2020 AIPPI WORLD CONGRESS - HANGZHOU
OCTOBER 11 - 14, 2020
SPONSORSHIP & EXHIBITION BROCHURE
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Introduction

About Hangzhou

Sponsoring and exhibiting at the 2020 AIPPI World Congress will provide your organisation with the perfect forum to promote your brand and key messages to influential industry colleagues in Hangzhou and internationally. We are excited to be offering some innovative new sponsorship and partnership opportunities never before offered at an AIPPI World Congress.

AIPPI and AIPPI World Congresses

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

It is a politically neutral, non-profit organization, based in Switzerland with over 9000 Members representing more than 125 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 is organised into 68 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 from 1,500 to 2,000 attendees at an AIPPI Congress. Forthcoming Congress venues include San Francisco (2021), Istanbul (2022), Yokohama (2023), Hamburg (2024) and Dubai (2025).
Past Congress Figures

Previous World Congress Attendance

<table>
<thead>
<tr>
<th>Year</th>
<th>North America</th>
<th>Central &amp; South America</th>
<th>Europe</th>
<th>Asia</th>
<th>Africa</th>
<th>Oceania</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milan 2016</td>
<td>11%</td>
<td>6%</td>
<td>48%</td>
<td>2%</td>
<td>2%</td>
<td>31%</td>
</tr>
<tr>
<td>Sydney 2017</td>
<td>12%</td>
<td>6%</td>
<td>31%</td>
<td>39%</td>
<td>1%</td>
<td>11%</td>
</tr>
<tr>
<td>Cancun 2018</td>
<td>11%</td>
<td>32%</td>
<td>36%</td>
<td>2%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>London 2019</td>
<td>20%</td>
<td>10%</td>
<td>36%</td>
<td>32%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Participation by Continent

**LONDON 2019**
- North America: 11%
- Central & South America: 6%
- Europe: 48%
- Asia: 31%
- Africa: 2%
- Oceania: 2%

**CANCUN 2018**
- North America: 20%
- Central & South America: 10%
- Europe: 36%
- Asia: 32%
- Africa: 0%
- Oceania: 2%

**SYDNEY 2017**
- North America: 12%
- Central & South America: 6%
- Europe: 31%
- Asia: 39%
- Africa: 1%
- Oceania: 11%

**MILAN 2016**
- North America: 12%
- Central & South America: 7%
- Europe: 51%
- Asia: 27%
- Africa: 1%
- Oceania: 2%
Congress Venue

The official venue for the Congress will be:

**Hangzhou International EXPO Centre (HIEC)**
Address: 353 Benjing Ave, Qianjiang Century City, Xiaoshan District, Hangzhou, Zhejiang, China

Event Management

**AIPPI General Secretariat**
Toedistrasse 16
8002 Zurich
Switzerland
Phone: +41 44 280 5880
Fax: +41 44 280 5885
[www.aippi.org](http://www.aippi.org)

**Meeting Coordination**
Ms. Cinzia Petruzello
Ms. Andrea Morelli
Ms. Michelle Schaeerer
Ms. Jianbo Wu
[events@aippi.org](mailto:events@aippi.org)

**Sponsorship and Exhibition**
Ms. Michelle Schaeerer
[events@aippi.org](mailto:events@aippi.org)
Sponsorship and Exhibition Opportunities at a Glance

<table>
<thead>
<tr>
<th>Major Sponsorships</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsorship Type</strong></td>
<td>Exclusive</td>
<td>Multiple</td>
<td>Multiple</td>
</tr>
<tr>
<td><strong>Complimentary Congress Registrations</strong>*</td>
<td>Four (4)</td>
<td>Two (2)</td>
<td>One (1)</td>
</tr>
<tr>
<td><strong>Promotional Flyer in Congress Bag (A4)</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Logo on main Sponsors’ board</strong></td>
<td>Large</td>
<td>Medium</td>
<td>Regular</td>
</tr>
<tr>
<td><strong>Logo Size</strong></td>
<td>Large</td>
<td>Medium</td>
<td>Regular</td>
</tr>
<tr>
<td><strong>Push Notification or Sponsored Post on Congress App</strong></td>
<td>Two (2)</td>
<td>One (1)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Acknowledgement in the Opening Ceremony</strong></td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><strong>Exhibition Booth</strong></td>
<td>Double Booth</td>
<td>Double Booth</td>
<td>Single Booth</td>
</tr>
<tr>
<td><strong>Dedicated Networking Lounge</strong></td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Discount on Additional Sponsorship Packages</strong></td>
<td>15%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Price (RMB) Excl. VAT</strong></td>
<td>RMB 640,000</td>
<td>RMB 500,000</td>
<td>RMB 300,000</td>
</tr>
</tbody>
</table>

