



AIPPI 2017 Sydney
World Congress
OCTOBER 13 - 17, 2017



Sponsorship & Exhibition
Brochure



Twilight Darling Harbour
Photo credit: Tourism Australia



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International Convention Centre Sydney
Photo credit: International Convention Centre Sydney



Introduction

The AIPPI World Congress will be held in the new International Convention Centre Sydney which opened in September 2016.

Sydney is the commercial capital of Australia and home to the Australian head offices of many of the world's leading companies. Sydney dominates the Australian corporate scene in the IT and pharmaceutical industries and hosts internationally competitive research and academic institutes.

Sponsoring and exhibiting at AIPPI 2017 will provide your organisation with the perfect forum to promote your brand and key messages to influential industry colleagues in Australia and internationally. AIPPI is excited to be offering some innovative, new sponsorship and partnership opportunities never before offered at an AIPPI World Congress.

The theme of the Congress is 'Shaping Global IP for 120 years'.

AIPPI

The International Association for the Protection of Intellectual Property, generally known under the acronym "AIPPI", is the world's leading international organization dedicated to the development and improvement of intellectual property.

It is a politically neutral, non-profit organization, headquartered in Switzerland, which currently counts almost 9,000 members, representing more than 100 countries.

The objective of AIPPI is to improve and to promote the protection of intellectual property on both an international and a national basis. It pursues this objective by working for the development, expansion and improvement of international and regional treaties and agreements, and also national laws relating to intellectual property.

AIPPI operates by conducting studies of existing national laws and policies, and proposes measures to promote best practices and to achieve international harmonisation of law, policy and practice. In this context, AIPPI has become increasingly involved with defining well-balanced systems for protecting and enforcing intellectual property rights.

AIPPI's members are people actively interested in intellectual property protection at a national or international level. They include lawyers, patent and trademark agents or attorneys and representatives from industrial corporations, as well as judges, academics, scientists and engineers.

AIPPI World Congresses

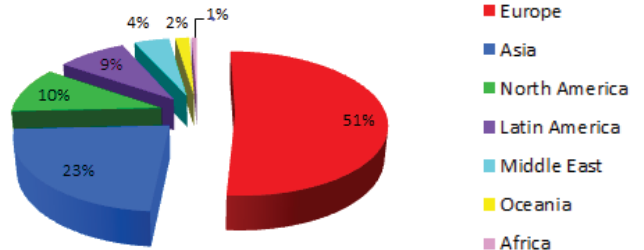
AIPPI is organized into 67 National and 2 Regional Groups and membership is obtained by joining one of these Groups. In countries where no Group exists, membership is obtained as an Independent Member of AIPPI.

There are normally about 2000 attendees. Forthcoming Congress venues include Cancun (2018), London (2019), Hangzhou (2020), San Francisco (2021) and Istanbul (2022).

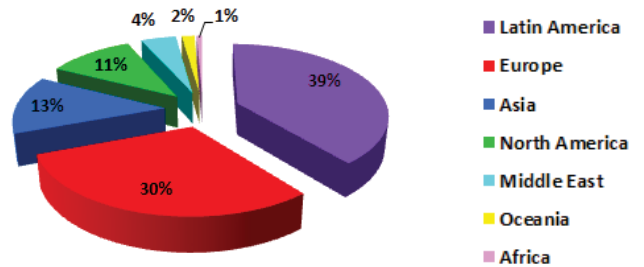
At Congresses, Study Committees engage in discussions to achieve consensus on Resolutions representing the positions of AIPPI. Moreover, Congresses offer excellent networking opportunities and educational programmes, which typically feature a day of panel sessions on international IP issues relating to pharmaceuticals and two days of panel sessions on contemporary international IP law issues. In addition, there are special panels of experts discussing current and future developments, mock trials, meetings of corporate representatives from industry as well as events for first time attendees and women in AIPPI.

