

**MILANO**  **AIPPI World Congress**  
**AIPPI 2016** September 16-20, 2016



Sponsorship & Exhibition  
Brochure

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## **Introduction to 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 9000 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 66 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.

AIPPI World Congresses are open only to AIPPI members. There are normally about 2000 attendees. Forthcoming Congress venues include Sydney (2017), Cancun (2018), Istanbul (2019), Hangzhou (2020) and San Francisco (2021).

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.

# Preliminary Congress Programme

## AIPPI 2016 Milan - Programme at a Glance (subject to change)

	Friday - 16.09.16	Saturday - 17.09.16	Sunday - 18.09.16	Monday - 19.09.16	Tuesday - 20.09.16				
07.30 - 08.00									
08.00 - 08.30		RGT, PC Breakfast		RGT, PC, SCs Leadership Breakfast					
08.30 - 09.00		Study Questions Committees Briefing	Executive Committee I	Pharma Session II	Panel Session	Panel Session			
09.00 - 09.30	Study Question Committee meeting						Study Question Committee meeting	Panel Session II	Panel Session
09.30 - 10.00		Study Question Committee meeting	Executive Committee I	Pharma Session					
10.00 - 10.30		Coffee break	Coffee break	Coffee break	Coffee break				
10.30 - 11.00		Study Questions Committees meetings (continued)	Executive Committee I	Pharma Session II	Panel Session	Panel Session			
11.00 - 11.30							Study Questions Committees meetings (continued)	Pharma Session	Panel Session
11.30 - 12.00							Study Questions Committees meetings (continued)	Pharma Session	Panel Session
12.00 - 12.15									
12.15 - 12.30									
12.30 - 13.00	Bureau Lunch with Statutory Committee Chairs	Study Questions Committees Lunch	Networking Lunch	Networking Lunch	General Assembly				
13.00 - 13.30		Lunch Bureau with Guests	Lunch 1 with Keynote Speakers (ticketed event)	Lunch 2 with Keynote Speakers (ticketed event)	Networking Lunch				
13.30 - 14.00		Study Questions Committees meetings (continued)	Panel Session I	Pharma Session III	Executive Committee II				
14.00 - 14.30	Council of Presidents' meeting	Study Questions Committees meetings (continued)	Panel Session I	Pharma Session	Executive Committee II				
14.30 - 15.00		Study Questions Committees meetings (continued)	Panel Session I	Pharma Session	Executive Committee II				
15.00 - 15.30	Council of Presidents' coffee break	Coffee break	Coffee break	Coffee break	Coffee break				
15.30 - 16.00		Introduction of Study Questions 2017	Panel Session	Pharma Session	Executive Committee II				
16.00 - 16.30			Panel Session	Pharma Session	Executive Committee II				
16.30 - 17.00			Panel Session	Pharma Session	Executive Committee II				
17.00 - 17.30			Panel Session	Pharma Session	Executive Committee II				
17.30 - 18.00		First time attendees	Women in AIPPI						
18.00 - 18.30									
18.30 - 19.00									
19.00 - 19.30									
19.30 - 20.00	Council of Presidents' dinner	Opening Ceremony	Cultural evening	Free evening	Closing Dinner				
20.00 - 20.30									
20.30 - 21.00									
21.00 - 21.30									
21.30 - 22.00									
22.00 - 22.30									
22.30 -									

Legend:

Preparatory meetings for all participants
ExCo meetings / Plenary sessions
Designated events
Panel lunches

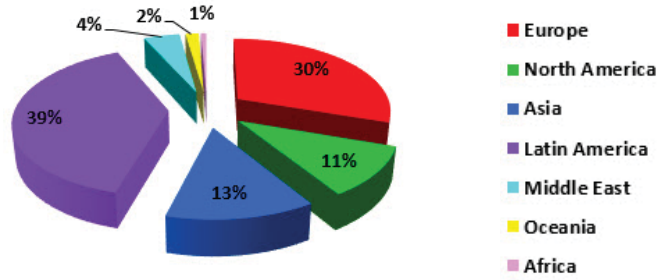
for Study Questions Committees' members for all participants by invitation only
ticketed

