INTELLECTUAL PROPERTY INSTITUTE OF CANADA Institut de la propriété intellectuelle du Canada

Globalization of IP La globalisation de la Pl

93RDANNUAL CONFERENCE 93^E CONFÉRENCE ANNUELLE SEPT. 25-27,2019 OTTawa - GaTineau

Sponsorship Opportunities

IPIC's Annual Conference is the most important IP meeting in Canada! It's an opportunity for members of the IP community to learn about exciting developments in IP, to earn annual CPD and CLE credits, and to network with colleagues and fellow practitioners. Join us in Ottawa-Gatineau and be part of an incredible conference!

Sponsorship at a Glance	PLATINUM SPONSOR	GOLD Sponsor	SILVER SPONSOR	BRONZE SPONSOR	EXHIBITING SPONSOR
Logo placement on cover of brochure					
Logo placement on all Annual Conference promotion					
Logo placement on on-site conference signage					
Exclusive branding on welcome letter					
Company literature displayed at registration					
Complimentary banner ad in IP Newsbreak	3				
Complimentary full registration (\$ 2,199 value)	1	1			1
Complimentary booth staff registration (\$ 599 value)					1
Exclusive branding on tables during hosted event					
Table-top display in networking break area					
Logo placement on sponsored item					
Logo placement inside program brochure					
Logo placement inside final program					
Logo placement on Annual Conference website					
Logo placement on IPIC sponsor banner					
Logo placement on slideshow between sessions					
Mention as sponsor during opening remarks					
Acknowledgment through IPIC's Twitter account*	2	1	1	1	1
Logo included in one promotional email sent to IPIC members					

General Sponsorship Benefits

Each sponsorship category includes the following visibility and benefits:

- Logo placement inside the program brochure mailed to all members
- Logo placement inside the final program
- Logo placement on Annual Conference website
- Logo placement on IPIC sponsor banner

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- Logo placement on slideshow displayed between sessions
- Mention as a sponsor during the opening remarks
- Acknowledgment through IPIC's Twitter account*
- Logo included in one promotional email sent to IPIC members

PROGRAM SUBJECT TO CHANGE

Sponsorship Categories & Exclusive Benefits

PLATINUM SPONSOR

SOLD

All general sponsorship benefits as listed on page 2, plus exclusive visibility & benefits as follows:

- Exclusive branding on the welcome letter
- Logo placement on all Annual Conference promotion
- Three complimentary banner ads in IP Newsbreak
- Company literature displayed at IPIC registration²

- Logo placement on the program brochure cover mailed to all members¹
- Logo placement on on-site signage
- One complimentary registration (\$ 2,199 value)
- Two exclusive acknowledgments through IPIC's Twitter account

GOLD SPONSOR

\$ 3,000 - \$ 6,000

EVENTS		PRODUCTS	
Networking Breaks	SOLD	Lanyards (with IPIC logo) ⁴	SOLD
Breakfasts	SOLD	Delegate Bag / Folio (with IPIC logo) ⁴	SOLD
Wednesday Welcome Reception	SOLD	Mobile App	SOLD
Dessert Reception ³	\$ 3,500	Live Streaming	\$ 6,000
Thursday Lunch	SOLD		
IP Roundtables and Lunch	SOLD		
Thursday Gala	SOLD		

All general sponsorship benefits as listed on page 2, plus exclusive visibility & benefits as applicable:

- Exclusive branding on Mobile App ⁵
- Exclusive branding on tables during hosted event ⁶
- One complimentary registration (\$ 2,199 value)
- Exclusive branding on Delegate Bag / Folio⁷
- Exclusive branding on Lanyards⁷

- Sponsor's logo next to the hosted event in the program brochure mailed to all members¹
- Exclusive branding of Live Stream Sponsor during streamed sessions and on recordings made available for purchase following the conference. Acknowledgment on all promotion of Live Stream option

SILVER SPONSOR			\$ 2,500
All general sponsorship benefits as listed on page 2, plus option of one of Exclusive branding on 2020 Annual Conference promotional gift	the following: SOLD	Exclusive branding on conference pens ⁴	SOLD

BRONZE SPONSOR

All general sponsorship benefits as listed on page 2, plus option of:

Sponsoring a promotional item e.g. notepads, water bottles and more (supplied by sponsor with approval by IPIC)

EXHIBITING SPONSOR – limited availability

All general sponsorship benefits as listed on page 2, plus exclusive visibility & benefits as follows:

One table-top display in the networking break area

One complimentary full registration (\$ 2,199 value)

(includes access to program sessions, networking & social events, daytime meals)

 One complimentary registration for booth staff (\$ 599 value) (includes access to social events and daytime meals)

1 – In order to include logo in program brochure, please confirm participation by May 3, 2019 | 2 – Subject to format rules and approval by IPIC | 3 – Plus cost of food and beverage 4 – Plus cost of product (selected/approved by IPIC) | 5 – Exclusive to Mobile App Sponsor | 6 – Exclusive to Gold Sponsor of hosted event | 7 – Exclusive to Gold Sponsor of Delegate Bag/Lanyards *Depending on the number of sponsors, acknowledgment on IPIC's Twitter account may include multiple logos.

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About the Intellectual Property Institute of Canada

The Intellectual Property Institute of Canada (IPIC) is Canada's pre-eminent association of professionals who specialize in various areas of IP. IPIC members come from diverse training backgrounds, and include a range of patent agents, trademark agents, lawyers, and other subject matter experts. IPIC is the only association in Canada that represents all types of Canadian IP professionals.

Our vision is for IPIC to be the leading authority on intellectual property in Canada, and the voice of intellectual property professionals.

Our mission is to enhance our members' expertise as trusted intellectual property advisors, and to shape a policy and business environment that encourages the development, use, and value of intellectual property.

About IPIC's Annual Conference

IPIC holds a 2-day conference each year on various subjects in IP combined with great social events. We will hold our 93rd conference in Ottawa-Gatineau from September 25 to 27, 2019.

Why Sponsor?

Reaching your target audience has never been so easy! IPIC's Annual Conference usually attracts between 200 and 250 delegates from all over Canada and abroad. Meet various IP professionals from Canada's major law firms, patent and trademark agencies, corporations, government and universities. Sponsoring this event is a great way to reach members of the IP community in Canada. Why not showcase your products and services or network with potential clients at this great event?

Interested in being a sponsor or need more information? Contact Kim Arial, Manager, Conferences & Events: 613-234-0516 ext 27 | karial@ipic.ca