

47TH ANNUAL MEETING

24 – 26 SEPTEMBER 2019
MARRIOTT MARQUIS | WASHINGTON DC
WWW.IPO.ORG/AM2019



WHY SPONSOR?

1. Increase brand awareness
2. Reach senior level IP professionals and decision makers
3. Generate new leads

Contact: Clara Stanfield
cstanfield@ipo.org
(202) 507-4511

** Annual Meeting sponsorships are open to IPO members only.*

Sponsor Opportunities

PARTNER WITH US!

Partner with IPO at the 2019 Annual Meeting, which will be held at the Marriott Marquis in Washington, DC from 24-26 September 2019.

The Annual Meeting offers a mix of educational programs, committee meetings, networking opportunities, exhibits and more! It continues to grow, both in participation and partnerships. More than 1,200 IP professionals from all industries attend this annual event.

IPO looks forward to seeing you in Washington, DC!

“We participate because of the caliber of the attendees and decision makers.”

- 2018 IPO Exhibitor

WHO ATTENDS?

- Chief IP Counsel
- In-house and Outside Counsel
- Domestic and International IP Professionals
- Experts from academia and the Government

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.



BENEFITS-AT-A-GLANCE

Opportunity	Price	Pre/Post Attendee List	Logo on web	Logo in E-brochure & final program	Recognition in Mobile App	Recognition in General Session	Mention in IPO Daily News	Recognition on Event Signage	Sponsor Ribbons	Pre-approved giveaways/materials	Sponsor Table in area	Comp Pass to Sponsored Event	Mention in e-blast	Logo on sponsored item	1/2 Page Ad in E-brochure	Ad in Final Program	Comp Reg to 2019 Annual Mtg.	Ad on IPO Homepage	Pre-approved E-blast
Wednesday Dinner Reception	\$35,000	▲	▲	▲	▲	▲	▲	▲	▲	☀	▲	5	▲		▲		1	▲	
Tuesday Welcome Reception	\$30,000	▲	▲	▲	▲	▲	▲	▲	▲	☀	▲	5	▲		▲		1	▲	
WiFi	\$20,000	▲	▲	▲	▲	▲	▲	▲	▲								1		
Networking Luncheons	\$15,000	▲	▲	▲	▲	▲	▲	▲	▲	☀		2							
Breakfast & Breaks	\$15,000	▲	▲	▲	▲	▲	▲	▲	▲	☀	▲								
Charging Devices	\$10,000	▲	▲	▲	▲	▲	▲	▲	▲	■				▲					
Meeting Pocket Program	\$10,000	▲	▲	▲	▲	▲	▲	▲	▲	■									
Hotel Keycards	\$10,000	▲	▲	▲	▲	▲	▲	▲	▲	■				▲					
Wednesday Fun Run/Walk	\$10,000	▲	▲	▲	▲	▲	▲	▲	▲	☀	▲								
Conference Pens	\$7,500	▲	▲	▲	▲	▲			▲	■				▲					
Conference Notepads	\$7,500	▲	▲	▲	▲	▲			▲	■				▲					
In-room Welcome Gift	\$7,500	▲	▲	▲	▲	▲			▲	☀				▲					
Tuesday Networking Brunch	\$7,500	▲	▲	▲	▲	▲		▲	▲	☀									
Signage	\$7,500	▲	▲	▲	▲	▲			▲	■									
Swag in Conference Bag	\$5,000	▲			▲				▲	☀				▲			1		
Mobile App Ad	\$5,000	▲			▲				▲										
Name Badge Ribbon Center	\$5,000	▲			▲				▲	■				▲					
Advertisement of Social Events (*add eblast for \$1,000 – limited!)	\$2,500	▲			▲				▲										▲*
General Meeting Sponsor	\$2,500		▲	▲	▲				▲										
Full page Ad	\$2,500															▲			
1/2 page Ad	\$1,000															▲			

☀ - Pre-approved giveaways provided by Sponsor.

■ – Sponsor item is included with sponsor's logo.

CREATE YOUR OWN PACKAGE!