Panel sessions
Pharma panel sessions
Evening events
Bureau

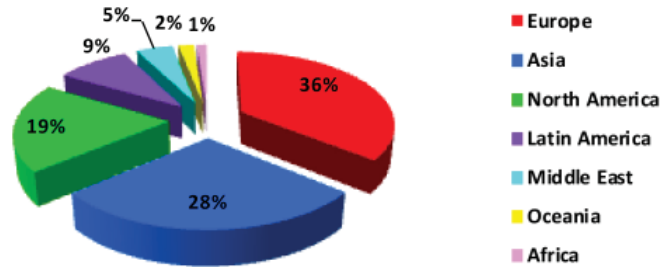
for all participants  
for all participants  
for all participants  
internal meetings

## Past Congress Figures

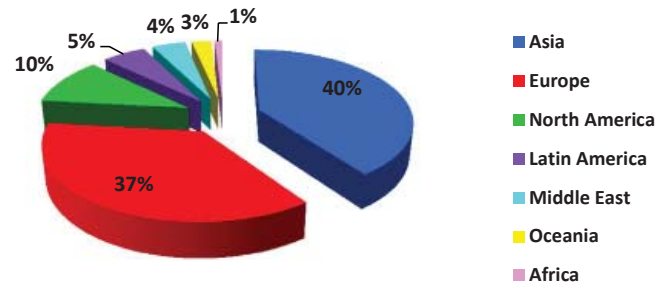
Registration by geographic area  
2015 Congress - Rio de Janeiro, Brazil



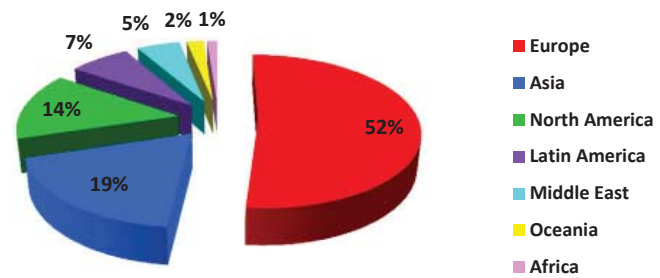
Registration by geographic area  
2014 Congress - Toronto, Canada



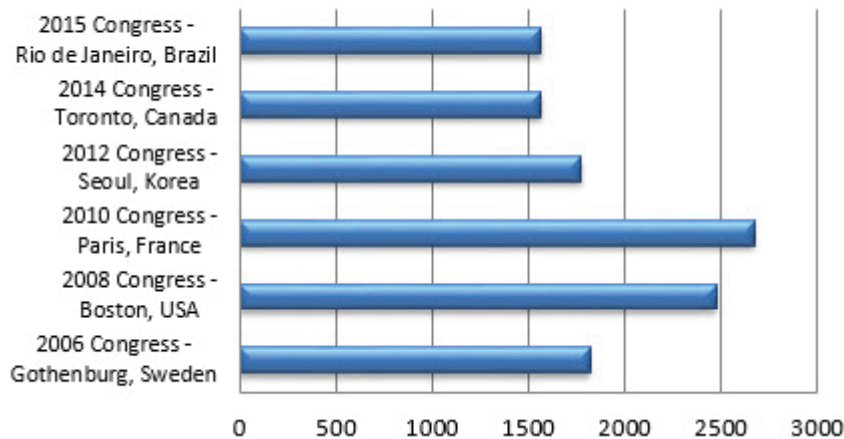
Registration by geographic area  
2012 Congress - Seoul, Korea



Registration by geographic area  
2010 Congress - Paris, France



## Participation Statistics



## Event Management

### Congress Venue

**Milano Congressi (MiCo) North Wing**

**Via Gattamelata 5 (Gates 14 & 15)**

[www.micomilano.it](http://www.micomilano.it)

