2020 AIPPI WORLD CONGRESS ONLINE

SPONSORSHIP & EXHIBITION BROCHURE

AIPPI’s largest event!
2020 AIPPI WORLD CONGRESS ONLINE

AIPPI will host its very first virtual Congress for its members from October 5 – 14, 2020. We will be bringing many beloved elements of the AIPPI World Congress online, as well as some new and exciting features.

Congress highlights include:
- **Free attendance for all 9,000 AIPPI members**
- Spread over 8 days and many time zones
- Plenary sessions on the famous AIPPI Study Questions
- Daily virtual round tables on a variety of hot topics
- Special sessions with VIPs and judges
- Unique events like Women in AIPPI and the Young AIPPI Forum
- And much much more!!!

Your opportunity to reach up to 9,000 IP professionals!

BENEFITS FOR SPONSORS

Our state-of-the-art virtual event platform enables you to connect and engage with attendees via interactive networking features. Congress attendees indicate upon registration if they are open to contact from sponsors. You could potentially have hundreds, if not thousands, of IP professionals ready to talk to you!

The virtual interactive exhibition allows exhibitors to host video meetings and product demos, as well as offering attendees their own downloadable content.

In addition to the individual package details, all sponsors also receive the following online promotion:
- 2020 AIPPI World Congress Online sponsor listing on the event platform
- Company logo displayed on the official AIPPI website
- All of our sponsors will be named in promotional material about the event
- Use of the Congress logo until the end of October 2020
### Sponsorship Packages

<table>
<thead>
<tr>
<th>Sponsorship Packages</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress Registrations</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Exhibition Booth</td>
<td>Premium</td>
<td>Premium</td>
<td>Standard</td>
</tr>
<tr>
<td>Virtual Bag Insert</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo in Lobby</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Displayed for the full duration of the Congress</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One-To-Many Meetings</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Congress registration includes access to the full 2020 AIPPI World Congress Online, programme, including the ability to network with all attendees.
EXHIBITION

A comprehensive and interactive exhibition will run concurrently with the educational programme.

A major benefit of the online Congress is that attendees will have access to the exhibition space 24 hours.

To encourage attendee interaction with exhibitors, gamification is incorporated into the virtual event. For every booth an attendee visits they receive points. The top point scorers win a prize.

The exhibition will be open during the core Congress times, plus several hours before and after.

- **Core Congress Hours:** 11:30 - 18:30 (CEST)
- **Exhibition Hours:** 09:00 - 22:00 (CEST)

Below are some examples of the exhibition layout. Please note all images are illustrative, the design is currently being finalized and will be AIPPI branded.
# EXHIBITION OVERVIEW

<table>
<thead>
<tr>
<th></th>
<th>Premium Level</th>
<th>Standard Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress Registrations</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Customization of booth*</td>
<td>✔</td>
<td>-</td>
</tr>
<tr>
<td>Clickable areas</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Product Sheet</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Video</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Video Call and Chat for 1-to-1 meetings</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company page in event platform</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Link to company’s social channels</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Price (CHF)</td>
<td>5,000</td>
<td>3,500</td>
</tr>
</tbody>
</table>

- Congress registration includes access to the full 2020 AIPPI World Congress Online programme, including the ability to network with all attendees
- Customization of the booth = choice of colours and is subject to platform restrictions
EXHIBITION BOOTHs

**Premium Level**
- Includes 4 Congress passes
- Greater visibility
- 3D, navigable
- Choice of colours to customise the booth
- 6 Clickable areas
- 6 Product sheets (text, image and pdf)
- 2 Videos
- Video call and chat for 1 to 1 meetings
- Company page in the event platform
- Link to company’s social media channels

**5,000 Swiss Francs**

**Standard Level**
- Includes 2 Congress passes
- 3D, navigable
- Colour selections
- 4 Clickable areas
- 3 Product sheets
- 1 Video
- Video call and chat for 1 to 1 meetings
- Company page in the event platform
- Link to company’s social channels

**3,500 Swiss Francs**
SPONSORSHIP - BRANDING

Logo in Lobby
- Logo displayed on event platform with a link to the sponsors’ website
- Highly prominent logo placement
- Visible for the full 8 days of the Congress
- The lobby will open a minimum of one week before the event - allowing you to maximize your exposure

12,000 Swiss Francs

Logo on the Countdown Clock
Your logo could appear on the countdown clock which runs before each session starts.