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

SPONSORSHIP OPPORTUNITIES

\$35,000 SOLD

- **Wednesday Dinner Reception** - All attendees and registered guests are invited to attend our premier off-site event at the Smithsonian's National Museum of Natural History. *Sponsorship does not include the cost of promotional materials.*

\$30,000

- **Tuesday Welcome Reception** - The Welcome Reception kicks off the Annual Meeting on Tuesday evening. All attendees and registered guests are invited to attend. *Sponsorship does not include the cost of promotional materials.*

\$20,000

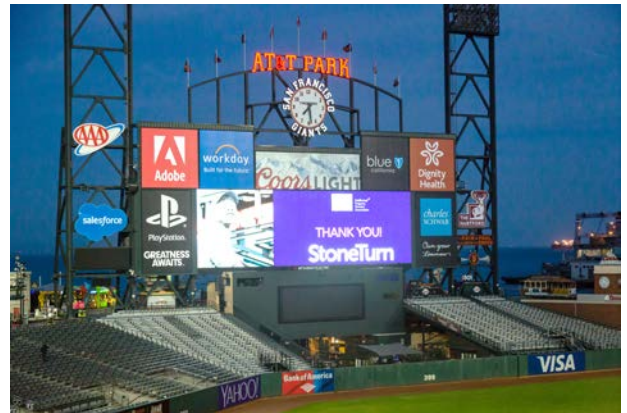
- **Wi-Fi SOLD** - High speed wireless internet in the meeting space will be available for all attendees.

\$15,000

- **Networking Luncheons (Wednesday or Thursday)** – The networking luncheons offer attendees an opportunity to meet and share ideas. *Sponsorship does not include the cost of promotional materials.*
- **Breakfast & Breaks (Wednesday or Thursday) Wednesday SOLD** - The breakfast and breaks, located in the exhibit hall, provide excellent networking opportunities for attendees. *Sponsorship does not include the cost of promotional materials.*

\$10,000

- **Charging Devices SOLD** – 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 their mobile devices. Charging devices will be placed throughout the break area and general session rooms. *Multiple opportunities are available.*
- **Meeting Pocket Program** - The Pocket Program, available to all attendees will include the final agenda, room locator, and other event information. *Sponsorship includes logo placement on the cover of the program.*
- **Hotel Keycards** - Brand one side of the hotel room key cards that will be distributed to conference attendees staying at the Marriott Marquis. *Sponsorship includes the cost of the key cards.*
- **Wednesday Fun Run/Walk SOLD** – Runners will have the option of joining fellow attendees for a quick guided morning run/walk including a healthy grab-n-go breakfast. *Sponsorship does not include the cost of promotional materials.*



\$7,500

- **Conference Pens** - Pens with sponsor's logo will be pre-set in the general session rooms.
- **Conference Notepads SOLD** – Notepads with sponsor's logo will be pre-set in the general rooms.
- **In-room Welcome Gift** – After a day of networking and meetings, treat attendees to an in-room gift (complete with branded items from your organization)! Let the last thought of the night be your organization. *Sponsorship does not include cost of promotional materials. Pre-approved item(s) must be consolidated into one bag for distribution.*
- **Tuesday Networking Brunch** (*Hosted by the IPO Women in IP Committee*) - The Tuesday brunch offers those in the IP industry an opportunity to meet and discuss ideas, and network with others while making contacts that matter. *Sponsorship does not include the cost of promotional materials. Multiple opportunities are available.*
- **Signage** - Place advertisements on signage located near the IPO registration desk. *Multiple opportunities are available.*



\$5,000

- **Swag in Conference Bag** – All attendees will receive a bag upon check in. Add your swag to our bag and get your brand in front of attendees! *Sponsorship does not include cost of promotional materials. Pre-approved item(s) must be consolidated into one bag for distribution. Multiple opportunities available.*
- **Mobile App Ad** - The IPO Annual Meeting Mobile App will provide all attendees with up-to-date session and speaker details, exhibitor information, events photos, the ability to instantly connect with attendees, and much more. The Mobile App is the only place that attendees can access speaker materials. Advertisement banners will generate each time an attendee opens the application. Ads can be hyperlinked to a website. More than 80% of IPO attendees utilize the mobile app during our meeting. *Multiple opportunities are available.*
- **Name Badge Ribbon Center SOLD** – An area for attendees to add flair to their name badges – a great conversation starter! Attendees choose ribbons to personalize their name badge. Sponsor can provide additional pre-approved ribbons to IPO's stock ribbons.



\$2,500

- **Advertisement of Social Events** - Advertise your networking event to IPO Annual Meeting attendees. IPO will distribute your event flyer to all attendees upon check in and in the Mobile App. For an additional \$1,000, IPO will send a pre-approved eblast regarding your 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. Multiple opportunities are available.*
- **General Meeting Sponsor** - Place your logo in the e-brochure, pocket program, and Mobile App! *Multiple opportunities are available.*
- **Full Page Ad** – Place a full-page color ad in the pocket program that will be provided to all attendees upon check in. *Multiple opportunities are available.*

\$1,000

- **1/2 Page Ad** - Place a half-page color ad in the pocket program that will be provided to all attendees upon check in. *Multiple opportunities are available.*