2021 AIPPI World Congress Online

2021 AIPPI WORLD CONGRESS ONLINE
October 15 - 22, 2021



SPONSORSHIP & EXHIBITION BROCHURE

Virtual Event 2021

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We are looking forward to welcoming you to the 2021 AIPPI World Congress Online

www.aippi.org

ABOUT AIPPI

The International Association for the Protection of Intellectual Property, known as AIPPI (Association Internationale pour la Protection de la Propriété Intellectuelle), is the world's leading non-profit association dedicated to the development and improvement of laws for the protection of intellectual property. It is a politically neutral, non-profit organization, based in Switzerland with over 8,000 members worldwide drawn from 131 countries. AIPPI members cover the complete spectrum of intellectual property. They are experts in patents, copyright, designs, etc. and work in every type of organization from the largest law firms to solo practitioners.

The annual AIPPI World Congress is the one moment in the year when members from all around the world come together to discuss hot topics in Intellectual Property.

It is comprised of four main components:

- the substantive legal work or harmonization programme
- the professional development component
- the management of the association
- networking opportunities

The Congress schedule follows the same general structure from year to year. At the heart of the event are the Study Questions which focus on contemporary IP topics of interest.

The 2021 Study Questions are:

- Q276-SGL-2021- Inventiveness and sufficiency of disclosure in AI inventions
- Q277-SGL-2021- Registrability of TMs against public order or morality
- Q278-SGL-2021- Industrial Designs and the Role of Prior Art
- Q279-SGL-2021- Reasonable awareness in compensation for infringement of IP rights

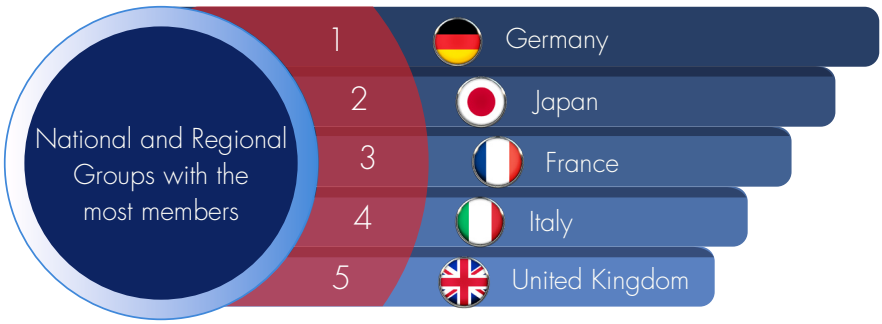
The 2021 Panel Session Topics are:

- Compulsory licences and TRIPs waivers for COVID?
- Trademark evergreening – limitations to refiling
- Alternative medicine? Data protection rules for pharmaceutical compounds in different jurisdictions
- Video gaming: copyright & design issues
- Multi-jurisdictional inventorship
- Guilty or not guilty: platform liability & safe harbours
- Managing global patent portfolios
- Turning local into international: protection of GIs
- Transfer of priority rights – getting what you bought
- Many A's and no end in sight: anti-suit & anti-anti-suit injunctions
- A year in an hour – EU & US case law
- Doctrine of equivalents: can the prior art infringe?

FACTS AND FIGURES

Membership:

AIPPI members are drawn from 131 countries worldwide.



2020 AIPPI World Congress Online:



Social Media statistics at the end of 2020:

