



# Sponsorship Opportunities

2018



## Save the Date

- 7-8 March | IP Owners Spring Summit | Washington, DC
- 3 May | European Committee Conference | Amsterdam
- 23-25 September | IPO Annual Meeting | Chicago, IL
- Fall | IP Innovation Trip to Asia
- Weekly webinars | IPO's IP Chat Channel | Online

## Sponsor Benefits

Meet your marketing needs in 2018 by sponsoring multiple IPO events throughout the year.

Combine sponsorship opportunities from the following events:

1. IP Owners Summit (7-8 March | Washington, DC)
  2. European Committee Conference (3 May | Amsterdam)
  3. Annual Meeting (23-25 September | Chicago, IL)
  4. IP Innovation Dialog Trip to Asia (Fall | Location TBD)
- **Silver Level Sponsor—\$20,000**
    - Pre/Post Attendee Lists,
    - Two Social Media posts (Twitter and Facebook) announcing your sponsorship,
    - Ad in IPO's Daily News™ for one week,
    - Sponsor logo included in marketing materials for IPO meetings, and
    - Sponsor ribbons for registered attendees at the above listed meetings.
  - **Gold Level Sponsor—\$30,000**  
Benefits
    - Includes Silver Level benefits, plus:
    - (2) Complimentary registrations to IP Owner's Spring Summit, and
    - 6 passes to IPO's IP Chat Channel™.
  - **Platinum Level Sponsor—\$50,000**  
Benefits:
    - Includes Gold Level benefits, plus:
    - (2) Complimentary registrations to IPO Annual Meeting, and
    - Ad on IPO homepage for one month.

## **Sponsor and Exhibitor Opportunities**

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### **Sponsors**

IPO offers a variety of sponsorship opportunities designed to assist your organization in building its brand and business with an estimated 1,250+ IP professionals who will be attending the 2018 IPO Annual Meeting at the Hyatt Regency in Chicago, Illinois.

Additional sponsor details and benefits listed in attached Appendix 1. We have many price points and benefits to help you meet your marketing needs.

### **Exhibitors**

Exhibitors at the IPO Annual Meeting will have the opportunity to:

- Connect with IP professionals from across the country,
- Generate new sales leads to increase profitability,
- Strengthen relationships and add new customers to grow and sustain success,
- Introduce new products or services, and
- Give product demonstrations to strengthen customer confidence and referral potential.

IPO members receive a discounted rate of \$5,000 per 10'x10' booth and the non-member rate is \$5,500 per 10'x10' booth. Each booth includes (2) exhibitor passes to all IPO education sessions and the Sunday and Monday receptions, power, WiFi, table, chairs, and pipe and drape.

Exhibitor space is limited and open to previous year's exhibitors first Before opening to the public. Contact [Clara Stanfield](#) to be notified if space becomes available.

## IP Owners Spring Summit

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7-8 March 2018 | Washington, DC

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### **Sponsorship Opportunities:**

- Corporate Only Reception (7 March) - \$25,000
  - Comes with four passes for the sponsor to attend
- Breakfast and Breaks (8 March) - \$10,000
- Lunch w/ Keynote Address (8 March) - \$10,000
- Closing reception (8 March) - \$10,000 (*open to all registered attendees*). *Exclusive sponsor option available.*
- WiFi (8 March)—\$5,000

### **Sponsor Benefits:**

- Pre/Post Conference Attendee List,
- A table to place pre-approved promotional materials during sponsored event (no table included in WiFi sponsorship.) Sponsors are responsible for expense of providing promotional materials.
- Sponsor logo on website, eblasts, program, and signage, and
- Sponsor ribbons for registered attendees of the sponsoring

## European Practice Committee Conference

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3 May 2018 | Amsterdam

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### **Sponsor Benefits:**

Conference Sponsor of \$3,500 includes:

- Pre/Post Conference Attendee List,
- Sponsor logo hyperlinked on [website](#), eblasts, IPO Daily News™, and final program,
- Sponsor ribbons for registered attendees of the sponsoring organization, and
- One complimentary pass to attend conference

## IP Chat Channel

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Online weekly webinars

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### **Sponsorship Benefits:**

- Sponsor six consecutive webinars. Cost is \$2,500 and includes:
- Your hyperlinked logo in IPO's e-mail marketing:
  - IPO sends two e-blasts per webinar to its 12,000+ IP Professionals,
  - Sponsor will be recognized in IPO Daily News™,
  - In addition, the host sends two e-blasts per webinar to 10,000 IP attorneys at law firms,
- Your hyperlinked logo will appear on IPO's IP Chat Channel webpage and the welcome slide for the webinars during your sponsorship period,
- The host will verbally recognize sponsor during webinar, and
- Two passes to each webinar you sponsor.