*inclusive of all ticketed/social events

Detailed information regarding these sponsorship packages are on page 10
<table>
<thead>
<tr>
<th>Brand Positioning Sponsorships</th>
<th>Availability</th>
<th>Price (RMB)</th>
<th>Privilege</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress Bags</td>
<td>Exclusive</td>
<td>RMB 290,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>AV/Technology Sponsor</td>
<td>Exclusive</td>
<td>RMB 282,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Transportation Sponsor</td>
<td>Multiple</td>
<td>RMB 282,000</td>
<td>Logo on shuttle buses</td>
</tr>
<tr>
<td>Beverage Sponsor</td>
<td>Multiple</td>
<td>RMB 282,000</td>
<td>Logo on the menu cards for the relevant events</td>
</tr>
<tr>
<td>Power Bank</td>
<td>Exclusive</td>
<td>RMB 212,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Reusable Water Bottle</td>
<td>Exclusive</td>
<td>RMB 177,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Chopsticks</td>
<td>Exclusive</td>
<td>RMB 127,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Congress Wi-Fi</td>
<td>Exclusive</td>
<td>RMB 106,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Congress Lanyards</td>
<td>Exclusive</td>
<td>RMB 106,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Fan</td>
<td>Exclusive</td>
<td>RMB 106,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Umbrella</td>
<td>Exclusive</td>
<td>RMB 106,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Tai Chi Kit</td>
<td>Exclusive</td>
<td>RMB 85,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Congress Notebook</td>
<td>Exclusive</td>
<td>RMB 71,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Congress Pens</td>
<td>Exclusive</td>
<td>RMB 71,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Congress Mini Programme</td>
<td>Exclusive</td>
<td>RMB 71,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Hangzhou City Map</td>
<td>Exclusive</td>
<td>RMB 71,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Postcard</td>
<td>Exclusive</td>
<td>RMB 57,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Mobile phone charging station</td>
<td>Exclusive</td>
<td>RMB 57,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Banner</td>
<td>Multiple</td>
<td>RMB 50,000</td>
<td>Logo on a banner in the Congress venue</td>
</tr>
<tr>
<td>Running Kit</td>
<td>Exclusive</td>
<td>RMB 36,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Push Notification or Sponsored Post on</td>
<td>Multiple</td>
<td>RMB 18,000</td>
<td>Logo on item</td>
</tr>
<tr>
<td>Congress App</td>
<td>Limited</td>
<td>RMB 18,000</td>
<td>Logo on item</td>
</tr>
</tbody>
</table>