12,000 followers

6,200 followers

6,092 views
New in 2020

2,100 followers

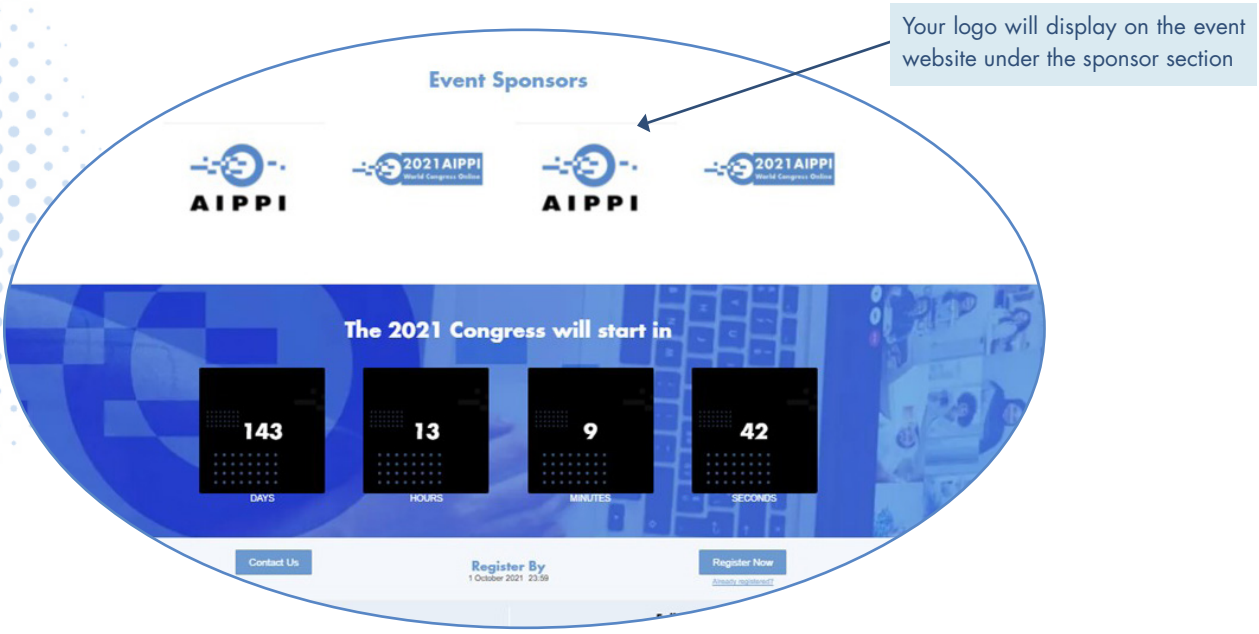
490 followers
New in 2020

BENEFITS FOR SPONSORS

Our new virtual event platform enables you to connect and engage with attendees via interactive networking features. You can conduct 1-to-1 video calls with attendees. Alternatively, they can join your virtual meeting room and follow your presentation there. You can even move people into private meetings through the breakout room feature. Additionally, we have added an appointment scheduler making networking even easier.

In addition to the individual package details, all sponsors also receive the following online promotion:

- 2021 AIPPI World Congress Online sponsor listing on the event platform
- Company logo displayed on the official AIPPI Event website
- All our sponsors are named in promotional material about the event
- Use of Congress logo until the end of October 2021
- Official AIPPI Sponsor marketing package which includes social media templates and email signature banners



DON'T SEE WHAT YOU WANT?

A variety of sponsorship packages and partnership opportunities are available. Should the following options not meet your needs, there is also the opportunity to create a personally tailored package. To find out more, contact us at events@aippi.org.

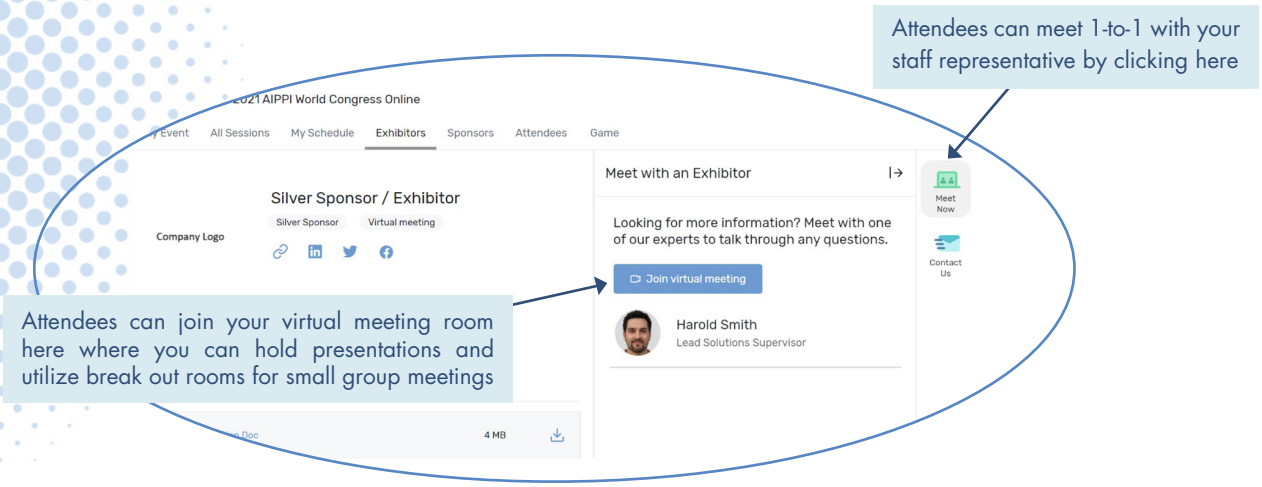
OVERVIEW OF SPONSORSHIP AND EXHIBITION

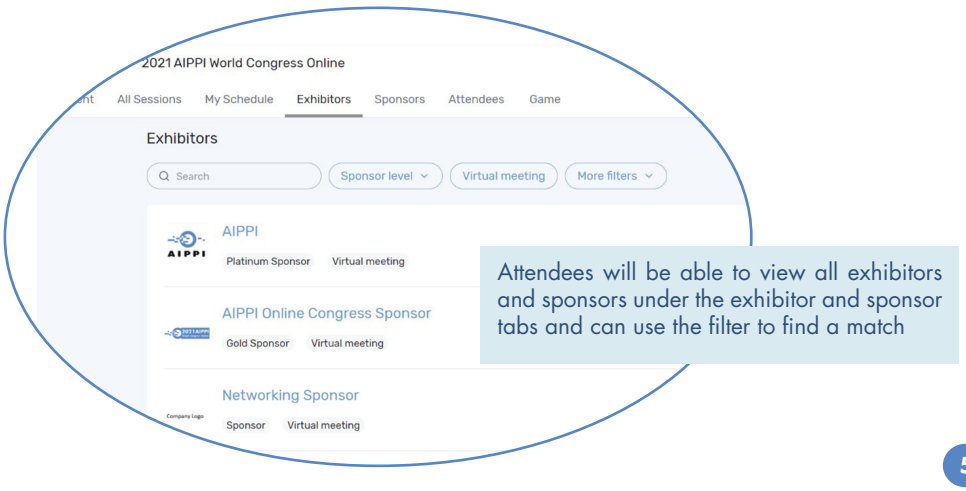
The sponsor and exhibitor pages allow you to display company details and meet face-to-face with interested attendees. You can place a video prominently on your sponsor and exhibitor pages, such as product, informational, of welcome video, to engage attendees that visit. Help attendees to learn about your organisation by uploading relevant content right on your sponsor and exhibitor pages, such as brochures, videos and links. Attendees can also choose to join your virtual meeting room, schedule a 1-to-1 video call with one of your staff representatives or simply 'meet now'.