## IP Innovation Dialog Trip to Asia

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Fall 2018 | Location TBD

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### **Sponsorship Benefits:**

Sponsor a lunch or dinner during the trip. Cost is \$4,000 and includes:

- 2 passes for members of your firm to attend the lunch or dinner you sponsor,
- Your logo on the trip's webpage and final program,
- The option to provide pre-approved promotional items at your event,
- Announcement of your sponsorship in the IPO Daily News™ (which goes out to over 8,800+ IP professionals), and
- Attendee List prior to the sponsored event.

# Appendix 1



# Annual Meeting Sponsorship Kit

**IPO Annual Meeting**  
23-25 September 2018  
Chicago, IL USA  
Hyatt Regency

*\* Returning 2017 IPO Annual Meeting sponsors will receive first-option priority until 24 January, in which time it will then open to all IPO members.*

### **About IPO:**

Intellectual Property Owners Association (IPO), established in 1972, is a trade association for owners of patents, trademarks, copyrights and trade secrets. IPO serves all intellectual property owners in all industries and all fields of technology.

IPO advocates for effective and affordable IP ownership rights and provides a wide array of services to members, including: supporting member interests relating to legislative and international issues; analyzing current IP issues; information and educational services; and disseminating information to the general public on the importance of intellectual property rights.

### **Why Sponsor at IPO?**

IPO offers a variety of sponsorship opportunities designed to assist your organization in building its brand and business with an estimated 1,250+ IP professionals who will be attending the 2018 IPO Annual Meeting at the Hyatt Regency in Chicago, IL USA.

### **Contact:**

For questions or inquiries, contact Clara Stanfield at [cstanfield@ipo.org](mailto:cstanfield@ipo.org) or (202) 507-4511.

Patent Trademarks Copyrights Trade Secrets

# Sponsorships

## **\$30,000**

- \* Sunday Welcome Reception
- \* Monday Dinner Reception

## **\$20,000**

- \* Conference Bag
- \* Conference Wi-Fi
- \* In-room Welcome Gift

## **\$15,000**

- \* Monday or Tuesday Networking Luncheons
- \* Monday or Tuesday Breakfast & Coffee Breaks

## **\$10,000**

- \* Charging Stations
- \* Meeting Pocket Programs
- \* Hotel Room Key Cards
- \* Monday Fun Run/Walk

## **\$7,500**

- \* Pens in general session rooms
- \* Note pads in general session rooms
- \* Digital signage, escalator clings, or column wraps

## **\$5,000**

- \* Sunday Women in IP Networking Brunch
- \* Mobile App Ads

## **\$2,500**

- \* Advertisement of Social Events
- \* General Meeting Sponsor
- \* Full page ad in attendee booklet

## **\$1,000**

- \* 1/2 page ad in attendee booklet

**Or custom create a sponsorship package to fit your marketing needs!**



# Benefits-at-a-Glance

\* See individual sponsorships in the kit for additional information and benefits.



Let us help you meet your marketing and branding goals at IPO's Annual Meeting!

