



AIPPI 2015 Rio de Janeiro
World Congress
Rio 2015 AIPPI 10 - 14 October 2015



Sponsorship & Exhibition
Brochure



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Introduction to AIPPI

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

AIPPI 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 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 and 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 64 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. Normally, about 2000 members attend with around 500 accompanying persons. After Rio in 2015, forthcoming Congress venues include Milan (2016), Sydney (2017), Cancun (2018), Istanbul (2019) and Hangzhou (2020).

At AIPPI World Congresses, Working Committees engage in discussions to achieve consensus on Resolutions representing the positions of AIPPI. Moreover, AIPPI congresses offer excellent networking opportunities and educational programmes, which typically feature a day of workshops on international IP issues relating to pharmaceuticals and two days of workshops 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 2015 Rio - Programme at a Glance

	Saturday - 10.10.15		Sunday - 11.10.15		Monday - 12.10.15		Tuesday - 13.10.15		Wednesday - 14.10.15			
07.30 - 08.00												
08.00 - 08.30	SGT Breakfast	RGT Breakfast	SGT Breakfast	RGT Breakfast	SGT Breakfast	RGT, PC Breakfast	RGT, PC, SCs Breakfast					07.30 - 08.00
08.30 - 09.00			WC Briefing									08.00 - 08.30
09.00 - 09.30			WC meeting	WC meeting	WC meeting	WC meeting	Plenary Session II	Workshop	Workshop	Workshop		08.30 - 09.00
09.30 - 10.00												09.00 - 09.30
10.00 - 10.30			Coffee break									09.30 - 10.00
10.30 - 11.00			Working Committee meetings (continued)				Executive Committee I	Coffee break	Workshop	Workshop		10.00 - 10.30
11.00 - 11.30							Executive Committee I		Workshop	Workshop		10.30 - 11.00
11.30 - 12.00												11.00 - 11.30
12.00 - 12.30												11.30 - 12.00
12.30 - 13.00	Lunch		Working Committee Lunch	Lunch Bureau with Guests	Working Lunch	Lunch Bureau with Sec/Tres						12.00 - 12.30
13.00 - 13.30												12.30 - 13.00
13.30 - 14.00												13.00 - 13.30
14.00 - 14.30												13.30 - 14.00
14.30 - 15.00	Council of Presidents' meeting		Working Committee meetings (continued)	NGO Coordination meeting	Plenary Session I	Secretaries & Treasurers meeting						14.00 - 14.30
15.00 - 15.30												14.30 - 15.00
15.30 - 16.00	Coffee break		Coffee break									15.00 - 15.30
16.00 - 16.30												15.30 - 16.00
16.30 - 17.00	Council of Presidents' meeting		Introduction Working Questions 2016		Plenary Session I	Workshop	Plenary Session III	Workshop	Workshop	Workshop		16.00 - 16.30
17.00 - 17.30												16.30 - 17.00
17.30 - 18.00												17.00 - 17.30
18.00 - 18.30												17.30 - 18.00
18.30 - 19.00												18.00 - 18.30
19.00 - 19.30												18.30 - 19.00
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21.30 - 22.00												21.00 - 21.30
22.00 - 22.30												21.30 - 22.00
22.30 - open												22.00 - 22.30
												22.30 - open

Tentative schedule - may be subject to changes

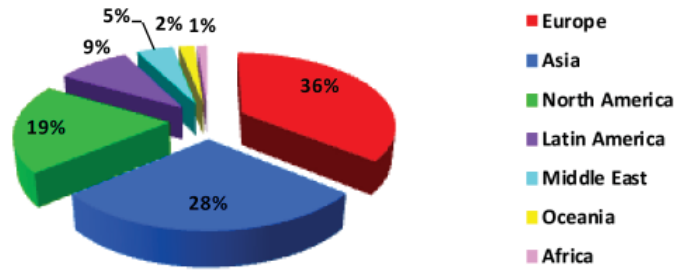
Legend:

Preparatory meetings	for Working Committee members
ExCo Sessions	for all participants
Evening events	for all participants
Workshops	for all participants

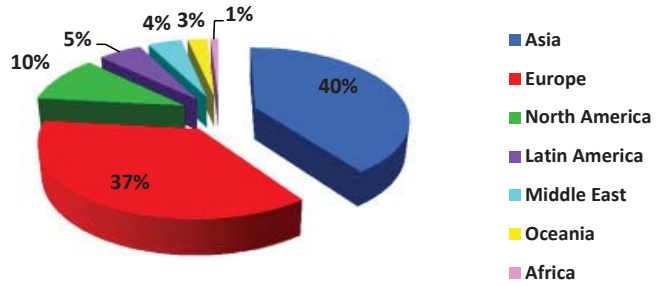
Designated events	by invitation only
Bureau	internal meetings

