style="list-style-type: none">• One complimentary meeting registration• Two complimentary tickets to the Friday Luncheon• Two complimentary tickets to the Friday Dinner• Two tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Silver	\$10,000 to \$14,999	All of the benefits of the Bronze Sponsor plus: <ul style="list-style-type: none">• Two additional complimentary tickets to the Friday Dinner (4 total)• Firm/Corporation logo projected on a prominent surface at the event• Four tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Gold	\$15,000 to \$19,999	All of the benefits of the Silver Sponsor plus: <ul style="list-style-type: none">• Two additional complimentary tickets to the Thursday Luncheon (4 total)• One additional complimentary meeting registration (2 total)• Two additional complimentary tickets to the Friday Dinner (6 total)• Six tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)
Platinum	\$20,000 or more	All of the benefits of the Gold Sponsor plus: <ul style="list-style-type: none">• Full-page color ad in Annual Meeting Program• Four additional complimentary tickets to the Friday Dinner (10 total) and a Reserved Table with your company's name.• Eight tickets to Opening Night Reception — (Opening Night Reception Sponsors Only)

Sponsorships: Ratsani Vilaychith • 703-412-4351 • rvilaychith@aipla.org

Exhibiting

2018 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 two complimentary booth personnel
- One six foot (6') skirted table, pipe and drape*
- Two chairs
- Wastebasket
- Identification sign at your booth
- Overnight security

** Pipe and drape is only provided at the Annual Meeting.*

To Contract Space:

Please visit our website at [www. aipla.org](http://www.aipla.org), and for further details, contact Iris Howell, 703-412-4345 or iris@aipla.org.

Exhibit Fees and Information:

Meeting	Single Exhibit Fee	Double Exhibit Fee	Display Type	Booth Space	Of Special Note
Mid-Winter Institute January 24 – 27, 2018 LaQuinta, CA	\$3,500	N/A	Table-top	6' x 6'	N/A
Spring Meeting May 15 – 17, 2018 Seattle, WA	\$3,500	N/A	Table-top	6' x 6'	N/A
Annual Meeting October 25 – 27, 2018 Marriott Wardman Park Washington, DC	\$5,000	\$9,000	Free standing floor pop-up displays permitted.	10' x 10'	Literature racks may be used within your exhibit space.

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



IP Marketplace

**NEW!
Coming in
2018!**

AIPLA is pleased to announce the impending launch of IP Marketplace, 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.

Participating companies, products and services will be searchable by:

1. Product or service type
2. Industry served
3. Geographic location

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]

Industries Served:

- Biotech/Pharmaceutical
- Medical/Medical Devices
- Chemical
- Electrical
- Mechanical
- IT/Computer
- Media/Entertainment

Geographic Business Region:

- Africa
- Asia
- Australia
- Europe
- Middle East
- North America
- South America

Basic company listings can be enhanced annually with the following options:

Type of Advertisement*	Yearly Rate*
Simple	\$500.00
Corporate Overview	\$250.00
Contact Email	\$250.00
Logo	\$250.00
Web link	\$250.00
Advertorial/ Data Sheet/Primer	\$1,000.00
Square tile ad	\$2,000.00
Banner ad	\$3,000.00

**All ads and placements are subject to AIPLA approval. Availability and rates are subject to change.*

Look for launch announcements in 2018.

For more information, contact Leigh A. McGuire at 703-412-1311 or lmcguire@aipla.org.

If you would like more prominence for your law firm or company, consider becoming a 2018 advertiser, sponsor or exhibitor.

For more information, contact:

Advertising Sales:

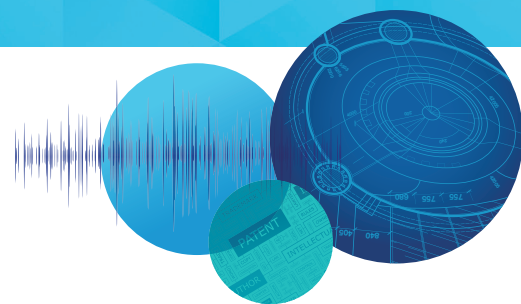
Lisa Beller
lbeller@aipla.org
703-981-8440

Sponsorships:

Ratsani Vilaychith
rvilaychith@aipla.org
703-412-4351

Exhibits:

Iris Howell
iris@aipla.org
703-412-4345



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

American Intellectual Property Law Association
1400 Crystal Drive, Suite 600
Arlington, Virginia 22202
www.aipla.org