To encourage attendee interaction with exhibitors, gamification is incorporated into the virtual event. There will be a variety of actions attendees must undertake to gain points, with interaction with sponsors and exhibitors prioritized. The top point scorers will win a prize.

The event platform is open 24 hours (October 11 – 22, 2021) and we encourage exhibitors to be available during the core Congress hours. The platform may open earlier for networking, stay tuned for updates closer to the Congress dates.

- Core Congress Hours: 12:00 – 18:30 (CEST)





SPONSORSHIP OPTIONS AT A GLANCE

Packages	
Platinum	EUR 14,000
Gold	EUR 9,500
Silver (Exhibition)	EUR 4,700
Sponsored Sessions	
Women in AIPPI	SOLD OUT
Young AIPPI Forum	EUR 4,700
Sponsored Session (AIPPI Panel Session)	EUR 3,700
Networking Sessions	
Entertainment Session	EUR 3,700
Wellness Session	EUR 3,700
Networking Lounge	EUR 1,000 per day / EUR 4,000 full Congress
Brand Awareness	
Event App / Splash Page	SOLD OUT
Featured Video in Event App	EUR 3,000
Congress Programme	SOLD OUT
Article in Congress Daily News	EUR 3,000
Ad space in Congress Daily News	Please contact us for pricing
Sponsor Add-Ons	
Pre-Congress Email Blast	EUR 2,500
Social Media Post	EUR 2,000
Push Notification	EUR 1,500
Sponsor Pass	EUR 460



SPONSORSHIP PACKAGES

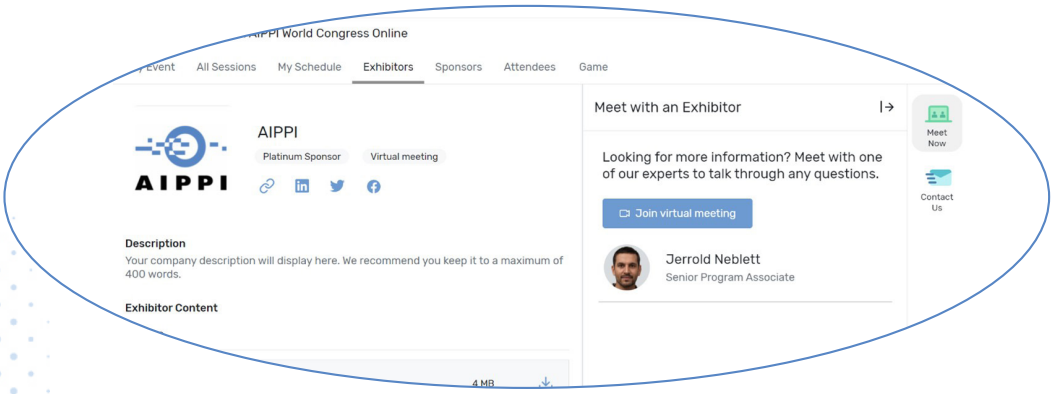
Further information on pages 8 – 10.

	Platinum	Gold	Silver (Exhibitor)
Pre-event Promotion			
Company logo and profile on the AIPPI Event website	•	•	•
Company logo in AIPPI promotional emails	•	•	•
Meet the Sponsor day	•	•	
Company logo on Congress Programme	•	•	
Social media posts	2	1	
Virtual Conference Access, Branding, and Networking			
Attendees can contact sponsors for 1-to-1 video calls	•	•	•
Sponsor can contact attendees for 1-to-1 video calls	•	•	•
Exhibitor Page (with company profile, exhibitor staff details, video conferencing, inbound lead collection, and links and documents)	•	•	•
Virtual Meeting Rooms	•	•	•
Sponsored Panel Session	•		
AIPPI café	•		
Featured listing on virtual event homepage and in Event App	•		
Congress Passes			
Complimentary registrations	10	6	3
Post-Event Promotion			
Company logo in post-event thank you email	•	•	•
Dedicated post-event email communication	•	•	
Dedicated post-event survey question	•		
Pricing			
All pricing in EUR	14,000	9,500	4,700
Valued at in EUR	23,500	12,500	5,200

