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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)

<table>
<thead>
<tr>
<th>Time</th>
<th>Friday - 16.09.16</th>
<th>Saturday - 17.09.16</th>
<th>Sunday - 18.09.16</th>
<th>Monday - 19.09.16</th>
<th>Tuesday - 20.09.16</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:30 - 08:00</td>
<td>ROT, PC Breakfast</td>
<td>ROT, PC SC Breakfast</td>
<td>Executive Committee I</td>
<td>Plenary Session II</td>
<td>Panel Session IV</td>
</tr>
<tr>
<td>08:00 - 08:30</td>
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<td></td>
<td>Panel Session</td>
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<tr>
<td>08:30 - 09:00</td>
<td>Study Questions Committee meeting</td>
<td>Study Question Committee meeting</td>
<td>Study Question Committee meeting</td>
<td>Study Question Committee meeting</td>
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<tr>
<td>09:00 - 09:30</td>
<td>Coffee break</td>
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<tr>
<td>09:30 - 10:00</td>
<td>Study Questions Committees meetings (continued)</td>
<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
<td>Lunch 1 with Keynote Speakers (ticketed event)</td>
<td>Networking Lunch</td>
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<tr>
<td>10:00 - 10:30</td>
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<tr>
<td>10:30 - 10:30</td>
<td>Coffee break</td>
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</tr>
<tr>
<td>11:00 - 11:30</td>
<td>Study Questions Committees meetings (continued)</td>
<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
<td>Lunch 2 with Keynote Speakers (ticketed event)</td>
<td>Networking Lunch</td>
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<td>11:30 - 12:00</td>
<td>Study Questions Committees meetings (continued)</td>
<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<td>12:00 - 12:15</td>
<td>Study Questions Committees meetings (continued)</td>
<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<td>12:15 - 13:30</td>
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<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<tr>
<td>13:00 - 13:30</td>
<td>Study Questions Committees meetings (continued)</td>
<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<td>13:30 - 15:30</td>
<td>Study Questions Committees meetings (continued)</td>
<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<td>15:30 - 16:00</td>
<td>Study Questions Committees meetings (continued)</td>
<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<td>16:30 - 17:00</td>
<td>Study Questions Committees meetings (continued)</td>
<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<td>17:00 - 17:30</td>
<td>Study Questions Committees meetings (continued)</td>
<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<td>18:00 - 18:30</td>
<td>Study Questions Committees meetings (continued)</td>
<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<td>18:30 - 19:00</td>
<td>Study Questions Committees meetings (continued)</td>
<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<td>19:00 - 19:30</td>
<td>Study Questions Committees meetings (continued)</td>
<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<tr>
<td>19:30 - 20:00</td>
<td>Study Questions Committees meetings (continued)</td>
<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<td>20:00 - 20:30</td>
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<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<td>Networking Lunch</td>
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<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<td>21:30 - 22:00</td>
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<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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<tr>
<td>22:00 - 22:30</td>
<td>Study Questions Committees meetings (continued)</td>
<td>Study Questions Committees Lunch</td>
<td>Networking Lunch</td>
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</tr>
</tbody>
</table>

**Legend:**
- Preparatory meetings
- ExCo meetings / Plenary sessions
- Delegate Dinners
- Panel lunches
- for Study Questions Committees’ members
- for all participants
- by invitation only
- ticketed
- Panel sessions
- Pharma panel sessions
- for all participants
- for all participants
- Evening events
- Cultural evening
- Free evening
- Closing Dinner
- for all participants
- Internal meetings
### Past Congress Figures

#### Registration by geographic area

**2015 Congress - Rio de Janeiro, Brazil**
- Europe: 30%
- North America: 11%
- Asia: 15%
- Latin America: 11%
- Middle East: 4%
- Oceania: 3%
- Africa: 2%

**2014 Congress - Toronto, Canada**
- Europe: 36%
- Asia: 28%
- North America: 19%
- Latin America: 9%
- Middle East: 5%
- Oceania: 4%
- Africa: 2%

**2012 Congress - Seoul, Korea**
- Asia: 40%
- Europe: 37%
- North America: 10%
- Latin America: 7%
- Middle East: 5%
- Oceania: 3%
- Africa: 1%

**2010 Congress - Paris, France**
- Europe: 52%
- Asia: 19%
- North America: 14%
- Latin America: 7%
- Middle East: 5%
- Oceania: 2%
- Africa: 1%

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#### Participation Statistics