Past Congress Figures

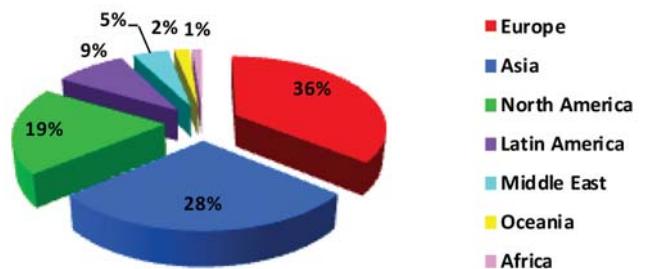
**Registration by geographic area
2016 Congress - Milan, Italy**



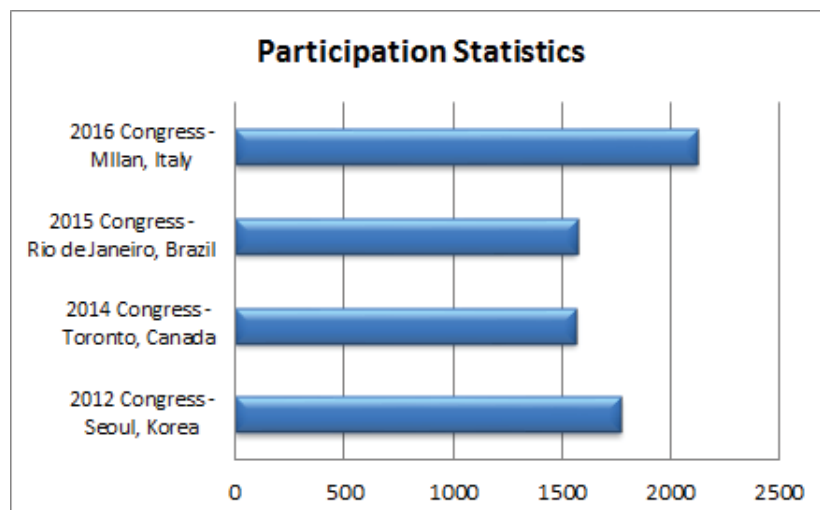
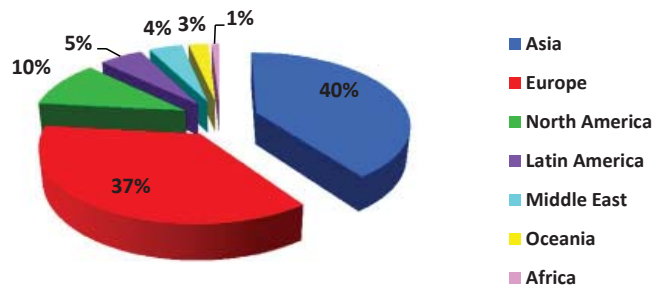
**Registration by geographic area
2015 Congress - Rio de Janeiro, Brazil**



**Registration by geographic area
2014 Congress - Toronto, Canada**



**Registration by geographic area
2012 Congress - Seoul, Korea**



Congress Venue

The AIPPI World Congress will be held in the new International Convention Centre (ICC) Sydney. As one of the world's newest Convention venues, ICC Sydney will provide Congress participants with state of the art facilities and comforts, for what will undoubtedly be a spectacular Congress.

Sydney and Australia are safe, affordable and welcoming, with a diverse and easy-going multicultural population that will make all AIPPI attendees feel at home.

International Convention Centre (ICC) Sydney
14 Darling Dr, Sydney NSW 2009, Australia
www.iccsydney.com.au

Event Management

Sponsorship and Exhibition

Ms. Maria Bratsos
Email: events@aippi.org

Meeting Coordination and Registration

Ms. Cinzia Petruzzello
Email: events@aippi.org

Registration

Ms. Domenica Storni
Email: registration@aippi.org

AIPPI General Secretariat

Toedistrasse 16
8027 Zurich
Switzerland
Phone: +41 44 280 5880
Fax: +41 44 280 5885
www.aippi.org

Professional Conference Organizer

Arinex Pty Ltd
Level 10, 51 Druitt Street
Sydney
NSW 2000
Australia
Phone: +61 2 9265 0700
Email: aippi2017@arinex.com.au

Sponsorship and Exhibition Opportunities at a Glance

| Sponsorship Package | Number Available | Price A\$ excl. GST |
|--|-------------------------|---------------------|
| Major Sponsorship | | |
| Opal Sponsor | Exclusive | 150,000 |
| Diamond Sponsor | Exclusive | 120,000 |
| Platinum Sponsor | Multiple | 60,000 |
| Gold Sponsor | Multiple 1 SOLD | 45,000 |
| Silver Sponsor | Multiple | 30,000 |
| Brand Positioning Sponsorship | | |
| Congress Bags | SOLD | 80,000 |
| Congress App | Exclusive | 30,000 |
| Lanyards for badges | Exclusive | 30,000 |
| Congress Wi-Fi | SOLD | 20,000 |
| Networking Tables | SOLD | 12,000 |
| Phone/Tablet Recharge Bar | Exclusive | 12,000 |
| Notepads | SOLD | 9,000 |
| Pens | SOLD | 9,000 |
| Bag Insert | Multiple | 5,000 |
| Business Networking Sponsorship | | |
| AIPPI Australia Lounge | Exclusive | 25,000 |
| IP Lunch with keynote speaker(s) | Two (2) | 15,000 |
| Australian Marketplace | Exclusive | 15,000 |
| Bike n Blend Bar | Exclusive | 15,000 |
| Hospitality Suite | Multiple | 7,500/day |
| Women in AIPPI reception | SOLD | 15,000 |
| First Time Attendees reception | Exclusive | 15,000 |
| Young AIPPI Forum | Exclusive SOLD | 15,000 |
| Networking Lunch | Three (3) 1 SOLD | 15,000 |