More information regarding each item is available from page 11

All prices are excluding VAT
<table>
<thead>
<tr>
<th>Business Networking Sponsorships</th>
<th>Availability</th>
<th>Price (RMB)</th>
<th>Privilege</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women in AIPPI</td>
<td>Exclusive</td>
<td>RMB 140,000</td>
<td>Logo put up in the venue</td>
</tr>
<tr>
<td>First Time Attendees</td>
<td>Exclusive</td>
<td>RMB 106,000</td>
<td>Logo put up in the venue; publicity video played at the beginning of the event max. 2 minutes</td>
</tr>
<tr>
<td>Young AIPPI Forum</td>
<td>Exclusive</td>
<td>RMB 106,000</td>
<td>Logo put up in the venue; publicity video played at the beginning of the event max. 2 minutes</td>
</tr>
<tr>
<td>Lunch Sessions with keynote speaker(s)</td>
<td>Three (3)</td>
<td>RMB 57,000/ per day</td>
<td>1 roll up banner by the stage; logo to be displayed</td>
</tr>
<tr>
<td>Networking Lunches</td>
<td>Three (3)</td>
<td>RMB 57,000/ per day</td>
<td>1 roll up banner by the door; logo to be displayed</td>
</tr>
<tr>
<td>Coffee breaks</td>
<td>Multiple</td>
<td>RMB 22,000/ per day</td>
<td>Logo displayed during coffee breaks</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Exhibition</th>
<th>Availability</th>
<th>Price (RMB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Booth - 18m²</td>
<td>Limited</td>
<td>RMB 78,000</td>
</tr>
<tr>
<td>Standard Booth - 9m²</td>
<td>Limited</td>
<td>RMB 39,000</td>
</tr>
<tr>
<td>Booth space without structure – 9m²</td>
<td>Limited</td>
<td>RMB 34,000</td>
</tr>
<tr>
<td>Hospitality Suite – 4 days</td>
<td>Multiple</td>
<td>RMB 70,000</td>
</tr>
<tr>
<td>Hospitality Suite – 3 days</td>
<td>Multiple</td>
<td>RMB 63,000</td>
</tr>
<tr>
<td>Hospitality Suite – 2 days</td>
<td>Multiple</td>
<td>RMB 46,000</td>
</tr>
<tr>
<td>Hospitality Suite – 1 day</td>
<td>Multiple</td>
<td>RMB 29,000</td>
</tr>
</tbody>
</table>

More information regarding each item is available from page 15
Standard Sponsorship Entitlements

Acknowledgement Entitlements
All 2020 AIPPI Sponsors, regardless of level, will receive the following standard entitlements in addition to those outlined in the individual packages:
• Recognition as a sponsor (with logo) in Congress material, website and app
• Acknowledgement as a sponsor on the official sponsor signage situated onsite at the Congress***
• Use of the Congress logo until the end of October 2020. AIPPI will provide the logo to you

***Exposure in Congress publications is determined by confirmation of full payment of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.

<table>
<thead>
<tr>
<th>Deadlines</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>August 3, 2020</td>
<td>Order Form Due</td>
</tr>
<tr>
<td>August 17, 2020</td>
<td>Payment Due</td>
</tr>
<tr>
<td><strong>August 24, 2020</strong></td>
<td><strong>Print Deadline</strong></td>
</tr>
</tbody>
</table>
Major Sponsorship

Platinum Sponsor (Headline Sponsor) .................................................. RMB 6,400,000

Exclusive
- Standard sponsorship entitlements outlined on page 9
- *Largest* logo displayed on relevant Congress materials
- Four (4) complimentary Congress registrations inclusive of all ticketed/social events
- 15% discount on any additional sponsorship
- Promotional flyer/leaflet (max. 4 x A4 pages) to be inserted in the Congress bag (sponsor to supply material)
- Two (2) Push notifications or sponsored posts on Congress App
- Acknowledgement in the Opening Ceremony
- Dedicated Networking Lounge
- Double Booth - 18m²

Gold Sponsor ............................................................................................................. RMB 5,000,000

Multiple
- Standard sponsorship entitlements outlined on page 9
- *Medium* logo displayed on relevant Congress materials
- Two (2) complimentary Congress registrations inclusive of all ticketed/social events
- 10% discount on any additional sponsorship
- Promotional flyer/leaflet (max. 4 x A4 pages) to be inserted in the Congress bag (sponsor to supply material)
- One (1) Push notification or sponsored post on Congress App
- Acknowledgement in the Opening Ceremony
- Double Booth - 18m²

Silver Sponsor .................................................................................................................. RMB 3,000,000

Multiple
- Standard sponsorship entitlements outlined on page 9
- *Regular* logo displayed on relevant Congress materials
- One (1) complimentary Congress registration inclusive of all ticketed/social events
- 5% discount on any additional sponsorship
- Promotional flyer/leaflet (max. 4 x A4 pages) to be inserted in the Congress bag (sponsor to supply material)
- Single Booth - 9m²
Brand Positioning Sponsorship

Sponsorship items are subject to changes.