*2015 Congress - Rio de Janeiro, Brazil*
*2014 Congress - Toronto, Canada*
*2012 Congress - Seoul, Korea*
*2010 Congress - Paris, France*
*2008 Congress - Boston, USA*
*2006 Congress - Gothenburg, Sweden*
Event Management

Congress Venue

Milano Congressi (MiCo) North Wing  
Via Gattamelata 5 (Gates 14 & 15)  
www.micomilano.it

AIPPI General Secretariat

Sponsorship and Exhibition  
Ms. Maria Bratsos  
events@aippi.org

Meeting Coordination and Registration  
Ms. Cinzia Petruzzello  
events@aippi.org

Registration  
Ms. Domenica Storni  
registration@aippi.org

AIPPI General Secretariat  
Toedistrasse 16  
8027 Zurich  
Switzerland  
Phone: +41 44 280 5880  
Fax: +41 44 280 5885  
www.aippi.org
### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Cost</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Diamond Sponsor</strong></td>
<td>EUR 100’000</td>
<td>Please contact us to discuss additional benefits tailored to your preferences</td>
</tr>
</tbody>
</table>
| **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

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress bags</td>
<td>EUR 50'000</td>
</tr>
<tr>
<td>- Sponsor’s logo printed on Congress bag (bags distributed to all participants)</td>
<td></td>
</tr>
<tr>
<td>- Acknowledgement in final Congress programme and on Congress website</td>
<td></td>
</tr>
<tr>
<td>Lanyards for badges</td>
<td>EUR 10'000</td>
</tr>
<tr>
<td>- Sponsor’s logo printed on lanyards</td>
<td></td>
</tr>
<tr>
<td>- Acknowledgement in final Congress programme and on Congress website</td>
<td></td>
</tr>
<tr>
<td>Networking area</td>
<td>EUR 10'000</td>
</tr>
<tr>
<td>- Sponsor’s logo visible in the networking area for whole duration of Congress</td>
<td></td>
</tr>
<tr>
<td>- Acknowledgement in final Congress programme and on Congress website</td>
<td></td>
</tr>
<tr>
<td>WiFi connection</td>
<td>EUR 10'000</td>
</tr>
<tr>
<td>- Sponsor’s logo displayed on opening screens of WiFi connection</td>
<td></td>
</tr>
<tr>
<td>- Acknowledgement in final Congress programme and on Congress website</td>
<td></td>
</tr>
<tr>
<td>Meeting App</td>
<td>EUR 10'000</td>
</tr>
<tr>
<td>- Sponsor’s logo displayed on opening screen of meeting app for the whole duration of the Congress</td>
<td></td>
</tr>
<tr>
<td>- Acknowledgement in final Congress programme and on Congress website</td>
<td></td>
</tr>
<tr>
<td>Notepads</td>
<td>EUR 5’000</td>
</tr>
<tr>
<td>- Sponsor’s logo printed on notepads (inserted in each Congress bag)</td>
<td></td>
</tr>
<tr>
<td>- Acknowledgement in final Congress programme and on Congress website</td>
<td></td>
</tr>
<tr>
<td>Pens</td>
<td>EUR 5’000</td>
</tr>
<tr>
<td>- Sponsor’s logo printed on pens (inserted in each Congress bag)</td>
<td></td>
</tr>
<tr>
<td>- Acknowledgement in final Congress programme and on Congress website</td>
<td></td>
</tr>
<tr>
<td>Bag Insert: printed material or memory stick</td>
<td>EUR 2’500</td>
</tr>
<tr>
<td>- Sponsor’s promotional material will be inserted in each Congress bag (AIPPI to approve content and format)</td>
<td></td>
</tr>
<tr>
<td>- Choice between printed material (e.g., flyer) OR memory stick, not both (printed material/stick provided by sponsor).</td>
<td></td>
</tr>
</tbody>
</table>
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
  - 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
  - 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
  - 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 | Saturday, 17 September 2016  
Detailed information will follow with exhibitor’s manual |
| Exhibition opening days | 18 – 20 September 2016 |
| Dismantling of booth | 20 September 2016  
After 14:00h |

**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
    - Bilaminate modular panels (h 250 cm) with steel structure, natural or black colour, Floor covering carpet
    - 1 graphic company name
    - 1 desk (white) 100x50x100 cm + 1 stool, 1 table + 3 chairs, 1 cabinet, 1 coat rack, 1 wastepaper basket
    - 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 ☐
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).

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 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, 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.