Past Congress Figures

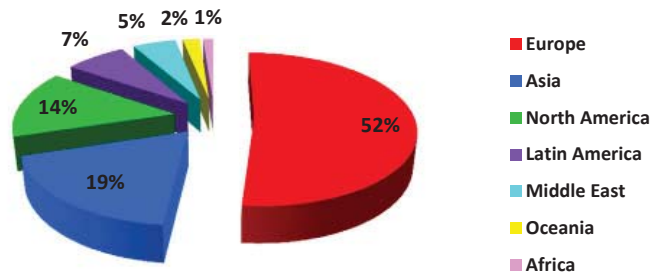
Registration by geographic area
2014 Congress - Toronto, Canada



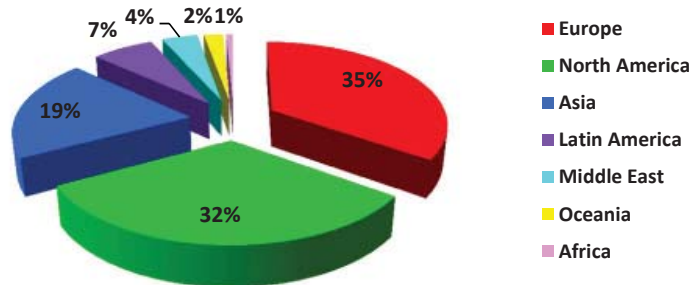
Registration by geographic area
2012 Congress - Seoul, Korea



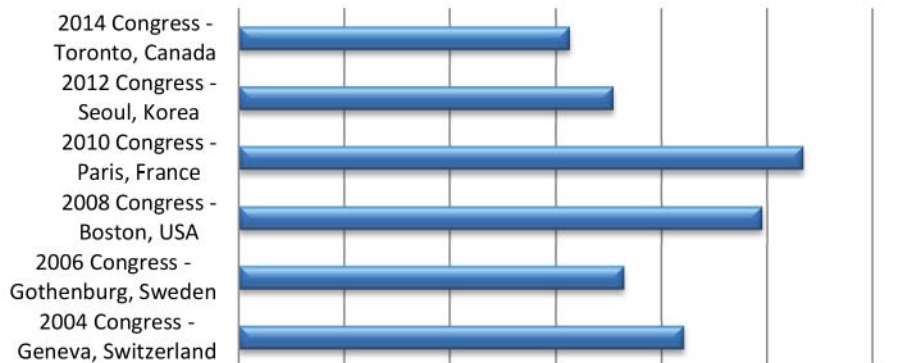
Registration by geographic area
2010 Congress - Paris, France



Registration by geographic area
2008 Congress - Boston, USA



Participation Statistics



Event Management

Congress Venue

Windsor Barra Hotel & Congressos
Av. Lucio Costa, 2.630 – Barra da Tijuca
Rio de Janeiro – Brazil

AIPPI General Secretariat

Sponsorship and Exhibition

Ms. Maria Bratsos
events@aippi.org

Meeting Coordination and Registration

Mrs. Cinzia Petruzzello
events@aippi.org

Registration

Mrs. 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.net and www.aippi.org

ABPI Secretariat

Brazilian Association for Intellectual Property

Mrs. Erika Diniz
Rua da Alfandega 108/109
6 andar - Centro
20070-004 Rio de Janeiro
Brazil
Phone: +55 21 8152 2432
Fax: +55 21 2507 6411
erikadiniz@abpi.org.br

Sponsorship Opportunities

Platinum Sponsor **USD 35'000**

High visibility of sponsor logo throughout the congress:

- Logo displayed in large, stand-alone format for extended time period on screens at all events (educational and social)
- Logo displayed on signage at congress venue

One complimentary congress registration

Complimentary exhibition booth (see page 9)

Acknowledgement in final congress programme, on onsite sponsors' board and on www.aippi.net

Gold Sponsor **USD 25'000**

High visibility of sponsor logo throughout the congress:

- Logo displayed in medium-sized, grouped format for extended time period on screens at all events (educational and social)
- Logo displayed on signage at congress venue

Complimentary exhibition booth (see page 9)

Acknowledgement in final congress programme, on onsite sponsors' board and on www.aippi.net

Silver Sponsor **USD 15'000**

High visibility of sponsor logo throughout the congress:

- Logo displayed in small-sized, grouped format for short time period on screens at all events (educational and social)
- Logo displayed on signage at congress venue

Complimentary exhibition booth (see page 9)

Acknowledgement in final congress programme, on onsite sponsors' board and on www.aippi.net

Diamond Sponsor **from USD 150'000**

Additional benefits to Platinum level; please contact us.