Congress Bags
Exclusive

- Standard sponsorship entitlements outlined on page 9
- Logo to appear on/in the bag alongside the 2020 AIPPI logo. AIPPI reserves the right to source and select the bag.
- Congress bag is provided to all participants

AV/Technology Sponsor
Exclusive

- Standard sponsorship entitlements outlined on page 9
- Sponsor logo and acknowledgement as Technology Sponsor on-screen prior to each session alongside the 2020 AIPPI logo

Transportation Sponsor
Multiple

- Standard sponsorship entitlements outlined on page 9
- Sponsor logo on the shuttle buses and mentioned as transportation partner in the promotional materials

Beverage Sponsor
Multiple

- Standard sponsorship entitlements outlined on page 9
- Sponsor logo on the menu cards for the relevant events

Power Bank
Exclusive

- Portable charger for phones and tablets
- Standard sponsorship entitlements outlined on page 9
- Sponsor logo visible on items alongside the 2020 AIPPI logo
- Item will be placed in Congress bags, provided to all participants

Reusable Water Bottles
Exclusive

- Standard sponsorship entitlements outlined on page 9
- Sponsor logo visible on item alongside the 2020 AIPPI logo
- Item will be placed in Congress bags, provided to all participants

RMB 290,000

RMB 282,000

RMB 282,000

RMB 282,000

RMB 212,000

RMB 177,000
Chopsticks  
**Exclusive**  
- Standard sponsorship entitlements outlined on page 9  
- Sponsor logo visible on item alongside the 2020 AIPPI logo  
- Provided to all participants

Congress Wi-Fi  
**Exclusive**  
- Standard sponsorship entitlements outlined on page 9  
- Sponsor logo on opening screen alongside the 2020 AIPPI logo  
- Sponsor prompted password screen  
- Sponsor advertisement banner to be displayed at the bottom of the access screen, with hyperlink to sponsor website  
- Signage at the Registration area and Exhibition area with company logo and WiFi login details

Congress Lanyards  
**Exclusive**  
- Standard sponsorship entitlements outlined on page 9  
- Sponsor logo to appear on the lanyards alongside the 2020 AIPPI logo  
- Item is provided to all participants

Fan  
**Exclusive**  
- Standard sponsorship entitlements outlined on page 9  
- Sponsor logo visible on item alongside the 2020 AIPPI logo  
- Provided to all participants

Umbrella  
**Exclusive**  
- Standard sponsorship entitlements outlined on page 9  
- Sponsor logo visible on item packaging alongside the 2020 AIPPI logo  
- Provided to all participants
Tai Chi Kit

RMB 85,000

Exclusive
- Standard sponsorship entitlements outlined on page 9
- Includes exercise T-shirt and Pant
- Sponsor logo visible on items alongside the 2020 AIPPI logo
- Tai Chi kit is provided to those participating in the Tai Chi session that will be offered each morning of the Congress. They can then keep these after the Congress. We estimate approximately 200 sets.

Congress Notebook

RMB 71,000

Exclusive
- Standard sponsorship entitlements outlined on page 9
- Sponsor logo to appear on all notepads alongside the 2020 AIPPI logo
- Notebook to be included in the Congress bag
- Option to either upgrade the notepad to a higher quality (for an additional cost).

Congress Pens

RMB 71,000

Exclusive
- Standard sponsorship entitlements outlined on page 9
- Sponsor logo to appear on all pens alongside the 2020 AIPPI logo
- Pens to be included in the Congress bag
- Option to either upgrade the pen to a higher quality (for an additional cost).

Congress Mini Programme

RMB 71,000

Exclusive
- Standard sponsorship entitlements outlined on page 9
- Sponsor logo to appear at the front page of the 2020 AIPPI Mini Programme
- Item is provided to all participants

Hangzhou City Map

RMB 71,000

Exclusive
- Standard sponsorship entitlements outlined on page 9
- Sponsor logo to appear on a Hangzhou City Map produced specifically for the 2020 AIPPI World Congress in Hangzhou
Postcard
RMB 57,000
Exclusive
- Standard sponsorship entitlements outlined on page 9
- Sponsor logo to appear on the official 2020 AIPPI World Congress postcard that will be provided to participants in the Congress bags

Mobile Phone Charging Stations
RMB 57,000
Exclusive
- Standard sponsorship entitlements outlined on page 9
- Sponsor logo visible on the item alongside the 2020 AIPPI logo
- 3 x Charging Stations to be located in the Registration Area, Exhibition Area and Networking Area

Banner
RMB 50,000
Multiple
- Standard sponsorship entitlements outlined on page 9
- Sponsor logo visible on banners that will be displayed at the official Congress Venue.