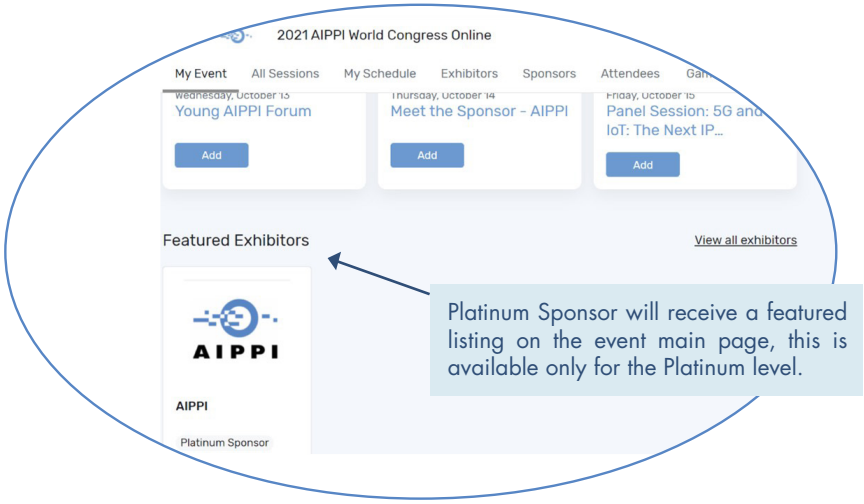
PLATINUM SPONSORSHIP PACKAGE EUR 14,000

- **Tutorial Video** - Sponsor logo visible in the tutorial video of how to use the platform which will be provided to registered participants prior to the start of the Congress

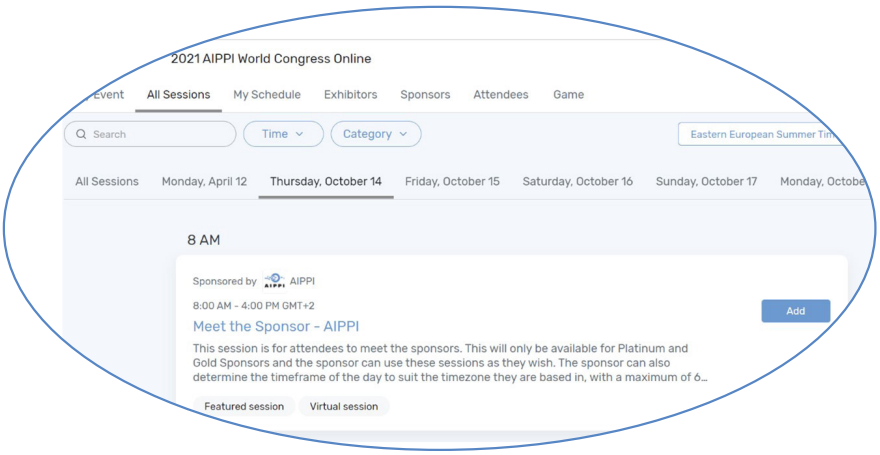
- **Sponsor page** with video conferencing allows you to display company details and meet face-to-face with interested attendees. You can place a video prominently within your sponsor page, such as product, informational, of welcome video, to engage attendees that visit. Help attendees to learn about your organization by uploading relevant content right on your sponsor page, such as brochures, videos and links.



- **Featured Listing** - Maximize visibility by featuring your organization on high traffic areas of the 2021 AIPPI World Congress. Your organization will be highlighted right on the homepage of both the virtual event web experience and Event App.



- **Meet the Sponsor Day** will take place the week prior to the Congress and will be available exclusively for Platinum and Gold Sponsors. Sponsors can connect with attendees and host their own sessions. Sponsors can choose the day and time for their session and can create their own programme for the day. The session/s can be a maximum of 6 hours in total.

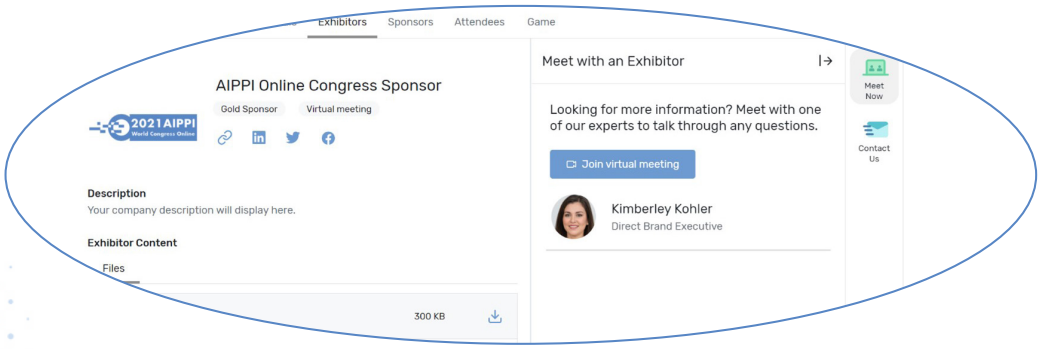


- **AIPPI Café** - The AIPPI Café is an interactive discussion room for the AIPPI Congress participants. There are eight 45-minute AIPPI Café slots on each Congress day. Each roundtable will be hosted by senior members of AIPPI Standing Committees or AIPPI Bureau Members, with a limited number of "seats" per table. Each roundtable has a designated topic, ranging from cutting-edge IP questions (e.g. Compulsory licensing in times of COVID) to important managerial topics (e.g. How to efficiently manage staff working from home). At the beginning of the 45-minute slot, the host introduces the topic in a 5 to 10-minute presentation and then starts the discussion with the participants "sitting" at the table. This allows participants to learn from one another and thereby connect in a much more profound way than at a typical cocktail event.