All 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"> • Congress bags SOLD <ul style="list-style-type: none"> • Sponsor's logo printed on congress bag (bags distributed to all participants) • Acknowledgement in final congress programme and on www.aippi.net | USD 15'000 |
| <ul style="list-style-type: none"> • Networking tables <ul style="list-style-type: none"> • Sponsor's logo displayed on tables for whole duration of congress • Acknowledgement in final congress programme and on www.aippi.net | USD 10'000 |
| <ul style="list-style-type: none"> • WiFi connection <ul style="list-style-type: none"> • Sponsor's logo displayed on opening screens of WiFi connection • Acknowledgement in final congress programme and on www.aippi.net | USD 8'000 |
| <ul style="list-style-type: none"> • Notepads SOLD <ul style="list-style-type: none"> • Sponsor's logo printed on notepads (inserted in each congress bag) • Acknowledgement in final congress programme and on www.aippi.net | USD 4'500 |
| <ul style="list-style-type: none"> • Pens SOLD <ul style="list-style-type: none"> • Sponsor's logo printed on pens (inserted in each congress bag) • Acknowledgement in final congress programme and on www.aippi.net | USD 4'500 |
| <ul style="list-style-type: none"> • Bag Insert (printed material) <ul style="list-style-type: none"> • Sponsor's leaflet or other printed material will be inserted in each congress bag (AIPPI to approve content) • Format max. A4, 6 pages max. (provided by sponsor) | USD 2'500 |
| <ul style="list-style-type: none"> • Bag Insert (memory stick) <ul style="list-style-type: none"> • Sponsor's memory sticks will be inserted in each congress bag (Memory sticks provided by sponsor) • No printed material to accompany the sticks | USD 2'500 |

Events

- | | |
|---|-----------|
| <ul style="list-style-type: none"> • Working lunch (one sponsor per day) <ul style="list-style-type: none"> • Sponsor's logo displayed on tables in lunch room • Acknowledgement in final congress programme and on www.aippi.net | USD 3'500 |
| <ul style="list-style-type: none"> • First Time Attendees event <ul style="list-style-type: none"> • Sponsor's logo displayed on tables during event • Acknowledgement in final congress programme and on www.aippi.net | USD 5'000 |
| <ul style="list-style-type: none"> • Women in AIPPI event <ul style="list-style-type: none"> • Sponsor's logo displayed on tables during event • Acknowledgement in final congress programme and on www.aippi.net | USD 5'000 |

Exhibition Opportunities

Dates

Booth set-up and material delivery	11 October 2015 Detailed information will follow with exhibitor's manual
Exhibition opening days	12 – 14 October 2015
Dismantling of booth	14 October 2015 After 14:00h

Exhibition Space Rate

Booth Module Rates

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

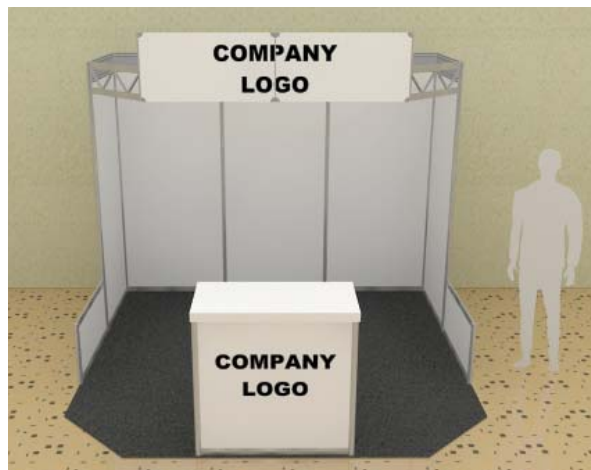
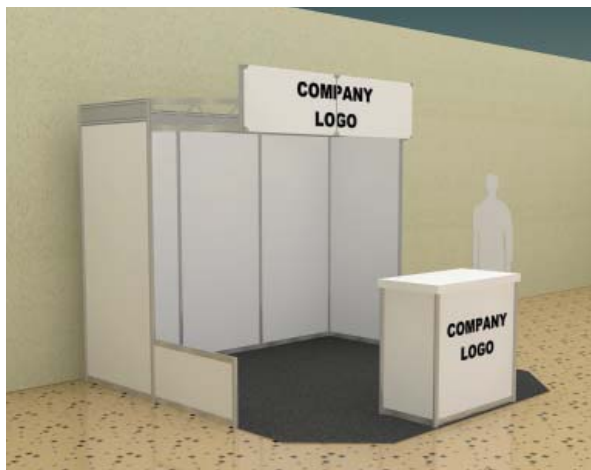
This rate includes the following:

- 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)
 - Shell scheme (structure with panels) including counter
 - Your logo printed on the back wall of the booth
 - Standard carpeting (colour will be indicated in the exhibitor's manual)
 - Standard lighting
 - Daily cleaning of the general exhibition area
- *Note: costs for additional furniture, decoration and booth cleaning are to be covered by the exhibitor.