| Exhibition | Number Available | Price A\$ excl. GST |
|------------------------------|------------------------------|---------------------|
| 9m ² Booth Module | Multiple | 8,000 |
| Networking Lounge | Multiple 15 OCT. SOLD | 10,800 |

Major Sponsorship

Opal Sponsor

A\$150,000

Opal is one of the world's most beautiful and precious gemstones, predominantly found in Australia. It is one of only six types of precious gemstones found on planet earth, sharing prestigious company with diamonds, rubies, sapphires, emeralds, and pearls. Over 95% of the world's precious opal comes from Australia. Opal is Australia's national gemstone and a fitting name for our highest level Congress Partner.

- Standard sponsorship entitlements outlined on page 15
- Logo displayed as the largest of all sponsors on relevant Congress materials and stand-alone format on AV screens*
- Six (6) complimentary Congress registrations
- One (1) dedicated networking lounge area named "Opal Lounge"
- 20% discount on any additional brand or networking sponsorship
- Promotional brochure (maximum four x A4 pages) to be inserted in the Congress bag (sponsor to supply material)**
- Verbal acknowledgement as an Opal Sponsor during the opening and closing sessions

Diamond Sponsor

A\$120,000

- Standard sponsorship entitlements outlined on page 15
- Logo displayed large on relevant Congress materials and stand-alone format on AV screens*
- Four (4) complimentary Congress registrations
- One (1) exhibition networking lounge
- 20% discount on any additional brand or networking sponsorship
- Promotional brochure (maximum four x A4 pages) to be inserted in the Congress bag (sponsor to supply material)**
- Verbal acknowledgement as a Diamond Sponsor during the opening and closing sessions

Platinum Sponsor

A\$60,000

- Standard sponsorship entitlements outlined on page 15
- Logo displayed large on relevant Congress materials and stand-alone format on AV screens*
- Three (3) complimentary Congress registrations
- One (1) exhibition networking lounge
- 15% discount on any additional brand or networking sponsorship
- Promotional brochure (maximum four x A4 pages) to be inserted in the Congress bag (sponsor to supply material)**

Gold Sponsor

1 SOLD

A\$45,000

- Standard sponsorship entitlements outlined on page 15
- Logo displayed medium on relevant Congress materials and group format on AV screens*
- Two (2) complimentary Congress registrations
- Two (2) exhibition booth spaces
- 10% discount on any additional brand or networking sponsorship

Silver Sponsor

A\$30,000

- Standard sponsorship entitlements outlined on page 15
- Logo displayed standard on relevant Congress materials and group format on AV screens*
- Two (2) complimentary Congress registrations
- One (1) exhibition booth space
- 5% discount on any additional brand or networking sponsorship

Brand Positioning Sponsorship

- **Congress Bags** - Exclusive **SOLD** A\$80,000
 - Standard sponsorship entitlements outlined on page 15
 - Logo to appear on/in the bag alongside the AIPPI 2017 logo. *AIPPI reserves the right to source and select the bag.*
 - Promotional brochure (maximum four x A4 pages per brochure) to be inserted in the Congress bag (sponsor to supply material)**

- **Congress App** - Exclusive A\$30,000

The AIPPI App is designed to work on all major platforms.