### AIPPI General Secretariat

#### **Sponsorship and Exhibition**

Ms. Maria Bratsos

[events@aippi.org](mailto:events@aippi.org)

#### **Meeting Coordination and Registration**

Ms. Cinzia Petruzzello

[events@aippi.org](mailto:events@aippi.org)

#### **Registration**

Ms. Domenica Storni

[registration@aippi.org](mailto:registration@aippi.org)

AIPPI General Secretariat

Toedistrasse 16

8027 Zurich

Switzerland

Phone: +41 44 280 5880

Fax: +41 44 280 5885

[www.aippi.org](http://www.aippi.org)



## Sponsorship Opportunities

### **Diamond Sponsor**

**EUR 100'000**

Please contact us to discuss additional benefits tailored to your preferences

### **Platinum Sponsor**

**EUR 35'000**

High visibility of sponsor logo throughout the Congress:

- Logo displayed in large, stand-alone format for extended time period on screens during the event
- Logo displayed on signage at Congress venue

Complimentary Congress registration

Complimentary exhibition booth (see page 10)

Acknowledgement in final Congress programme, on onsite sponsors' board and on Congress website

### **Gold Sponsor**

**EUR 25'000**

High visibility of sponsor logo throughout the Congress:

- Logo displayed in medium-sized, grouped format for extended time period on screens during the event
- Logo displayed on signage at Congress venue

Complimentary exhibition booth (see page 10)

Acknowledgement in final Congress programme, on onsite sponsors' board and on Congress website

### **Silver Sponsor**

**EUR 15'000**

High visibility of sponsor logo throughout the Congress:

- Logo displayed in small-sized, grouped format for short time period on screens during the event
- Logo displayed on signage at Congress venue

Acknowledgement in final Congress programme, on onsite sponsors' board and on Congress website

All of the above distinguished sponsors will receive a discount of **20%** on any additionally sponsored item included on page 8.

## Sponsorship Opportunities

### Promotional Material

- |                                                                                                                                                                                                                                                                                                                                                                                                                     |                        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| <ul style="list-style-type: none"> <li>• <b>Congress bags</b> <b>SOLD</b> <ul style="list-style-type: none"> <li>• Sponsor's logo printed on Congress bag (bags distributed to all participants)</li> <li>• Acknowledgement in final Congress programme and on Congress website</li> </ul> </li> </ul>                                                                                                              | EUR 50'000             |
| <hr/>                                                                                                                                                                                                                                                                                                                                                                                                               |                        |
| <ul style="list-style-type: none"> <li>• <b>Lanyards for badges</b> <b>SOLD</b> <ul style="list-style-type: none"> <li>• Sponsor's logo printed on lanyards</li> <li>• Acknowledgement in final Congress programme and on Congress website</li> </ul> </li> </ul>                                                                                                                                                   | EUR 10'000             |
| <hr/>                                                                                                                                                                                                                                                                                                                                                                                                               |                        |
| <ul style="list-style-type: none"> <li>• <b>Networking area</b> <b>SOLD</b> <ul style="list-style-type: none"> <li>• Sponsor's logo visible in the networking area for whole duration of Congress</li> <li>• Acknowledgement in final Congress programme and on Congress website</li> </ul> </li> </ul>                                                                                                             | EUR 10'000             |
| <hr/>                                                                                                                                                                                                                                                                                                                                                                                                               |                        |
| <ul style="list-style-type: none"> <li>• <b>WiFi connection</b> <b>SOLD</b> <ul style="list-style-type: none"> <li>• Sponsor's logo displayed on opening screens of WiFi connection</li> <li>• Acknowledgement in final Congress programme and on Congress website</li> </ul> </li> </ul>                                                                                                                           | EUR 10'000             |
| <hr/>                                                                                                                                                                                                                                                                                                                                                                                                               |                        |
| <ul style="list-style-type: none"> <li>• <b>Meeting App</b> <b>SOLD</b> <ul style="list-style-type: none"> <li>• Sponsor's logo displayed on opening screen of meeting app for the whole duration of the Congress</li> <li>• Acknowledgement in final Congress programme and on Congress website</li> </ul> </li> </ul>                                                                                             | EUR 10'000             |
| <hr/>                                                                                                                                                                                                                                                                                                                                                                                                               |                        |
| <ul style="list-style-type: none"> <li>• <b>Notepads</b> <b>SOLD</b> <ul style="list-style-type: none"> <li>• Sponsor's logo printed on notepads (inserted in each Congress bag)</li> <li>• Acknowledgement in final Congress programme and on Congress website</li> </ul> </li> </ul>                                                                                                                              | EUR 5'000              |
| <hr/>                                                                                                                                                                                                                                                                                                                                                                                                               |                        |
| <ul style="list-style-type: none"> <li>• <b>Pens</b> <b>SOLD</b> <ul style="list-style-type: none"> <li>• Sponsor's logo printed on pens (inserted in each Congress bag)</li> <li>• Acknowledgement in final Congress programme and on Congress website</li> </ul> </li> </ul>                                                                                                                                      | EUR 5'000              |
| <hr/>                                                                                                                                                                                                                                                                                                                                                                                                               |                        |
| <ul style="list-style-type: none"> <li>• <b>Bag Insert: printed material</b> or<br/><b>memory stick</b> <ul style="list-style-type: none"> <li>• Sponsor's promotional material will be inserted in each Congress bag (AIPPI to approve content and format)</li> <li>• Choice between printed material (e.g., flyer) OR memory stick, not both (printed material/stick provided by sponsor).</li> </ul> </li> </ul> | EUR 2'500<br>EUR 5'000 |
| <hr/>                                                                                                                                                                                                                                                                                                                                                                                                               |                        |