The roundtable seats are offered on a first-come, first-served basis. Participants are invited to join the session at the beginning of each 45-minute slot.

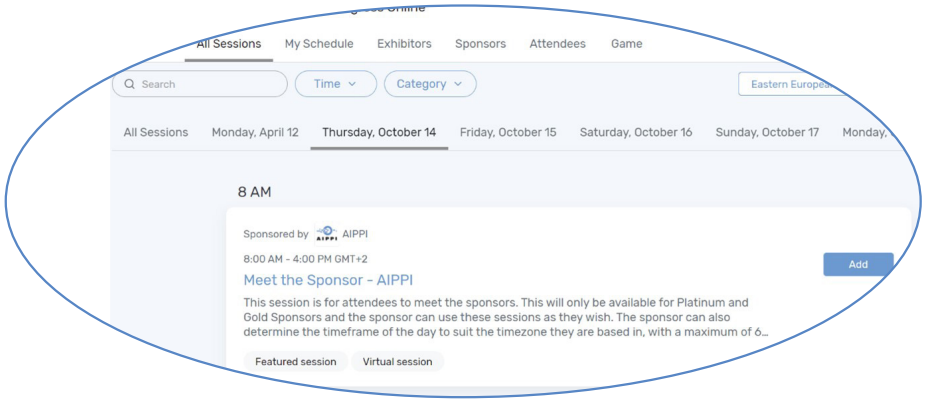
GOLD SPONSORSHIP PACKAGE EUR 9,500

- **Sponsor's page** with video conferencing allows you to display company details and meet face-to-face with interested attendees. You can place a video prominently within your sponsor page, such as product, informational, of welcome video, to engage attendees that visit. Help attendees to learn about your organization by uploading relevant content right on your sponsor page, such as brochures, videos and links.



- **Meet the Sponsor Day** takes place the week prior to the Congress and is available exclusively for Platinum and Gold Sponsors. These Sponsors can connect with attendees and host their own sessions. Sponsors can choose the day and time for their session and create their own programme for the day. The session/s can be a maximum of 6 hours in total.

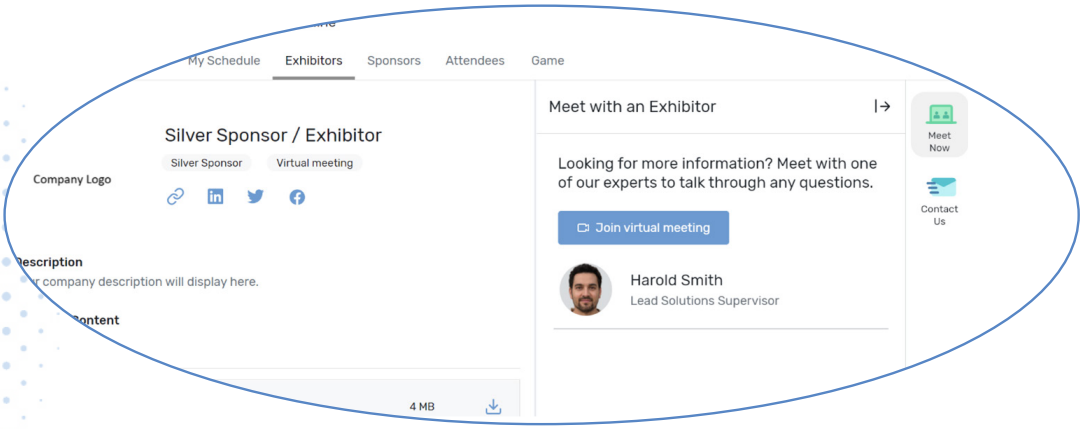
See all the benefits of this package here.



SILVER SPONSORSHIP PACKAGE EUR 4,700

- **Sponsor's page** with video conferencing allows you to display company details and meet face-to-face with interested attendees. You can place a video prominently within your sponsor page, such as product, informational, of welcome video, to engage attendees that visit. Help attendees to learn about your organization by uploading relevant content right on your sponsor page, such as brochures, videos and links.

  See all the benefits of this package here.



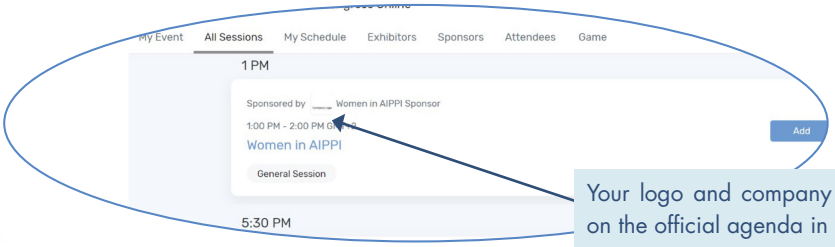


A LA CARTE OPTIONS

SPONSORED SESSIONS

Women in AIPPI — SOLD OUT

Sponsor logo displayed during the session and on the invitation. Sponsor orally recognized at the beginning of the session. Sponsored sessions are indicated on the official programme. This session will take place at 14:00 – 16:00 CEST on Wednesday October 13. Please note: you cannot sponsor a session featuring a speaker associated with your organization.