Running Kit
RMB 36,000
Exclusive
- Standard sponsorship entitlements outlined on page 9
- Includes Running T-shirt and Short
- Sponsor logo visible on items alongside the 2020 AIPPI logo
- Running kit is provided to the running club to wear on their morning runs during the Congress. They can then keep these after the Congress. Approximately 50 sets are produced.

Push Notification or Sponsored Post on Congress App
RMB 18,000
Multiple
- Standard sponsorship entitlements outlined on page 9
- One (1) Push notification or sponsored post on Congress App

Bag Insert
RMB 18,000
Limited
- Standard sponsorship entitlements outlined on page 9
- Sponsors’ promotional brochure or flyer (maximum 4 x A4 pages per brochure) to be inserted in the Congress bag (sponsor to supply material)
## Business Networking Sponsorship

### Women in AIPPI

**Exclusive**
- Standard sponsorship entitlements outlined on page 9
- Sponsor logo exclusively visible in Women in AIPPI

**RMB 140,000**

### First Time Attendees

**Exclusive**
- Standard sponsorship entitlements outlined on page 9
- Sponsor logo exclusively visible in the First Time Attendees session
- Publicity video played at the beginning of the event max. 2 minutes

**RMB 106,000**

### Young AIPPI Forum

**Exclusive**
- Standard sponsorship entitlements outlined on page 9
- Sponsor logo exclusively visible in the Young AIPPI Forum
- Publicity video played at the beginning of the event max. 2 minutes

**RMB 106,000**

### Lunch Sessions with keynote speaker(s)

**Per Lunch**

- Standard sponsorship entitlements outlined on page 9
- Sponsor logo to be displayed
- 1 roll up banner on stage

**RMB 57,000 (per day)**

### Networking Lunches

**Per Lunch**

- Standard sponsorship entitlements outlined on page 9
- Sponsor logo to be displayed
- 1 roll up banner at the door
- Sponsors’ literature may be displayed in the lunch room (sponsor to supply)

**RMB 57,000 (per day)**

### Coffee Break

- Standard sponsorship entitlements outlined on page 9
- Sponsor logo displayed during coffee break

**RMB 22,000 (per day)**
Exhibition Opportunities

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.

Exhibition Packages

Double Booth - 18m² RMB 78,000

- Four (4) exhibitor passes granting full access to the exhibition area, coffee breaks and networking events. Tickets for the Closing Dinner may be purchased as well for an additional fee.
- Company name and logo listed on the exhibitors’ page of the official Congress website and signage onsite
- Congress bag, including Congress material
- Shell Scheme Booth includes:
  - 2 Standard Booths (3m*3m)
  - 1 rear wall
  - 1 fascia board with company name
  - 1 Branded counter (graphic included)
  - 1 Magazine rack
  - 1 Wastebin
  - 1 500 watt double socket outlet
  - 2 spot lights
  - 2 light boxes
  - 1 desk
  - 4 chairs
  - Full covered carpet
  - A comprehensive exhibitor manual

*Image is for reference only. Design is subject to change. 42 inch LCD TV is not included in package, but can be added for an additional fee
Standard Booth - 9m²

- Company name and logo listed on the exhibitors’ page of the official Congress website and signage onsite
- Two (2) exhibitor passes granting full access to the exhibition area, coffee breaks and networking events. Tickets for the Closing Dinner may be purchased as well for an additional fee.
- Congress bag, including Congress material
- Shell Scheme Booth (3m*3m) Includes:
  - 1 rear wall
  - 1 fascia board with company name
  - 1 Branded counter (graphic included)
  - 1 Magazine rack
  - 1 Waste bin
  - 1 500 watt double socket outlet
  - 2 spot lights
  - 2 light boxes
  - 1 desk
  - 4 chairs
  - Full covered carpet
  - A comprehensive exhibitor manual