 - Standard sponsorship entitlements outlined on page 15
 - Sponsor logo displayed when app loads up for the first time for a user
 - Sponsor logo displayed on the homepage of the app
 - Promoted post on the main feed page for one full day
 - Acknowledgement on top of the Sponsors' page in the app
 - Sponsor logo to be featured on app promotional materials
 - Opportunity for sponsor to feature hyperlink or QR code for the app on their own website
 - Sponsor advertisement banner to be displayed at the bottom of the app, with hyperlink to sponsor website

- **Lanyards for badges** - Exclusive A\$30,000
 - Standard sponsorship entitlements outlined on page 15
 - Sponsor logo to appear on the lanyards alongside the AIPPI 2017 logo

- **Congress Wi-Fi** - Exclusive **SOLD** A\$20,000
 - Standard sponsorship entitlements outlined on page 15
 - Sponsor logo on opening screen
 - Sponsor prompted password screen

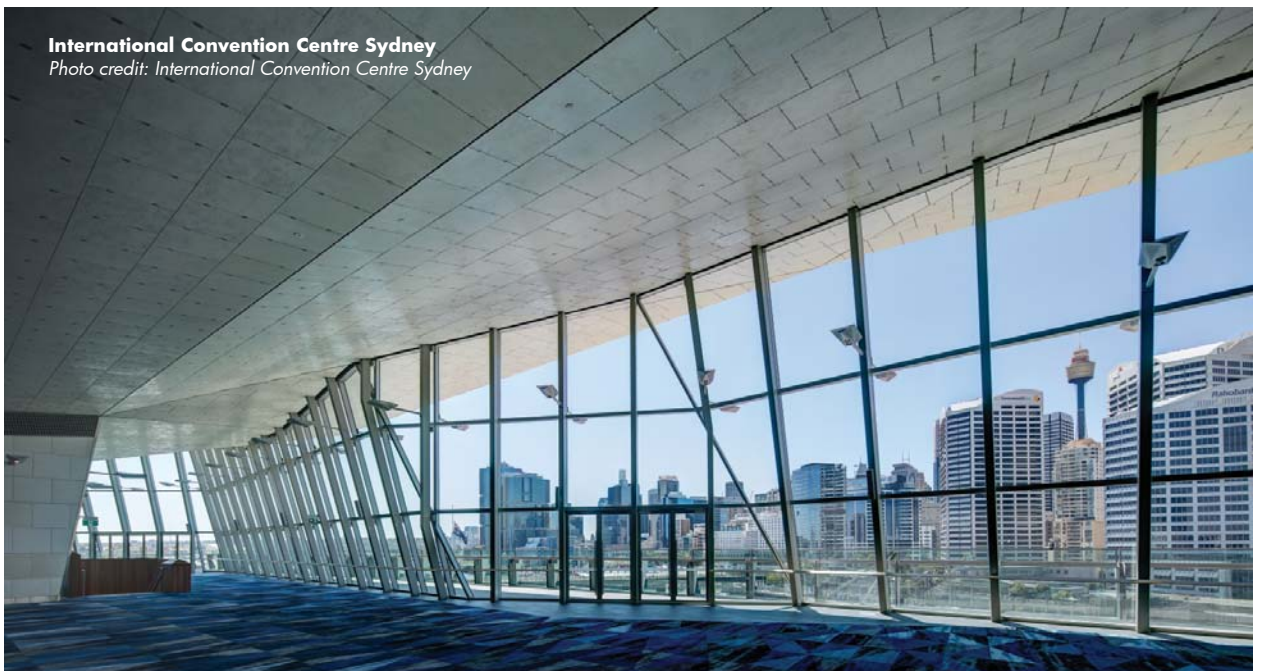
- **Networking Tables** - Exclusive **SOLD** A\$12,000
 - Standard sponsorship entitlements outlined on page 15
 - Sponsor logo visible in the networking area for whole duration of Congress

- **Phone/Tablet Recharge Bar** - Exclusive A\$12,000
 - Standard sponsorship entitlements outlined on page 15
 - Sponsor logo printed on recharge bar

- **Notepads** - Exclusive **SOLD** A\$9,000
 - Standard sponsorship entitlements outlined on page 15
 - Notepads to be included in the congress bag
 - Sponsor logo to appear on all notepads alongside the AIPPI 2017 logo

- **Pens** - Exclusive **SOLD** A\$9,000
 - Standard sponsorship entitlements outlined on page 15
 - Sponsor logo to appear on all pens alongside the AIPPI 2017 logo
 - Pens to be included in the Congress bag
 - Option to either upgrade the pen to a higher quality and/or to provide pens with sponsor logo only (both options for an additional cost)
-

- **Bag Insert** A\$5,000
 - Sponsors' promotional brochure or flyer (maximum four x A4 pages per brochure) to be inserted in the Congress bag (sponsor to supply material)**
-