## Sponsorship Opportunities

### Events

- **IP lunch with keynote speaker(s) (one sponsor per day)** EUR 8'000
  - Sponsor's logo displayed on tables in lunch room **18 Sept. SOLD**
  - Acknowledgement in final Congress programme and on Congress website

- **Networking lunch (one sponsor per day)** EUR 8'000
  - Sponsor's logo displayed on tables in lunch room **19 Sept. SOLD**
  - Acknowledgement in final Congress programme and on Congress website

- **First Time Attendees event (17 September 2016)** EUR 8'000
  - Sponsor's logo on the invitation
  - Sponsor's logo displayed on tables during event
  - Acknowledgement in final Congress programme and on Congress website

- **Women in AIPPI event (18 September 2016)** EUR 8'000
  - Sponsor's logo on the invitation **SOLD**
  - Sponsor's logo displayed on tables during event
  - Acknowledgement in final Congress programme and on Congress website

- **Programme for a social event, per event** EUR 5'000
  - Sponsor's logo printed on the programme distributed to the participants

### Hospitality Suites

EUR 3'000 per day

- Rental of space (office of 20-25 sqm including boardroom and working desk, general lighting and electrical supply, set-up/dismantling). No equipment, technical assistance or services included (additional lights, furniture, IT, decoration and cleaning are to be covered by the sponsor).
- Available from 18 to 20 September from 09:00 to 17:00
- Additional opportunities for hospitality suites may come later

## Exhibition Opportunities

### Dates

Booth set-up and material delivery	<b>Saturday, 17 September 2016</b> Detailed information will follow with exhibitor's manual
Exhibition opening days	<b>18 – 20 September 2016</b>
Dismantling of booth	<b>20 September 2016</b> <b>After 14:00h</b>