Booth space without structure - 9m²

This package is for those that have their own booth and do not require a shell scheme

- Company name and logo listed on the exhibitors’ page of the official Congress website and signage onsite
- Two (2) exhibitor passes granting full access to the exhibition area, coffee breaks and networking events. Tickets for the Closing Dinner may be purchased as well for an additional fee.
- Congress bag, including Congress material
- A comprehensive exhibitor manual
- Discount available if you order more than 4 (36m²)
### Preliminary Exhibition Timetable

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, October 10, 2020</td>
<td>08.00 – 18.00</td>
<td>Booth Construction</td>
</tr>
<tr>
<td>Sunday, October 11, 2020</td>
<td>08.00 – 18.00 Exhibitor Move-In and Set-Up&lt;br&gt;20:30 – Opening of Exhibition Area during the Welcome Reception</td>
<td></td>
</tr>
<tr>
<td>Wednesday, October 14, 2020</td>
<td>16.00 Exhibitor Move-Out&lt;br&gt;18.00 Booth Dismantling</td>
<td></td>
</tr>
</tbody>
</table>

*Timings are subject to change

### Preliminary Floorplan

![Preliminary Floorplan](image)
Hospitality Suites

The Hospitality Suite Sponsorship allows you to utilise a meeting room at the venue of the 2020 AIPPI World Congress.

The set-up of the room is completely up to you, based on what you plan to use the room for. The space is for you to use for the full day booked (9:00am – 5:30pm) as you wish and you can hold as many meetings in this room as you like.

You are welcome to brand the room how you like and use the room as you wish. Any AV or catering requirements will be an additional cost and will need to be arranged directly with the venue.

Options and Costs

- 4 day hospitality suite (includes 2 x four day passes) - RMB 70,000
- 3 day hospitality suite (includes 2 x three day passes) - RMB 63,000
- 2 day hospitality suite (includes 2 x two day passes) - RMB 46,000
- 1 day hospitality suite (includes 2 x one day passes) - RMB 29,000

Catering and AV at an additional cost and should be organised directly with the venue.

Additional Inclusions

- 1 roll up banner at the entrance of the room (prepared by AIPPI)
- Logo displayed at the venue
- Company name and logo listed on the exhibitors’ page of the official Congress website and signage onsite

Availability

Hospitality Suites are available throughout the Congress period (October 11 – October 14, 2020). Allocation will be made on a first come, first served basis and will only be confirmed with the return of the signed order form.

Locations

TBC
# Order Form

## 2020 AIPPI World Congress Hangzhou
October 11 – 14, 2020

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 **August 3, 2020**.

### Major Sponsorships

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price (RMB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>640,000</td>
</tr>
<tr>
<td>Gold</td>
<td>500,000</td>
</tr>
<tr>
<td>Silver</td>
<td>300,000</td>
</tr>
</tbody>
</table>

### Brand Positioning Sponsorships

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price (RMB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress Bags</td>
<td>290,000</td>
</tr>
<tr>
<td>AV/Technology Sponsor</td>
<td>282,000</td>
</tr>
<tr>
<td>Transportation Sponsor</td>
<td>282,000</td>
</tr>
<tr>
<td>Beverage Sponsor</td>
<td>282,000</td>
</tr>
<tr>
<td>Power Bank</td>
<td>212,000</td>
</tr>
<tr>
<td>Reusable Water Bottle</td>
<td>177,000</td>
</tr>
<tr>
<td>Chopsticks</td>
<td>127,000</td>
</tr>
<tr>
<td>Congress Wi-Fi</td>
<td>106,000</td>
</tr>
<tr>
<td>Congress Lanyards</td>
<td>106,000</td>
</tr>
<tr>
<td>Fan</td>
<td>106,000</td>
</tr>
<tr>
<td>Umbrella</td>
<td>106,000</td>
</tr>
<tr>
<td>Tai Chi Kit</td>
<td>85,000</td>
</tr>
<tr>
<td>Congress Notebook</td>
<td>71,000</td>
</tr>
<tr>
<td>Congress Pens</td>
<td>71,000</td>
</tr>
<tr>
<td>Congress Mini Programme</td>
<td>71,000</td>
</tr>
<tr>
<td>Hangzhou City Map</td>
<td>71,000</td>
</tr>
<tr>
<td>Postcard</td>
<td>57,000</td>
</tr>
<tr>
<td>Mobile Phone Charging Station</td>
<td>57,000</td>
</tr>
<tr>
<td>Banner</td>
<td>50,000</td>
</tr>
<tr>
<td>Running Kit</td>
<td>36,000</td>
</tr>
<tr>
<td>Push Notification or Sponsored</td>
<td>18,000</td>
</tr>
<tr>
<td>Post on Congress App</td>
<td></td>
</tr>
<tr>
<td>Bag Insert</td>
<td></td>
</tr>
</tbody>
</table>

