

# IPIC2022

*Intersection of Environmental, Social and Governance (ESG) with Intellectual Property*



Annual Conference  
September 28 - 30, 2022 | Whistler, B.C.

## Sponsorship Opportunities

Join the leading IP conference in Canada!

[ipic.ca](http://ipic.ca)



Sponsorship at a Glance	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	EXHIBITING SPONSOR
Logo placement on cover of program brochure	■				
Logo placement on all conference promotion	■				
Branding as Platinum Sponsor on conference website	■				
Keynote Sponsor and introduction of speaker	■				
Pre-recorded video - exclusive to Platinum & Pre-recorded Video Sponsors	■	■			
Logo placement on on-site conference signage	■				
Exclusive branding on electronic welcome letter	■				
Company literature displayed at registration	■				
Complimentary banner ad in IP Newsbreak	3				
Complimentary full registration	1	1			2
Exclusive branding on tables during hosted event		■			
Logo included in program brochure, final program and conference website next to sponsored event/session		■			
Table-top display in networking break area					■
Logo placement on sponsored item		■	■		
Exclusive branding of Live Stream Sponsor during streamed sessions, on recordings and on live stream promotion		■			
Logo placement inside program brochure	■	■	■	■	■
Logo placement inside final program	■	■	■	■	■
Logo placement on conference website	■	■	■	■	■
Logo and description included on conference app	■	■	■	■	■
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 emailed to 1700+ members
- Logo placement inside the final program
- Logo placement on conference website
- Logo and description included on conference app under sponsor tab
- Logo placement on IPIC sponsor banner
- 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

\$ 15,000

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

- Keynote Sponsor and introduction of speaker
- One 60 to 90 second video shown in between sessions (1-time viewing – video provided by sponsor)
- Exclusive branding on the electronic welcome letter
- Logo placement on all conference promotion
- Branding as Platinum Sponsor on conference website
- Three complimentary banner ads in IP Newsbreak
- Company literature displayed at IPIC registration<sup>2</sup>
- Logo placement on the program brochure cover emailed to 1700+ members<sup>1</sup>
- Logo placement on on-site signage
- One complimentary registration
- Two exclusive acknowledgments through IPIC's Twitter account

## GOLD SPONSOR

\$ 3,000 - \$ 7,000

### EVENTS

■ Session Sponsor	\$ 3,000
■ Pre-recorded Video Sponsor	\$ 3,000
■ Networking Breaks (2)	<b>SOLD</b>
■ Breakfasts (2)	<b>SOLD</b>
■ Wednesday Welcome Reception	<b>SOLD</b>
■ Thursday Lunch	<b>SOLD</b>
■ IP Roundtables and Lunch	<b>SOLD</b>
■ Friday Gala	<b>SOLD</b>
■ Dessert Reception <sup>3</sup>	\$ 3,500

### PRODUCTS

■ Lanyards (with IPIC & sponsor logo) <sup>4</sup>	<b>SOLD</b>
■ Delegate Folio (with IPIC & sponsor logo) <sup>4</sup>	\$ 3,000
■ Live Stream Sponsor	\$ 5,000
■ Mobile App	<b>SOLD</b>
■ Conference Theme Gift (with IPIC & sponsor logo)	\$ 7,000

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

- Exclusive branding on Mobile App<sup>5</sup>
- Exclusive branding on tables during hosted event<sup>6</sup>
- Logo included in program brochure, final program & on conference website next to sponsored session; sponsor thanked by moderator at beginning of session<sup>1&8</sup>
- One complimentary registration
- Exclusive branding on Delegate Folio<sup>7</sup>
- Exclusive branding on Lanyards<sup>7</sup>
- Exclusive branding on Conference Theme Gift<sup>7</sup>
- Sponsor's logo next to the hosted event/sponsored session in the program brochure emailed to 1700+ members<sup>1</sup>, final program and conference website
- Exclusive branding of Live Stream Sponsor during streamed sessions, on recordings and on all Live Stream promotion

## SILVER SPONSOR

\$ 2,500

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

- Exclusive branding on 2023 Annual Conference promotional gift<sup>4</sup>
- Exclusive branding on other promotional item<sup>4</sup>
- Exclusive branding on conference pens<sup>4</sup>

## BRONZE SPONSOR

\$ 1,500

All general sponsorship benefits as listed on page 2.

## EXHIBITING SPONSOR – limited availability

\$ 6,000

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

- One table-top display in the networking break area
- Two complimentary registrations

1 – To include logo in program brochure, please confirm by May 27, 2022 | 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 Folio/Lanyards / Conference Theme Gift | 8 – Exclusive to Gold Session Sponsor

\*Depending on the number of sponsors, acknowledgment on IPIC's Twitter account may include multiple logos.



# 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's 1700+ 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.

IPIC's vision is to be the leading authority on intellectual property in Canada and the voice of intellectual property professionals.

IPIC's mission is to enhance 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.

## Why Sponsor?

**IPIC's Annual Conference is "the" IP meeting in Canada!** It provides 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.

**IPIC2022** will be our first in-person meeting in nearly three years and there is definitely excitement within the Canadian IP profession for the opportunity to network in person once again!

Reaching your target audience has never been so easy! IPIC's Annual Conference attracts delegates from across Canada and abroad providing the opportunity to meet various IP professionals from Canada's major law firms, patent and trademark agencies, corporations, government and universities.

Become an **IPIC2022** Sponsor and showcase your products and services while networking with potential clients. **Join us in Whistler this September and be part of an incredible in-person conference!**

Interested in becoming a sponsor or need more information?

Contact Kim Arial, Manager of Education & Events: 613-234-0516 x. 27 | [karial@ipic.ca](mailto:karial@ipic.ca)

[ipic.ca](http://ipic.ca)