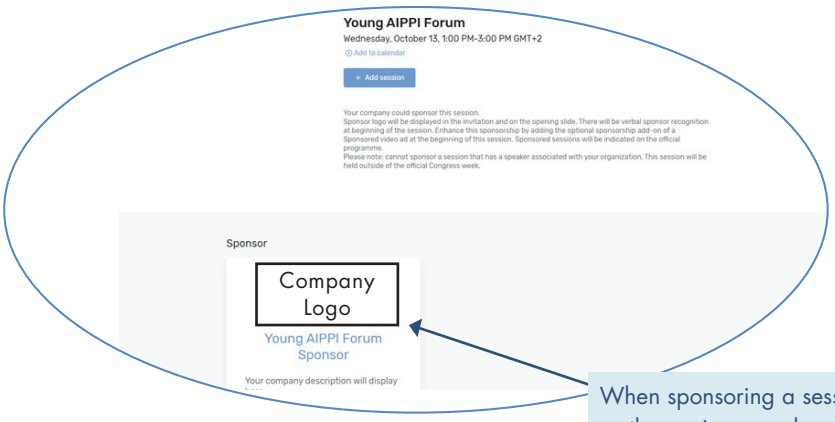


Your logo and company name will be displayed on the official agenda in the event platform

Young AIPPI Forum — EUR 4,700

Sponsor logo displayed during the session and on the invitation. Sponsor orally recognized at the beginning of the session. Sponsored sessions are indicated on the official programme. This session will take place at 14:00 – 16:00 CEST on Tuesday October 12. Please note: you cannot sponsor a session featuring a speaker associated with your organization.

Find out more about Young AIPPI Members here.



When sponsoring a session, your company logo will appear on the session page here along with your company description

SPONSORED SESSIONS

Sponsored Sessions (AIPPI Panel sessions) EUR 3,700

Sponsor's logo on the opening slide, verbal recognition at the beginning of the session. Sponsored sessions are indicated on the official schedule on the Congress platform. Please note: you cannot sponsor a session featuring a speaker associated with your organization. Please contact us for more information on which sessions are available. For more information see page 15 or contact us at events@aippi.org.

- Sponsored Session EUR 3,700



NETWORKING

Entertainment Session EUR 3,700

Here a sponsor hosts an entertainment session – a musician, comedian, trivia game, etc. A short, 15-minute, private concert is broadcast online from an entertainer's home as a live event. AIPPI will encourage attendees to use a hashtag for anyone who shares the experience online, giving the sponsor even more exposure. Entertainment sessions are included in the official agenda/programme. A session can be up to 1 hour in duration and scheduled either before 12:00 CEST or after 18:30 CEST. The sponsor is responsible for the organization of the entertainment, any costs associated with the entertainer (including copyright), and management of the session.