## Exhibition Space Rate

### Booth module rate

- Standard shell scheme booth (9 sqm) EUR 6'000

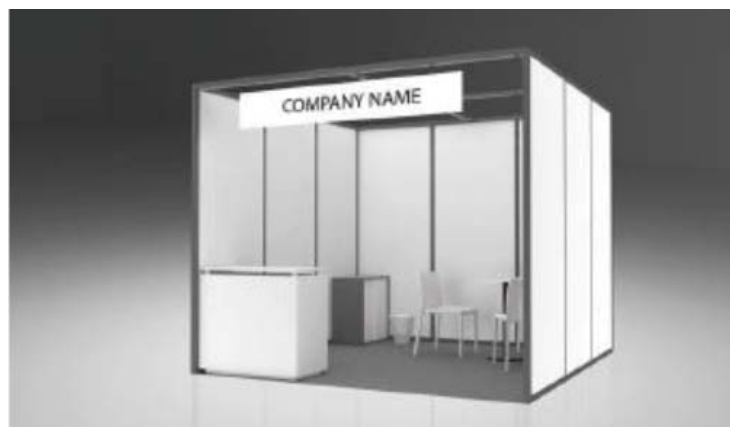
This rate includes the following:

- 2 complimentary exhibitor badges for two persons from your company who will staff the booth during exhibition hours (giving full access to the exhibition area and coffee breaks)
- Booth with
  - o Bilaminate modular panels (h 250 cm) with steel structure, natural or black colour, Floor covering carpet
  - o 1 graphic company name
  - o 1 desk (white) 100x50xh100 cm + 1 stool, 1 table + 3 chairs, 1 cabinet, 1 coat rack, 1 wastepaper basket
  - o 3 spot lights, 1 multiple socket
- Daily cleaning of the general exhibition area

\* Note: The cost for additional lights, furniture, decoration and booth cleaning are to be covered by the exhibitor.

As an official exhibitor of the AIPPI World Congress you will be able to purchase additional exhibitor badges for persons from your company for EUR 1'000 each.

The exhibitor badges will grant access to the exhibition area and to the coffee breaks as well as to the opening ceremony and the cultural evening at La Scala. In addition, you may purchase tickets for the closing dinner.



For any special request, please contact us.

All technical information regarding your booth set-up and equipment will be included in the exhibitor's manual and will be provided well before the Congress.

# Order Form

2016 Milan, AIPPI World Congress, 16-20 September 2016

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 .....

## **Sponsorship**

- **Diamond Sponsor** EUR 100'000
- **Platinum Sponsor** EUR 35'000
- **Gold Sponsor** EUR 25'000
- **Silver Sponsor** EUR 15'000
  
- Congress bags EUR 50'000
- Lanyards for badges EUR 10'000
- Networking area EUR 10'000
- WiFi connection EUR 10'000
- Meeting App EUR 10'000
- Notepads EUR 5'000
- Pens EUR 5'000
- Bag Insert: printed material EUR 2'500   
or memory stick EUR 5'000
- IP lunch with keynote speaker(s) (one sponsor per day)  
 18 September  19 September EUR 8'000
- Networking lunch (tick the date)  
 17 September  18 September  19 September  20 September EUR 8'000
- First Time Attendees event (17 September) EUR 8'000
- Women in AIPPI event (18 September) EUR 8'000
- Programme for a social event, per event  
 17 September  18 September  20 September EUR 5'000
- Hospitality Suites  
 18 September  19 September  20 September EUR 3'000

## **Exhibition**

- Standard shell scheme booth (9 sqm) EUR 6'000

**Payment**

**VISA + MasterCard only**

**TOTAL AMOUNT:** .....

Payment Amount USD.....  
 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**

**VAT:**

All prices are without VAT.  
 A VAT of 22% will be added.

**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](mailto: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](mailto: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 Euro (EUR). 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.

Fees may be subject to sales taxes.

**Cancellation Policy**

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

Ms. Maria Bratsos - Sponsorship & Exhibition Coordination  
 Email: [events@aippi.org](mailto: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 31 May 2016**: 50% of total cost per item will be retained.  
 Cancellations on or after **1 June 2016**: no refund possible.



[www.aippi.org](http://www.aippi.org)

04/08/2016