One sponsor logo per day. Each day the logo will be displayed on the Countdown approximately 5 times in total (subject to change if the programme changes). The logo is displayed on the event platform with a link to the sponsor’s website.

6,000 Swiss Francs
Logo on Lounge Area
Logo is displayed on the event platform with a link to sponsors’ websites.

Eight spots are available, one for each day of the Congress.

6,000 Swiss Francs

Virtual Bag Insert
Two days prior to the event, Congress attendees will receive a virtual Congress bag. The bag will also be visible in the registration area on the platform. The bag contains the final programme and company brochures. Attendees will be emailed directly to notify them to pick up their virtual Congress bag.

2,000 Swiss Francs

Sponsors’ Repository
Download of sponsors’ material in the user profile area (this can be a video, pdf, etc.) The ‘box’ is in the Congress profile of each attendee.

3,500 Swiss Francs
MEET THE SPONSOR

The following meeting style options are only possible with attendees who opt-in to be contacted by sponsors.

One-to-Many Meetings / Presentations
Attendees respond to an invitation to register for one-to-many meetings. The tool provides audio video meetings between attendees and company representatives.

- Meeting duration: approx 30 mins
- Up to 10 meetings throughout the duration of the Congress
- Number of participants: up to 30
- Please note: these meetings cannot occur concurrently to any Congress session and must be approved by AIPPI
- Let us know what one-to-many events you organize, and these will be listed online. There will be a dedicated hour before and after the core Congress hours for exhibitors and sponsors to organize their own events

6,000 Swiss Francs

Virtual Hospitality Suite
- Sponsor can invite attendees to meet with them
- Maximum 4 participants at one time
- Available in 8 hours blocks
- Attendees can access the virtual hospitality suite through the lobby

2,500 Swiss Francs
SESSION SPONSORSHIPS

Virtual Round Table Sponsor
Sponsor has one seat at the table, tables consist of up to 15 participants. Allocation of tables and topics will be assigned by AIPPI.
- Logo appears on the side of the screens in the specific session
- Sponsor can interact directly with attendees

1,000 Swiss Francs

Young AIPPI Forum
This is an official session in the Congress Programme. Scheduled for Friday, October 9, 2020, at 10:00 - 11:00 (CEST) and repeated live at 16:00 - 17:00 (CEST). Open to all attendees under 36 years of age (approx. 1,000 members).
- Company logo to appear on the side of the screens during the Young AIPPI Forum session
- Recognition in communication related to this session i.e. "Sponsored by: (sponsor name and logo)"

6,000 Swiss Francs - Exclusive sponsorship opportunity

Women in AIPPI
This is an official session in the Congress Programme. Scheduled for Monday, October 12, 2020, at 14:00 - 15:00 (CEST).
- Company logo to appear on the side of the screens during the Women in AIPPI session
- Recognition in communication related to this session i.e. "Sponsored by: (sponsor name and logo)"

6,000 Swiss Francs - Exclusive sponsorship opportunity

Example illustration of how the logo will appear. Design is subject to change.
INTERESTED?
NOTE THE FOLLOWING:

All sponsors and exhibitors must sign up by September 4, 2020. Discounts available for multiple sponsorship packages. Details on page 3.

The deadline for receipt of all sponsorship material is September 7, 2020.

Contact us to discuss your sponsorship package: events@aippi.org.

DON’T SEE WHAT YOU WANT?

Or want to create your own tailored package?