NETWORKING

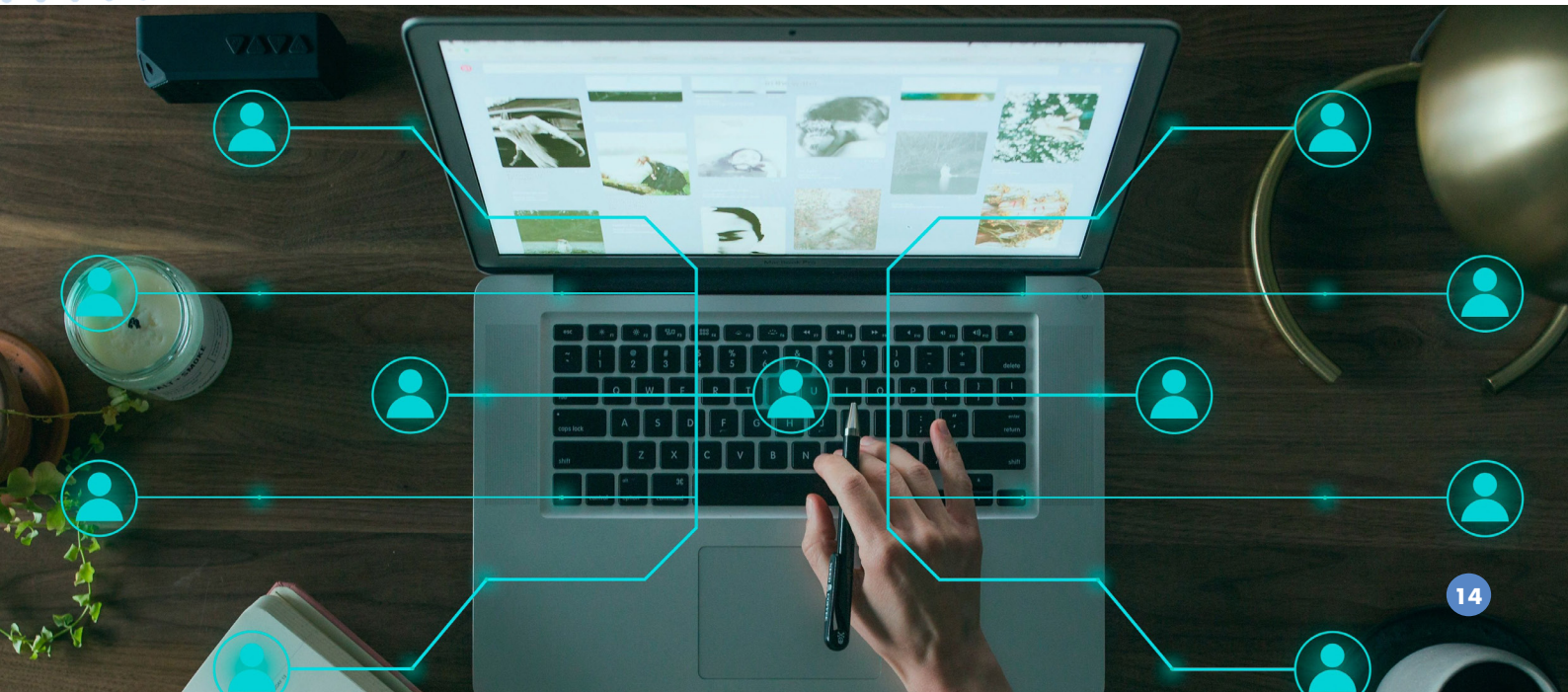
Wellness Session — EUR 3,700

The Congress features a Wellness Session incorporating a wellness activity such as Yoga, Meditation, Zumba, Mindfulness, etc. This is included in the official agenda /programme. A session can be between 30 minutes to 1 hour in duration. Slots are available either before 12:00 CEST or after 18:30 CEST.

Networking Lounge — EUR 1,000 per day / EUR 4,000 full Congress

The sponsors logos are displayed within the Networking Lounge for the duration of the Congress. We will be utilizing an interactive networking platform called Wonder for the Networking Lounge. Participants will be encouraged to access the Networking Lounge via a link within the event platform.

EUR 1000 per day or EUR 4,000 for the duration of the Congress



BRAND AWARENESS

Event App / Splash pages — SOLD OUT

Sponsor's logo is visible on the event app in a full-page spread. This full-page ad is prime real estate that every attendee will see when they launch the event app. Please note this is on the event app and not the event platform.

This is an exclusive opportunity for 1 sponsor for the duration of the Congress.

Featured Video in Event App — EUR 3,000

Video is one of the best ways to grab attendees' attention. A sponsor's video is played on homepage of the Event App. Please note this is on the event app and not the event platform.

This is an exclusive opportunity for 1 sponsor for the duration of the Congress.

Congress Programme — SOLD OUT

Sponsor's logo on the downloadable official Congress Programme. The Programme will also be sent via email to all registered attendees.



SPONSORED POSTS AND COMMUNICATIONS

Article in Congress Daily News — EUR 3,000

Write an article for the Congress Daily News to build awareness and drum up excitement among attendees. The sponsored article is published in an edition of the Congress Daily News which is sent to all AIPPI members. The sponsor's logo is displayed within the article and sponsored content is highlighted for readers. Content is subject to review by AIPPI.

Ad Space in Congress Daily News — Price on request

Sponsors can place an ad in the Congress Daily News. For sizing and pricing please contact us at events@aippi.org.

SPONSORSHIP ADD-ONS

The following items can be added to any sponsorship package or item, bar the sponsored video ad.

Pre-Congress Email Blast — EUR 2,500

Sponsors can create an email and AIPPI will send it to its list of registered attendees. The sponsor's logo will be displayed within the email. Content is subject to review by AIPPI.



SPONSORSHIP ADD-ONS

Social Media Post — EUR 2,000

Sponsored post on AIPPI social channels. Sponsor to provide the image, text and link that they wish to be included on the post. It will be posted at an agreed time during the Congress. Content is subject to review by AIPPI.