Business Networking Sponsorship

- | | |
|--|------------------|
| <ul style="list-style-type: none"> • AIPPI Australia Lounge - Exclusive <p>A dedicated attendee lounge area will be set up in the exhibition for attendees to sit and relax and sample unique local Australian wines from some well known labels. Wine cannot be purchased onsite but orders can be placed if attendees wish to.</p> <ul style="list-style-type: none"> • Standard sponsorship entitlements outlined on page 15 • Sponsor logo/literature on tables • Details to be settled with AIPPI | <p>A\$25,000</p> |
| <hr/> | |
| <ul style="list-style-type: none"> • IP Lunch with keynote speaker(s) - Maximum: Two (2) <ul style="list-style-type: none"> • Standard sponsorship entitlements outlined on page 15 • Sponsor logo displayed on tables in lunch room | <p>A\$15,000</p> |
| <hr/> | |
| <ul style="list-style-type: none"> • Australian Market Place - Exclusive <p>The Australian Marketplace is designed to be a mini-market where attendees can purchase local unique souvenirs (ie ugg boots, boomerangs etc). Local traders will be invited to display and sell souvenirs to attendees eager to purchase gifts to take home to loved ones.</p> <ul style="list-style-type: none"> • Standard sponsorship entitlements outlined on page 15 • Purchasing of souvenirs available to congress attendees | <p>A\$15,000</p> |
| <hr/> | |
| <ul style="list-style-type: none"> • Bike 'n' Blend Bar - Exclusive <p>The Bike 'n' Blend bar will consist of two exercise bikes fitted with blenders. Attendees will be able to select their own smoothie (or margarita) and pedal the bike to make the blender work.</p> <p>Includes Bike 'n' Blend Bar, four jugs, recipes, menu boards and 100 smoothies. (Sponsor may select upgrades such as additional smoothies, bikes or even add liquor at their own expense). This is a fun and interactive networking feature, popular in conference environments.</p> <ul style="list-style-type: none"> • Standard sponsorship entitlements outlined on page 15 • Sponsor naming/branding rights • Opportunity to brand the bikes (at sponsors' cost) | <p>A\$15,000</p> |
| <hr/> | |
| <ul style="list-style-type: none"> • Hospitality Suite - Per Day <ul style="list-style-type: none"> • Standard sponsorship entitlements outlined on page 15 • Opportunity to theme and cater the Hospitality Suite (can either be a meeting room or a purpose built area in the exhibition) | <p>A\$7,500</p> |
| <hr/> | |
| <ul style="list-style-type: none"> • Women in AIPPI reception - Exclusive SOLD <ul style="list-style-type: none"> • Standard sponsorship entitlements outlined on page 15 • Sponsor logo exclusively visible in the reception | <p>A\$15,000</p> |
| <hr/> | |
| <ul style="list-style-type: none"> • First Time Attendees reception <ul style="list-style-type: none"> • Standard sponsorship entitlements outlined on page 15 • Sponsor logo exclusively visible in the reception | <p>A\$15,000</p> |
| <hr/> | |
| <ul style="list-style-type: none"> • Young AIPPI Forum SOLD <ul style="list-style-type: none"> • Standard sponsorship entitlements outlined on page 15 • Sponsor logo exclusively visible in the Young AIPPI Forum | <p>A\$15,000</p> |
| <hr/> | |
| <ul style="list-style-type: none"> • Networking Lunch - Maximum: Three (3) 15 OCT. SOLD <ul style="list-style-type: none"> • Standard sponsorship entitlements outlined on page 15 • Sponsor logo displayed on lunch tables • Sponsors' literature may be displayed in the lunch room (sponsor to supply) | <p>A\$15,000</p> |

Exhibition

A comprehensive and interactive exhibition will run concurrently with the Congress. Showcasing the latest and best in Intellectual Property, the exhibition will provide attendees and exhibitors with front line opportunities to network in a dedicated, central and energised meeting space.

| Preliminary Exhibition Timetable | |
|---------------------------------------|---|
| Friday, October 13, 2017 | Exhibition stand construction |
| Saturday, October 14, 2017 | Exhibitor move-in and set-up Welcome reception/Exhibition open |
| Tuesday, October 17, 2017 (Afternoon) | Exhibition close, Exhibitor move-out and stand dismantle |

Exhibition Packages

The exhibition packages include the following:

- Two (2) exhibitor passes (including 2 Congress bags) granting full access to the exhibition area, the coffee breaks and the networking events. Tickets for the closing dinner may be purchased as well.
- A comprehensive exhibitor manual
- Company name/logo listed on the exhibitors' page of the Congress website

9m² Module A\$8,000

- Standard shell-scheme booth with
 - o Two (2) x 150 watt spotlights
 - o One (1) x 4 amp power point

Networking Lounge A\$10,800

- Sofa, 2 chairs, coffee table
- 2 exhibitor passes



Note: Floor plan is subject to change

Order Form

2017 AIPPI World Congress – Sydney, October 13 - 17, 2017

Please indicate your choice below and return the signed order form to Ms. Maria Bratsos (events@aippi.org, fax: +41 44 280 58 85). Thank you for your support!

