

# 2025 Marketing Kit

**AIPLA**  
American Intellectual Property Law Association



## 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](http://www.aipla.org)





AIPLA offers a variety of advertising, exhibitor and sponsorship opportunities to showcase your company during our 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, Road Shows, and Boot Camps

Market your company during the Spring Meeting, Annual Meeting, Leadership Forum, Patent Prosecution Boot Camp, Trademark Boot Camp, and the Legal Secretaries Conferences. Advertise in the print preview, mobile app, daily Newsstand, Quarterly Policy Memo, 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 AIPLA 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](http://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.

# 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. For over 50 years, the *Quarterly Journal* has been 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.

Advertisers will be included on the *Quarterly Journal* issue landing page on the website and will be acknowledged in the launch email.

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 a color ad 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 53, #1, Winter	The first Friday in March
Volume 53, #2, Spring	The first Friday in April
Volume 53, #3, Summer	The first Friday in June
Volume 53, #4, Fall	The first Friday in September



# aipla.org Banners

## AIPLA.org Banner Advertising

Members rely on the AIPLA website, [www.aipla.org](http://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.

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 Box Unit	300 x 250	40K	\$1000	\$2,000	\$3,000	\$4,000

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



# 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	Availability	Cost
Horizontal Ad	650 x 60	1-2 available per issue	\$750 per issue

## Quarterly Policy Memo

A quarterly e-newsletter is sent to nearly 7,500 contacts. Content includes recent advocacy items from AIPLA, a member spotlight, agency collaboration, updates from Capitol Hill, and more.

The Quarterly Policy Memo will be released in January, April, July, and October.

Ad Unit	Size	Availability	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. Your ad will be featured on the Newsstand homepage and article landing pages.

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

## Webinar Sponsorships

AIPLA holds between 1 - 2 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!

**Per Webinar: \$1000**



# Advertising

## AIPLA Stated Meetings

Market your company during the Spring Meeting and 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 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.

### Stated 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 7,500 IP practitioners worldwide. Spacing and availability is very limited.

Ad Unit	Size	Rate
Full Page with 1/8" bleed	8 1/2" x 11	\$1500/Spring \$2500/Annual
1/2 Page with 1/8" bleed	8 1/2" x 5 1/2"	\$1000/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

## 2025 Stated Meetings

**2025 Spring Meeting**  
 May 13 - 15, 2025  
 Hilton Minneapolis  
 Minneapolis, MN

**2025 Annual Meeting**  
 October 30 - November 1, 2025  
 Westin City Center  
 Washington, DC

	Exclusive	Co-Sponsorship
Corporate Practice Breakfast (SM)	\$5,000	
Corporate Practice Breakfast (AM)	\$7,500	
Lunch Receptions	\$7,500	\$3,000
Women in IP Breakfast	\$25,000	\$10,000
Breaks (morning and afternoon)	\$5,000 per break	
New Member Reception	\$20,000	\$10,000
Diversity Reception	\$30,000	\$5,000
Opening Night Reception	\$60,000	\$5,000
Dinner/Entertainment	\$40,000	\$5,000
Dessert Reception	\$40,000	\$10,000
President's VIP Dessert Reception by invitation only	\$10,000	
Committee Meeting Receptions, if any	\$3,000	
Continental Breakfast	\$10,000	\$3,000
Meeting WiFi	\$10,000	
Meeting Mobile App	\$10,000	
Attendee Gift Supplied by AIPLA	\$20,000	\$5,000
AIPLA Tech Center	\$5,000	
Registration Area	\$10,000	
Lanyards	\$15,000	
Hotel Key Cards	\$15,000	

# Stated Meeting Sponsorship Benefits

## 2025 Stated Meetings

**2025 Spring Meeting**  
**May 13 - 15, 2025**  
**Hilton Minneapolis**  
**Minneapolis, MN**

**2025 Annual Meeting**  
**October 30 - November 1, 2025**  
**Westin City Center**  
**Washington, DC**

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 (\$1,000 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)	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>		
One complimentary table at evening event	◆					
Banner in mobile app	◆					





# AIPLA LEADERSHIP FORUM



January 29-30, 2025  
Omni Rancho Las Palmas | Rancho Mirage, CA

*Elevate Yourself. Inspire the Future.*

**January 29-30, 2025**  
**Omni Rancho Las Palmas**  
**Rancho Mirage, CA**

AIPLA is committed to leadership development and announces our first Leadership Forum, which will take place **January 29-30, 2025** at the Omni Rancho Las Palmas in Rancho Mirage, California. All current and future AIPLA leaders are invited to this special event, where expert coaches will work with attendees to explore key features of successful leadership and cultivate a better understanding of others and yourself for more dynamic and effective results across different experience levels. More details will follow shortly on this not-to-be-missed event, so please save the date!