Push Notifications — EUR 1,500

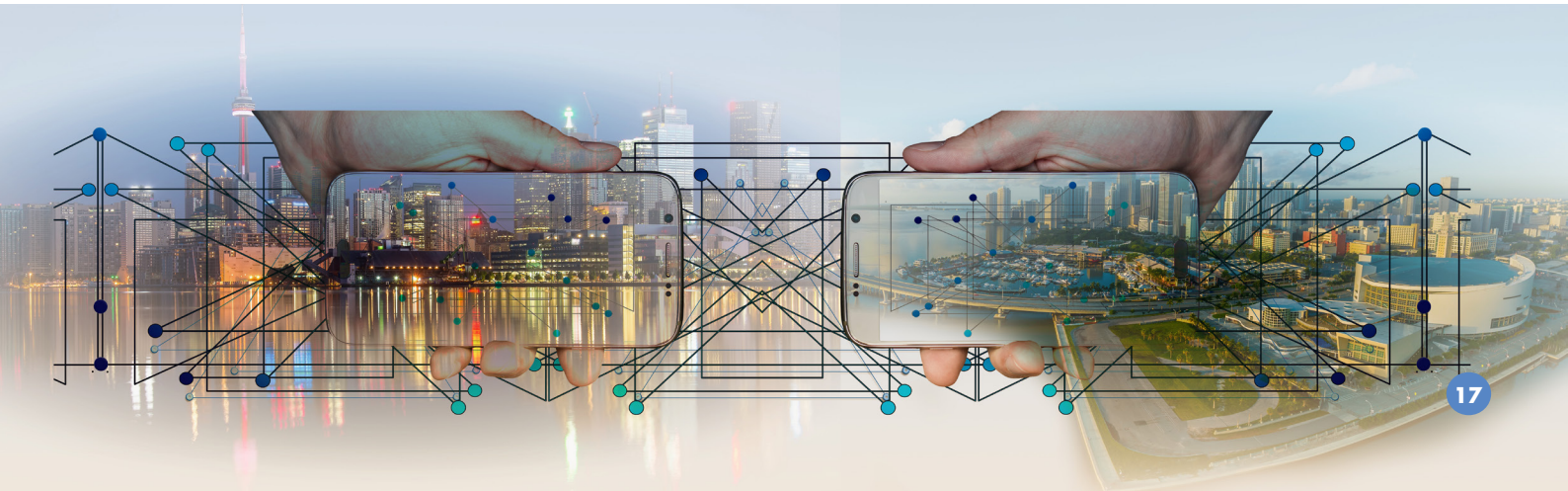
Sponsored message sent as a push notification within the Event Platform/Event App. It can be prescheduled to pop up at a specific time and you can target all attendees or even specific registrant groups. Your notification can include either links to other areas in the hub (e.g. a session or a specific booth) or you can link out to external pages (e.g. your own company website).

Note: notification delivery is subject to the attendee's device settings and therefore beyond our control.

Sponsor Pass (Registration) — EUR 460

Only the packages include complimentary passes to attend the Congress. If you are an AIPPI member, you can register for the Congress for the member fee. If you are not an AIPPI member you will need to purchase a Sponsor Pass to attend the Congress.

All sponsored sessions will grant access to the sponsor to attend the relevant session. For full access to the Congress, please add Sponsor Passes to your sponsorship.



ORDER FORM

2021 AIPPI WORLD CONGRESS ONLINE, October 15 - 22, 2021

Please indicate your choice(s) and return this form signed to events@aippi.org Sponsorship items are on a first come, first served basis and completed application forms should be received no later than October 1, 2021.

• Company name ..... • Contact Person .....

• Address .....

• Phone .....• Email .....

• Signature .....

Packages		
Platinum	EUR 14,000	☐
Gold	EUR 9,500	☐
Silver (Exhibition)	EUR 4,700	☐
Sponsored Sessions		
Women in AIPPI	SOLD OUT	☐
Young AIPPI Forum	EUR 4,700	☐
Sponsored Session (AIPPI Panel Session)	EUR 3,700	☐
Networking Sessions		
Entertainment Session	EUR 3,700	☐
Wellness Session	EUR 3,700	☐
Networking Lounge	EUR 1,000 per day/ EUR 4,000 full Congress	☐

Brand Awareness		
Event App / Splash Page	SOLD OUT	☐
Featured Video in Event App	EUR 3,000	☐
Congress Programme	SOLD OUT	☐
Sponsored Content		
Article in Congress Daily News	EUR 3,000	☐
Ad space in Congress Daily News	Please contact us for pricing	☐
Sponsor Add-Ons		
Pre-Congress Email Blast	EUR 2,500	☐
Social Media Post	EUR 2,000	☐
Push Notification	EUR 1,500	☐
Sponsor Pass	EUR 460	☐

Total Amount: .....

Payment should be made via bank transfer. Invoice for payment will be provided once this order form has been completed and sent via email to events@aippi.org

TERMS AND CONDITIONS

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 suggestions. To find out more about Sponsorship Opportunities or to discuss your specific request, please contact Ms. Michelle Schaerer (events@aippi.org).

HOW TO APPLY

Sponsorship Items are offered on a first-come, first-served basis. To apply, please return the sponsorship order form by email to:

Ms. Michelle Schaerer
Email: events@aippi.org
Phone: +41 44 280 58 80
AIPPI General Secretariat
Toedistrasse 16, 8002 Zurich, Switzerland

PAYMENT CONDITIONS

All payments must be made in Euro (EUR). Payment must be made within 14 days from the invoice date. The purchase of sponsorship will only be confirmed when payment has been processed.

CANCELLATION POLICY

Cancellations must be made in writing (be email) to:

Ms. Michelle Schaerer
Email: events@aippi.org

Cancellations made up to August 31, 2021: 50% of the total cost per item will be retained. Cancellations on or after September 1, 2021: no refund possible.

DEADLINE

All sponsorship items must be confirmed by October 1, 2021.



AIPPI General Secretariat
Toedistrasse 16
8002 Zurich, Switzerland
www.aippi.org

Tel: +41 44 280 58 80
E-mail: mail@aippi.org