- Company name
- Contact Person (name and function)
- Address
-
- Phone Fax
- Email

Major Sponsorship

- **Opal Sponsor** **A\$150,000**
- **Diamond Sponsor** **A\$120,000**
- **Platinum Sponsor** **A\$60,000**
- **Gold Sponsor** **A\$45,000**
- **Silver Sponsor** **A\$30,000**

Brand Positioning Sponsorship

- Congress Bags A\$80,000
- Congress App A\$30,000
- Lanyards for badges A\$30,000
- Congress Wi-Fi A\$20,000
- Networking Tables A\$12,000
- Phone/Tablet Recharge Bar A\$12,000
- Notepads A\$9,000
- Pens A\$9,000
- Bag Insert A\$5,000

Business Networking Sponsorship

- AIPPI Australia Lounge A\$25,000
- IP Lunch with keynote speaker(s) - Maximum: Two (2) A\$15,000
- Australian Market Place A\$15,000
- Bike n Blend Bar A\$15,000
- Hospitality Suite - Per Day A\$7,500
- Women in AIPPI reception A\$15,000
- First Time Attendees reception A\$15,000
- Young AIPPI Forum A\$15,000
- Networking Lunch - Maximum: Three (3) A\$15,000

Exhibition

- Exhibition Package (9m² Module) A\$8,000
- Networking Lounge A\$10,800

Payment

VISA and MasterCard only

TOTAL AMOUNT:

Payment Amount AUD.....

Credit Card Number.....

Expiration Date.....

Security Code.....

Printed Name

Must be signed and completed:

| |
|--|
| Name and position of the authorized person |
|--|

| |
|-----------------|
| Date, Signature |
|-----------------|

Terms and Conditions

Tax:

All prices are without Tax (VAT, GST, etc.)

Appropriate Tax will be added on the invoice, if applicable.

Special Requests:

Looking for something different?

If the sponsorship and advertising packages outlined in this brochure do not fully match your marketing and corporate objectives, we are open to any suggestions. To find out more about sponsorship opportunities or to address your specific inquiry please contact Ms. Maria Bratsos (events@aippi.org).

How to apply

Sponsorship items/ exhibition booths are offered on a first come, first served basis.

To apply, please return the sponsorship/exhibition order form by email or fax to:

Ms. Maria Bratsos - Sponsorship & Exhibition Coordination

Email: events@aippi.org, Phone: +41 44 280 5880, Fax: +41 44 280 5885

AIPPI General Secretariat

Toedistrasse 16, 8027 Zurich, Switzerland

Payment Conditions

All payments must be made in Australian dollars (AUD). Credit cards accepted. The total cost will be charged upon receipt of the order form.

The purchase of sponsorship items or exhibition space will only be confirmed when payment has been processed.

Cancellation Policy

Cancellations must be made in writing (by email or fax) to:

Ms. Maria Bratsos - Sponsorship & Exhibition Coordination

Email: events@aippi.org, Phone: +41 44 280 5880, Fax: +41 44 280 5885

AIPPI General Secretariat

Toedistrasse 16, 8027 Zurich, Switzerland

Cancellations made **up to May 31, 2017**: 50% of total cost per item will be retained.

Cancellations on or after **June 1, 2017**: no refund possible.

Standard Sponsorship Acknowledgement Entitlements

All AIPPI 2017 sponsors, regardless of level, will receive the following standard entitlements in addition to those outlined in the individual packages:

- ✓ Recognition as a sponsor (with organisation logo) on the sponsors' page of the Congress programme and Congress website.
- ✓ Acknowledgement as a sponsor on the official sponsor signage situated onsite at the Congress*.
- ✓ Use of the Congress logo until the end of October 2017.

Sponsor and Exhibitor Guidelines

- * Exposure in the Congress publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.
- ** Bag inserts are subject to approval by AIPPI.



www.aippi.org



Sydney
Photo credit: Tourism Australia