	Price	Pre/Post Attendee List	Logo on web	Logo in meeting brochure & final program	Recognition in Mobile App	Recognition on General Session Screens	Mention in IPO Daily News	Recognition on Event Signage	Sponsor Ribbons	Pre-approved giveaways/materials allowed	Sponsor Table in area	Complimentary Registration to Sponsored Event	Mention in conference e-blast	Logo on sponsored item	Ad in Attendee Brochure	Ad in Attendee Packet	Complimentary Registration to AM2018	Ad on IPO Homepage (2 weeks)	Pre-approved E-blast from IPO
Sunday Welcome Reception	\$30,000	*	*	*	*	*	*	*	*	*	*	5	*	*	*		1	*	
Monday Dinner Reception (Non-exclusive available)	\$30,000	*	*	*	*	*	*	*	*	*	*	5	*	*	*		1	*	
Conference Bags	\$20,000	*	*	*	*	*	*	*	*	*				*			1		
WiFi	\$20,000	*	*	*	*	*	*	*	*								1		
In-room Welcome Gifts	\$20,000	*	*	*	*	*	*	*	*	*				*					
Networking Lunch on Monday or Tuesday	\$15,000	*	*	*	*	*	*	*	*	*		2							
Monday & Tuesday Breakfast & Breaks	\$15,000	*	*	*	*	*	*	*	*	*	*								
Charging Devices	\$10,000	*	*	*	*	*	*	*	*	*				*					
Meeting Pocket Program	\$10,000	*	*	*	*	*	*	*	*					*					
Hotel Keycards	\$10,000	*	*	*	*	*	*	*	*					*					
Fun Run/Walk (Non-Exclusive available)	\$10,000	*	*	*	*	*	*	*	*	*	*								
Conference Pens	\$7,500	*	*	*	*	*		*	*					*					
Notepads	\$7,500	*	*	*	*	*		*	*					*					
Digital Signage, Escalator Clings, or Column Wraps	\$7,500	*	*	*	*	*		*	*					*					
Sunday Women in IP Event (non-exclusive)	\$5,000	*	*	*	*	*		*	*	*	*								
Mobile App Ads	\$5,000	*	*		*			*	*					*					
Advertisement of Social Events	\$2,500 - \$3,500	*	*	*	*	*		*	*										*
General Meeting Sponsor	\$2,500			*	*														
Full page ad in attendee packet	\$2,500																*		
1/2 page ad in attendee packet	\$1,000																*		
Create Your Own Sponsorship Package	Call to discuss																		

# Sponsorships

*\*See page 4 for a full list of benefits.*

## **\$30,000**

**Welcome Reception** - The Welcome Reception kicks off the Annual Meeting on Sunday evening. All attendees and registered guests are invited to attend. Sponsorship includes: logo placement during the reception; table to display pre-approved promotional materials during reception; (5) complimentary guest passes to the reception; mention in a conference eblast; 1/2 page ad in brochure and ad on IPO homepage (2 weeks), and (1) complimentary registration to the annual meeting. Sponsorship does not include the cost of the promotional materials.

**Monday Night Dinner Reception** - All attendees and registered guests are invited to attend our premier off-site event. Sponsorship includes: logo placement during the reception; table to display pre-approved promotional materials during reception; (5) complimentary guest passes to the reception; mention in a conference eblast; 1/2 ad in brochure and ad on IPO homepage (2 weeks), and (1) complimentary registration to the annual meeting. Sponsorship does not include the cost of the promotional materials.  
*Non-exclusive opportunities available, inquire for cost.*

## **\$20,000**

**Conference Bag** – Where do attendees store all the stuff they collect at IPO’s Annual Meeting? In a meeting bag branded with your logo! IPO will take care of ordering, shipping, and distributing the bag to attendees, you just provide your logo and watch hundreds of attendees become walking advertisement for your organization!

**Conference Wi-Fi** - High speed wireless internet will be available for all attendees throughout the main session rooms. Sponsorship includes: logo placement in the attendee booklet, general session rooms, and sponsor’s logo on WiFi login page.

**In-room Welcome Gifts** - Attendees will receive a welcome gift, selected by IPO with sponsor’s logo, in their rooms on Monday night. IPO will place your logo on the gift. Contact Clara Stanfield to discuss gift options.

## **\$15,000**

**Networking Luncheons (Monday or Tuesday)** - The Annual Meeting luncheons offer those in the IP industry an opportunity to meet and share ideas; network with others while making contacts that matter. Sponsorship includes: logo placement during the luncheon; placement of promotional materials at each attendee’s seat; and (2) complimentary luncheon tickets. Sponsorship does not include the cost of the promotional materials.