	Exclusive	Co-Sponsorship
<b>Lunch Receptions</b>	<b>\$7,500</b>	<b>\$3,000</b>
<b>Breaks (morning and afternoon)</b>	<b>\$5,000 per break</b>	
<b>Welcome Reception</b>	<b>\$40,000</b>	<b>\$5,000</b>
<b>Dessert Reception</b>	<b>\$25,000</b>	<b>\$5,000</b>
<b>President’s VIP Dessert Reception by invitation only</b>	<b>\$10,000</b>	
<b>Continental Breakfast</b>	<b>\$10,000</b>	<b>\$3,000</b>
<b>Meeting WiFi</b>	<b>\$10,000</b>	
<b>Meeting Mobile App</b>	<b>\$10,000</b>	
<b>Attendee Gift Supplied by AIPLA</b>	<b>\$20,000</b>	<b>\$5,000</b>
<b>AIPLA Tech Center</b>	<b>\$5,000</b>	
<b>Registration Area</b>	<b>\$7,500</b>	
<b>Lanyards</b>	<b>\$10,000</b>	
<b>Hotel Key Cards</b>	<b>\$15,000</b>	
<b>Wellness session</b>	<b>\$3,000</b>	

# Exhibiting

## 2025 AIPLA Stated Meetings Exhibitor Information

Annually, AIPLA takes great pleasure in hosting a wide spectrum of IP practitioners at its stated meetings — 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
- Two chairs
- Wastebasket
- Identification sign at your booth
- Overnight security

*Items available in booth space may be modified.*

### 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)

Meeting	Single Exhibit Fee	Double Exhibit Fee	Display Type	Booth Space	Of Special Note
2025 Spring Meeting May 13 - 15, 2025 Hilton Minneapolis Minneapolis, MN	\$4,000	N/A	No free standing pop up displays permitted. Retractable signs OK.	6' x 6'	N/A
2025 Annual Meeting October 30 - November 1, 2025 Westin City Center Washington, DC	\$6,500	\$12,000 only available in premium placement	Free standing floor pop-up displays permitted.	8' x 6'	Literature racks may be used within your exhibit space.

# Roadshows and Boot Camps

## 2025 ROAD SHOWS AND BOOT CAMPS:

### Patent Prosecution Boot Camp: Early Spring - Arlington, VA

Now in its 25th year, AIPLA's Patent Prosecution Boot Camp is a comprehensive, CLE-accredited seminar that includes instructional lecture-style sessions with practical tips on US and international patent preparation and prosecution.

Sponsorship- \$1,000 - Includes one free registration

### Trademark Boot Camp: June

This annual Boot Camp is a two-day workshop for newer practitioners to learn the fundamentals of trademark law with members of the US Patent and Trademark Office and other experts in the industry.

Sponsorship- \$1,000 - Includes one free registration

### Advanced Legal Secretaries & Administrators Conference: December

This advanced program is a companion to the online Introductory Legal Secretaries & Administrators Conference and will bring attendees for an in-person event in Arlington, VA. This program will delve deeper into the USPTO Operations for specialists in navigating PCT, Global Dossier, OPLA and other USPTO departments, as well as provide an in-depth presentation on navigating WIPO's databases.

Sponsorship - \$1,000 includes one free registration.

## Sponsorship Benefits:

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

# 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.

The IP Marketplace now also features a calendar of all upcoming IP-related events globally - both AIPLA events and other organization's events. The calendar is updated monthly.

## 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 Services
- Government Agency
- Industry Association
  - Trade [Organizations]
  - Professional [Individuals]



## IP Event Calendar 2024

### AUGUST

- August 4 - 10: AIPLA IP Practice in Latin America Delegation Trip: Argentina and Chile
- August 12-13: ABPI World Congress, Porto de Galinhas, Pernambuco, Brazil

### SEPTEMBER

- September 18-21: GRUR Annual Meeting, Augsburg, Germany
- September 22-24: IPO Annual Meeting, Chicago, IL
- September 25-28: 22nd FICPI Open Forum, Madrid, Spain
- September 25-27: IPIC Annual Meeting, St. John's, Newfoundland

### OCTOBER

- October 19-22: AIPPI Congress, Hangzhou, China
- October 20-23: LES US/Canada Annual, New Orleans, LA
- October 24-26: AIPLA Annual Meeting, National Harbor, MD

<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](mailto:lbeller@aipla.org)

If you would like more prominence for your law firm or company, consider becoming a 2025 advertiser, sponsor, or exhibitor. 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.*

**AIPLA**