

# 2024 AIPLA Annual MEETING

**Sponsorship, Exhibitor, and Advertising Opportunities**

Oct 24 to 26, 2024

## **Gaylord National Resort and Conference Center**

National Harbor, MD



**Act now to secure your sponsorship, exhibitor, and advertising opportunities.**  
**Questions? Contact Lisa Beller at [lbeller@aipla.org](mailto:lbeller@aipla.org) or 703-981-8440**

Annual Meeting attendees include IP professionals from around the world thereby offering you a great opportunity to market your company's services to all of them at one time in one place! Attendees include patent, trademark, copyright, and trade secret specialists from law firms, corporate, and private sectors.

Advertising, sponsorships, and exhibits provide excellent marketing possibilities for you. Additionally, they also contribute to the overall support of the valuable work we do at AIPLA. We simply cannot do the work we do without the generous support of our sponsors and exhibitors. For over 125 years, AIPLA has been a trusted advocate for the improvement of laws relating to intellectual property, their proper interpretation by the courts and legal education that provides a framework for creativity and innovation. We are happy to provide additional information and answer your specific questions on individual sponsorships, promotional opportunities, exhibits, and more.

## Print Preview Advertising Options:

Full Page - \$2500 - 8 1/2" x 11"

Half Page - \$1500 - 8 1/2" x 5 1/2"

Order by July 15, due by July 22

## Online Advertising Options:

### Secondary Page

- Annual Meeting landing page
- Annual Meeting registration page
- Annual Meeting program page

**Secondary Page Box:** \$1,000/month, \$2,000/3 months, \$3,000/6 months, \$4,000/12 months

**AIPLA Home Page Box:** \$1,500/month, \$3,000/3 months, \$5,000/6 months, \$8,000/12 months  
**\$100 extra for animated GIF, 40K max file size 300 x 250 pixels**

- Notes & News bi-weekly e-newsletter sent to nearly 7,500 contacts - \$750/issue
- AIPLA Newsstand - daily e-newsletter Exclusive \$300/issue
- Daily Annual Meeting Newsletter Sponsor - \$2,500/day



	Exclusive	Co-Sponsorship
Corporate Practice Breakfast <b>SOLD</b>	\$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
Opening Night Reception	\$60,000	\$5,000
Diversity Reception	\$30,000	\$5,000
Dinner/Entertainment	\$40,000	\$5,000
Dessert Reception Occurs only if fully sponsored	\$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 <b>SOLD</b>	\$10,000 plus cost of lanyards	
Hotel Key Cards <b>SOLD</b>	\$15,000 plus cost of cards	
Mentoring Speed Networking	\$3,000	
Coffee Bar or Hydration Station	\$20,000 plus the cost of coffee/water stations	
Charging Station Table Tops or Charging Cubes	\$2,500 each	
Floor Clings Your branding on circular floor cling	\$1,500 each	
Window Clings Your branding on rectangular window clings	\$2,500 each	
Your Branded Reusable Drink Bottles	\$15,000	

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 \$1,999)
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 (where applicable)	◆	◆	◆	◆	◆	◆
Sponsor ribbons	◆	◆	◆	◆	◆	◆
Firm/corporation logo projected on a prominent surface at the event	◆	◆				
Color online ad on the meeting webpage	◆	◆				
Complimentary 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 (includes 10 tickets)	◆					
Banner in mobile app	◆					



**2024 AIPLA Annual Meeting Exhibitor Information**

**Table Top Exhibit - \$6,500**

**Double booth - \$12,000**

**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 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 (Must register in advance)**
- **One six foot (6') skirted table**
- **Pipe and drape provided**
- **8' x 10' Space**
- **Free standing floor pop-up displays permitted**
- **Two chairs**
- **Wastebasket**
- **Identification sign at your booth**
- **Overnight security**

**To Contract Space:**

**Please fill out attached order form and return to:**  
**Lisa Beller**  
**703-981-8440**  
[lbeller@aipla.org](mailto:lbeller@aipla.org)



## MEETING EXHIBITOR - REGISTRATION/POLICIES & INFORMATION



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**REGISTRATION FEE INCLUDES:** Two complimentary exhibitor registration badges for one space (three complimentary exhibitor registration badges for two spaces), one six-foot (6') skirted table, pipe and drape, two (2) chairs, a wastebasket. Each Exhibitor registration includes (1) ticket for each ticketed event per exhibitor registration badge requested. You must submit a registration form to receive your event tickets. For Annual Meeting exhibit space(s) are 6' x 6'. Overnight security will be provided.