**Breakfast and Coffee Breaks (Monday or Tuesday)** - The breakfast and breaks, located in the exhibit hall, provide excellent networking opportunities for attendees. Sponsorship includes: logo placement next to the breakfast and breaks; and display table during the breakfast and breaks to showcase promotional materials. Sponsorship does not include the cost of the promotional materials.

# Sponsorships

## **\$10,000**

**Charging Devices** – Take *charge* of your brand! So many devices, so little outlets to plug them into! Place your logo on charging devices— everyone will be looking for these during the meeting to charge up their mobile devices. Sponsorship includes: logo placement on charging devices placed throughout the break area and patent and trademark general session rooms. *Multiple opportunities are available, inquire for cost of exclusivity.*

**Meeting Pocket Programs** - The Pocket Program, available to all attendees, includes the final program, room locator, and other event information. Sponsorship includes: logo placement on the cover of the program.

**Hotel Room Key Cards** - Sponsorship includes: placement of logo or advertisement on one side of the hotel room key cards that are distributed to attendees staying at the hotel. Sponsorship includes the cost of the key cards.

**Monday Fun Run/Walk** – Runners have the option of joining fellow attendees and running guides for a quick morning run/walk including a healthy grab-n-go breakfast. Sponsorship includes a table to place pre-approved promotional items for runners and walkers. The cost does not include the cost of promotional materials. *Non-exclusive opportunities available.*

## **\$7,500**

**Conference Pens** - Pens are pre-set in the general patent and trademark session rooms. Sponsorship includes: logo placement on the pens and cost of the pens.

**Conference Note Pads** – Pads will be pre-set in the general patent and trademark session rooms. Sponsorship includes logo placement on the pads and cost of the pads.

**Digital Signage, Escalator Clings, or Column Wraps** - Sponsors can place advertisements or logos on the clear escalator walls or on digital signage located above the escalators in the lobby and the main general session meeting ballrooms, or on columns near the IPO registration desk. *Multiple opportunities are available, inquire for cost of exclusivity.*

## **\$5,000**

**Women in IP Networking Brunch** - This brunch offers those in the IP industry an opportunity to meet and share ideas; network with others while making contacts that matter. Sponsorship includes: a table to place pre-approved promotional items for brunch attendees. Sponsorship cost does not include promotional materials. *This sponsorship is not exclusive, multiple opportunities are available.*

# Sponsorships

## \$5,000 (con'd)

**Mobile App Ads** - The IPO Annual Meeting Mobile App will provide up-to-date session and speaker details, exhibitor information, events photos, the ability to instantly connect with attendees, and much more. The app will be available for all attendees to download. Sponsorship includes advertisement banner space that generates each time an attendee opens the application. Your ad can be hyperlinked to a website. More than 80% of IPO attendees utilize the mobile app during our meeting. *Multiple opportunities are available, inquire for cost of exclusivity.*

## \$2,500-\$3,500

**Advertisement of Social Events** - Advertise your networking event to IPO Annual Meeting attendees. Sponsorship includes: Prime placement of event flyer in the front of attendee packets and on the meeting website. For an additional \$1,000, sponsors can add an option to have IPO send a pre-approved eblast regarding their social event to attendees prior to the conference. Sponsors are responsible for planning and setting up events and for providing event materials. Events cannot conflict with IPO Annual Meeting events, however multiple social events may occur at the same time. *This sponsorship is not exclusive, multiple opportunities are available.*

**General Meeting Sponsor** - Place your logo in our brochure, final program and Mobile App! Receive recognition as a sponsor in the brochure that goes out to over 40,000 IP professionals and in our program for all our attendees to see. Simple and effective!

**Full Page Ads** - Full page color ad in the attendee packet. Packets are provided to each attendee upon check in which contains the agenda, CLE credit and other useful information. *This sponsorship is not exclusive, multiple opportunities are available.*

## \$1,000

**1/2 Page Ads** - Half page color ad in the attendee packet. Packets are provided to each attendee upon check in which contains the agenda, CLE credit and other useful information. *This sponsorship is not exclusive, multiple opportunities are available.*

## Create Your Own Package!

Don't see an opportunity that fits your marketing needs? Contact Clara Stanfield (email [cstanfield@ipo.org](mailto:cstanfield@ipo.org) or call 202.507.4511) to discuss an option you have in mind. Subject to IPO approval.