### Business Networking Sponsorships

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price (RMB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women in AIPPI Reception</td>
<td>140,000</td>
</tr>
<tr>
<td>First Time Attendees Reception</td>
<td>106,000</td>
</tr>
<tr>
<td>Young AIPPI Forum</td>
<td>106,000</td>
</tr>
<tr>
<td>Lunch Sessions with keynote speaker(s)</td>
<td>57,000/ per day</td>
</tr>
<tr>
<td>Networking Lunches</td>
<td>57,000/ per day</td>
</tr>
<tr>
<td>Coffee Breaks</td>
<td>22,000/ per day</td>
</tr>
</tbody>
</table>

### Exhibition

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price (RMB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Booth - 18m²</td>
<td>78,000</td>
</tr>
<tr>
<td>Standard Booth - 9m²</td>
<td>39,000</td>
</tr>
<tr>
<td>Booth space only - 9m²</td>
<td>34,000</td>
</tr>
<tr>
<td>Hospitality Suite – 4 days</td>
<td>70,000</td>
</tr>
<tr>
<td>Hospitality Suite – 3 days</td>
<td>63,000</td>
</tr>
<tr>
<td>Hospitality Suite – 2 days</td>
<td>46,000</td>
</tr>
<tr>
<td>Hospitality Suite – 1 day</td>
<td>29,000</td>
</tr>
</tbody>
</table>

### Total Amount (RMB)

Please note: Prices are excluding VAT

Unique sponsorship ideas in mind? Let us know! Contact events@aippi.org
Payment Form

Company Name ___________________________________________________________
Contact Person ____________________________________________________________
Address __________________________________________________________________
Phone Number ____________________________________________________________
Email Address _____________________________________________________________

Payment Method (please select and complete the relevant section below)

- Credit Card (Visa or MasterCard only)
- Bank Transfer

Payment via Credit Card

Card Number (Visa or MasterCard only) _________________________________________
Expiration Date _________________ Security Code _____________________________
Name on Card ______________________________________________________________
Name and Position __________________________________________________________
Signature and Date __________________________________________________________

Payment via Bank Transfer

Billing Name ________________________________________________________________
Billing Address __________________________________________________________________
PO Number (if applicable) ______________________________________________________
Terms and Conditions

Tax
All prices are without tax (VAT, GST, etc.) VAT is approximately 6%, however may be subject to change. 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. Michelle Schaerer (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 to:
Ms. Michelle Schaerer
Email: events@aippi.org
Phone: +41 44 280 5880
AIPPI General Secretariat
Toedistrasse 16, 8002 Zurich, Switzerland

Payment Conditions
All payments must be made in Renminbi (RMB). Credit cards accepted (VISA and MasterCard only). 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) to:
Ms. Michelle Schaerer
Email: events@aippi.org
Phone: +41 44 280 5880
AIPPI General Secretariat
Toedistrasse 16, 8002 Zurich, Switzerland

Cancellations made up to May 28, 2020: 50% of total cost per item will be retained. Cancellations on or after May 29, 2020: no refund possible.

Deadline
Due to production lead times, all sponsorship items must be confirmed by no later than August 3, 2020.