



Sponsorship Opportunities

Annual Conference | Conférence annuelle
Sept. 25 – 27, 2024 | St. John's, NL

ipic.ca


IPICT2024 SPONSORSHIP OPTIONS

IPIC's Annual Conference


Welcome to the Intellectual Property Institute of Canada's (IPIC) Annual Conference, the premier gathering of intellectual property professionals in Canada. Our event brings together industry leaders, experts, and practitioners for insightful discussions, networking opportunities, continuing professional development, and the latest developments in the field of intellectual property.


Why Sponsor IPIC's Annual Conference?

IPIC's Annual Conference provides sponsors with the opportunity to meet with senior leaders of the IP profession face to face and in one place. The 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.

 **Elevate Your Visibility:** Showcase your organization to a diverse audience of hundreds of IP professionals, including patent agents, trademark agents, lawyers, and subject matter experts.

 **Strong Networking:** Forge meaningful connections with decision-makers, influencers, and potential collaborators in the vibrant world of intellectual property.

 **Brand Recognition:** Amplify your brand's voice through various sponsorship levels and opportunities that guarantee maximum exposure and recognition.

 **Thought Leadership:** Participate in impactful panel discussions, workshops, or sponsor exclusive conference sessions to position your brand at the forefront of innovation.

Become an **IPICT2024** Sponsor and showcase your products and services while networking with potential clients. Join us in St. John's, Newfoundland and be part of an incredible conference!

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 1900+ 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.

Platinum Sponsor – \$15,000

- Exclusive branding as Platinum Sponsor on the IPIC conference website
- Logo included on all conference promotion
- One 60 to 90 second video shown in between sessions (1-time viewing) (video provided by sponsor)
- Logo placement on onsite signage
- One complimentary table-top display in networking area
- Exclusive branding on electronic welcome letter to attendees

- One complimentary registration
- Company literature displayed at IPIC registration desk ¹
- Three complimentary banner ads in IP Newsbreak
- Mention as “Platinum Sponsor” during opening remarks

Plus all general benefits (see below)

Gold Sponsor – \$5,000 - \$10,000

Events

■ Session Sponsor (session approved by IPIC)	\$5,000
■ Networking Breaks (2)	\$5,000
■ Breakfasts (2)	SOLD
■ Wednesday Welcome Reception	SOLD
■ Thursday IP Roundtables & Lunch	\$5,000
■ WING Reception	SOLD
■ Foundation Networking Event	SOLD
■ Friday IP Roundtables & Lunch	\$5,000
■ Dessert Reception (only)	\$5,000
■ Friday Gala (only)	SOLD

Plus all general benefits (see below)

- Exclusive branding on Conference App ²
- Exclusive branding on tables during hosted event ³
- Sponsor’s logo next to the hosted event on the conference website and conference app ³
- Exclusive branding on Delegate Gift ⁴
- Exclusive branding on Lanyards ⁴
- Logo included on conference website and conference app next to sponsored session ⁵

Products

■ Lanyards (with IPIC & sponsor logo)	SOLD
■ Pre-recorded Video Sponsor	\$5,000
■ Livestream Sponsor – exclusive branding	\$5,000
■ Delegate Gift (with IPIC & sponsor logo)	\$7,000
■ Conference App	SOLD

Plus all general benefits (see below)

- Session sponsor thanked by moderator ⁵
- 60 to 90 second video shown in between sessions (1-time viewing) (video provided by sponsor) ⁶
- Exclusive branding of Live Stream Sponsor during streamed sessions, on recordings and on all Live Stream promotion ⁷

Silver Sponsor – \$3,000

- Exclusive branding on 2025 conference promotional gift (supplied by sponsor with approved by IPIC)
- Exclusive branding on conference pens (supplied by sponsor with approval by IPIC) **SOLD**

Plus all general benefits (see below)

Bronze Sponsor – \$2,000

All general benefits (see below)

Exhibiting Sponsor – \$5,000 (limited availability)

- One table-top display in networking area
- One complimentary registration

Plus all general benefits (see below)

GENERAL BENEFITS – FOR ALL SPONSORS

- Logo included on conference website
- Logo and description included on conference app under sponsor tab
- Logo included on sponsor banner
- Logo included as part of slideshow displayed between sessions
- Mention as sponsor during opening remarks
- Logo included in one IPIC2024 promotional email sent to IPIC members

Interested? Contact us today to secure your sponsorship package!

Kim Arial, Manager, Education & Events
613-234-0516 x. 27 | karial@ipic.ca

1 – Subject to format rules and approval by IPIC | 2 – Exclusive to Conference App Sponsor | 3 – Exclusive to Gold Sponsor of hosted event | 4 – Exclusive to Gold Sponsor of Delegate Gift/Lanyards | 5 – Exclusive to Gold Session Sponsor | 6 – Exclusive to Pre-recorded Video Sponsor | 7 – Exclusive to Live Stream Sponsor