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

The exhibitor badges will grant access to the Exhibition area and to the coffee breaks and give access to the Opening Ceremony and the Cultural Event. In addition, you may purchase tickets for the Closing Dinner.

The Welcoming Reception attended by all congress participants will take place in the exhibition area to maximize your visibility.



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

2015 Rio, AIPPI World Congress, 10-14 October 2015

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

- | | | |
|---------------------------------|---|--------------------------|
| • Platinum Sponsor | USD 35'000 | <input type="checkbox"/> |
| • Gold Sponsor | USD 25'000 | <input type="checkbox"/> |
| • Silver Sponsor | USD 15'000 | <input type="checkbox"/> |
| | | |
| • Congress bags | USD 15'000 | <input type="checkbox"/> |
| • Networking tables | USD 10'000 | <input type="checkbox"/> |
| • WiFi connection | USD 8'000 | <input type="checkbox"/> |
| • Notepads | USD 4'500 | <input type="checkbox"/> |
| • Pens | USD 4'500 | <input type="checkbox"/> |
| • Bag Insert (printed material) | USD 2'500 | <input type="checkbox"/> |
| • Bag Insert (memory stick) | USD 2'500 | <input type="checkbox"/> |
| • Working lunch | USD 3'500 | <input type="checkbox"/> |
| (tick the date) | <input type="checkbox"/> 11 October <input type="checkbox"/> 12 October <input type="checkbox"/> 13 October <input type="checkbox"/> 14 October | |
| • First Time Attendees event | USD 5'000 | <input type="checkbox"/> |
| • Women in AIPPI event | USD 5'000 | <input type="checkbox"/> |

Exhibition

- | | | |
|---------------------------------------|-----------|--------------------------|
| • Standard shell scheme booth (9 sqm) | USD 6'000 | <input type="checkbox"/> |
|---------------------------------------|-----------|--------------------------|

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

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

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 US Dollars and by credit card. 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

Email: events@aippi.org

Phone: +41 44 280 5880, Fax: +41 44 280 5885

AIPPI General Secretariat

Toedistrasse 16, 8027 Zurich, Switzerland

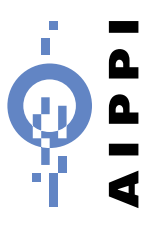
Cancellations made **until 30 June 2015**: 50% of total cost per item will be retained.

On or **after 1 July 2015**: no refund possible.



Rio 2015 AIPPI

**SAVE
THE
DATE**

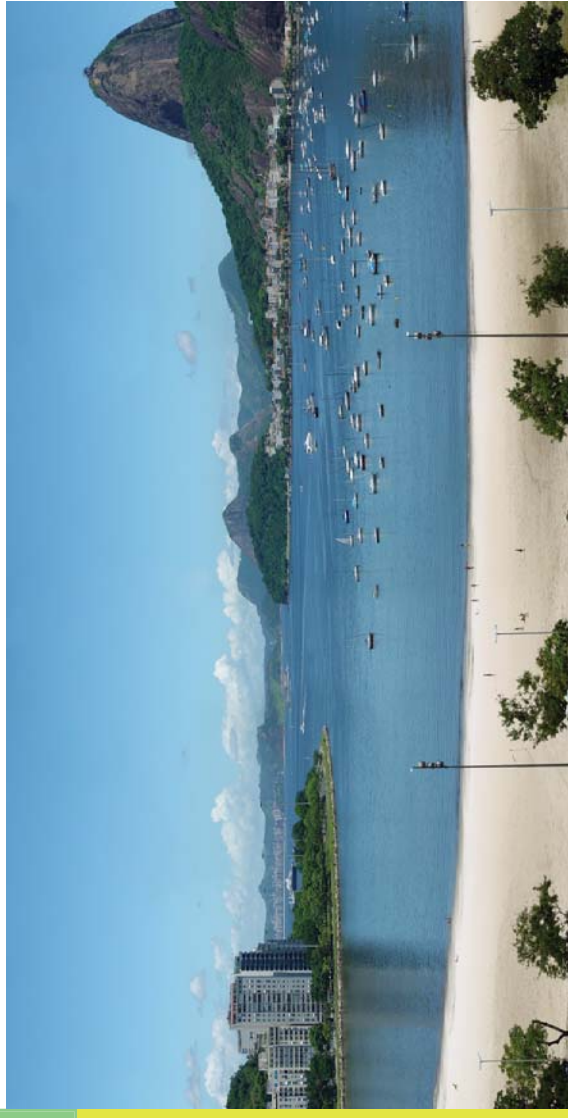


AIPPI

AIPPI World Congress

Rio de Janeiro, Brazil

October 10-14, 2015



www.aippi.org