**ONSITE PROGRAM & MEETING APP:** If you would like to have your company information included in the 2024 Annual Meeting Exhibitor List and Meeting Mobile App, please e-mail the company information to us and include the name of the person you would like listed, company name, address, phone number, fax number, their e-mail address, website and a brief company description (25-30 words) about your business, along with your company logo in a vector or SVG format to Ariella Gordon ([agordon@aipla.org](mailto:agordon@aipla.org)) no later than: September 30.

This information is helpful, so that competitors will not be placed directly next to each other and to provide information for the printed Exhibitor List that is included in the exhibitor listings and online. If you plan to offer a give-away, include that in your write-up. You will receive confirmation via e-mail once your registration has been processed.

**EXHIBITOR SET-UP:** Wednesday, October 23 - Specific hours for set up to be provided closer to the meeting.

**EXHIBIT DATES AND TIMES:** The Exhibit hours are as follows run daily from 8:00 am - 6:00 pm for main days, and 8:00 am - 10:00 am on the final day.

**EXHIBITOR BREAKDOWN:** Final program day at 10:00 am. No breakdown is allowed prior to 10:00 am. Exhibitors who tear down or leave the show early may have fees assessed and may impact future placement.

**SERVICE KITS:** You will receive a service kit directly from an Exposition Service Company or AIPLA. This kit will include shipping instructions and special order forms for the electrical, telephone and Internet. Dates kits will be sent will be confirmed once exhibit space is reserved.

**TRAFFIC INFORMATION:** The meeting is expected to draw approximately 1,500+ people. To help increase the traffic, we are not going to have a separate Exhibit Hall, but instead are placing the booths directly in the hallways outside the social networking event space, and the educational tracks. All continental breakfasts, beverage breaks and lunch receptions take place in the hallways outside of social networking events space and the educational tracks. Heavy traffic can be expected in the mornings, before the luncheons, and as the educational sessions change. Traffic may be light during the lunches, educational sessions and committee meetings. Each stated meeting event page has a schedule listed. Please refer to review the complete meeting schedules. **GIVEAWAYS:** Exhibitors are free to offer promotional products and/or offer a give-away to encourage members to visit. This is only as a suggestion; you are in no way either expected to or required to do this, but please use good judgment when handing out any promotional products.

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**SPONSORSHIP OPPORTUNITIES:** In addition to exhibiting, AIPLA offers a variety of opportunities to advertise or become a sponsor of the meeting. Contact Lisa Beller for sponsorship and advertising information at [lbeller@aipla.org](mailto:lbeller@aipla.org).

**REFUND POLICY:** If you must cancel your exhibit booth registration, we will provide a refund, if we are able to find an exhibitor to take your space, up until: September 30, 2024

No refunds or credit will be given for cancellations received after those dates.

**HOLD HARMLESS CLAUSE:** The exhibitor assumes responsibility and agrees to indemnify, defend and hold harmless the American Intellectual Property Law Association, the Hotel and their respective employees against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither the American Intellectual Property Law Association nor the Hotel maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.obtain such insurance.

## 2024 ANNUAL MEETING SPONSORSHIP, EXHIBITOR, ADVERTISING ORDER FORM

October 24 to 26, 2024

Company:

Telephone:

Contact Person:

Email:

Company Web Address:

Address:

Advertising:

Specify location:

Price:

Platinum  
(\$20,000 & up)

Gold  
(\$15,000-\$19,999)

Silver  
(\$10,000-\$14,999)

Bronze  
(\$5,000-\$9,999)

Crystal  
(\$3,000-\$4,999)

Pearl  
(\$1,000-\$2,999)

Sponsorship:

\*Please state clearly what event or item you are choosing to sponsor (if applicable)

Price:

Exhibition Booth: \$6,500

Credit Card:

American Express

Mastercard

Visa

Check Enclosed

Card Number:

Name on Card:

Fee Enclosed:

Expiration Date:

Cardholder Signoff  
(Please Type Name)

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