Please feel free to contact the AIPPI Events team to discuss your customized online sponsorship package.

events@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 around 9,000 members worldwide from more than 125 countries.

www.aippi.org

We are looking forward to welcoming you to the 2020 AIPPI World Congress Online
ORDER FORM

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 order forms should be received no later than September 4, 2020.

### Major Sponsorships

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price (CHF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Sponsor</td>
<td>20,000</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>16,500</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>15,000</td>
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</table>

### Sponsorship - Branding

<table>
<thead>
<tr>
<th>Branding</th>
<th>Price (CHF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo in Lobby</td>
<td>12,000</td>
</tr>
<tr>
<td>Logo on Countdown</td>
<td>6,000</td>
</tr>
<tr>
<td>Logo on Lounge Area</td>
<td>6,000</td>
</tr>
<tr>
<td>Sponsors Repository</td>
<td>3,500</td>
</tr>
<tr>
<td>Virtual Bag Insert</td>
<td>2,000</td>
</tr>
</tbody>
</table>

### Meet The Sponsors

<table>
<thead>
<tr>
<th>Event</th>
<th>Price (CHF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-To-Many Meetings</td>
<td>6,000</td>
</tr>
<tr>
<td>Virtual Hospitality Suite</td>
<td>2,500</td>
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</tbody>
</table>

### Session Sponsorship

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price (CHF)</th>
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</thead>
<tbody>
<tr>
<td>Virtual Round Table Sponsor</td>
<td>1,000</td>
</tr>
<tr>
<td>Young AIPPI Forum</td>
<td>6,000</td>
</tr>
<tr>
<td>Women in AIPPI</td>
<td>6,000</td>
</tr>
</tbody>
</table>

### Exhibition

<table>
<thead>
<tr>
<th>Level</th>
<th>Price (CHF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Level</td>
<td>5,000</td>
</tr>
<tr>
<td>Standard Level</td>
<td>3,500</td>
</tr>
</tbody>
</table>

Total Amount (CHF) ___________________

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

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**PAYMENT INFORMATION**

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPANY NAME</td>
<td>________________________________</td>
</tr>
<tr>
<td>CONTACT PERSON</td>
<td>________________________________</td>
</tr>
<tr>
<td>ADDRESS</td>
<td>________________________________</td>
</tr>
<tr>
<td>PHONE NUMBER</td>
<td>________________________________</td>
</tr>
<tr>
<td>EMAIL ADDRESS</td>
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**PAYMENT VIA CREDIT CARD**

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
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</thead>
<tbody>
<tr>
<td>CARD NUMBER (VISA OR MASTERCARD ONLY)</td>
<td>________________________________</td>
</tr>
<tr>
<td>EXPIRATION DATE</td>
<td>________________________________</td>
</tr>
<tr>
<td>SECURITY CODE</td>
<td>________________________________</td>
</tr>
<tr>
<td>NAME ON CARD</td>
<td>________________________________</td>
</tr>
<tr>
<td>NAME AND POSITION</td>
<td>________________________________</td>
</tr>
<tr>
<td>SIGNATURE AND DATE</td>
<td>________________________________</td>
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</table>

**PAYMENT VIA BANK TRANSFER**

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>BILLING NAME</td>
<td>________________________________</td>
</tr>
<tr>
<td>BILLING ADDRESS</td>
<td>________________________________</td>
</tr>
<tr>
<td>PO NUMBER (IF APPLICABLE)</td>
<td>________________________________</td>
</tr>
</tbody>
</table>
TERMS AND CONDITIONS

All images in this brochure are illustrative only and the final designs are subject to change. AIPPI reserves the right to make any changes to the design of the platform and programme.

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 Swiss Francs (CHF). 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 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

Cancellations made up to September 7, 2020: 50% of total cost per item will be retained.
Cancellations on or after September 7, 2020: no refund possible.

Deadline
Due to production times, all sponsorship items must be confirmed by no later than September 4, 2020. All artwork and materials for sponsorship and exhibition must be received no later than September 7, 2020.