



AIPPI 125TH ANNIVERSARY

Date:
13 May 2022

Location:
Brussels (Square and Vaudeville)

AIPPI, the International Association for the Protection of Intellectual Property, is the world's leading non-profit association dedicated to the development and improvement of laws for the protection of intellectual property (IP). It was founded in Brussels in May 1897. It is a politically neutral, non-profit organization with over 8000 members worldwide from 131 countries (www.aippi.org).

On 13 May 2022, the Belgian Group of AIPPI (AIPPI Belgium) will celebrate together with AIPPI, the 125th anniversary of AIPPI in Brussels, where the founding meeting took place in May 1897. The Event combines a "one-day conference" with a social gathering in prestigious locations in the heart of Brussels, the SQUARE and the VAUDEVILLE Theatre. It will focus on building a sound and beneficiary balance between the IP concept and the Common Welfare from a health and environmental perspectives, while launching the Celebration Year that will continue until the AIPPI World Congress in San Francisco in September 2022.

AIPPI Belgium gathers more than 175 IP specialists active in Belgium, including attorneys at law, patent and trademark attorneys, IP counsels, academics and officials (www.aippi.be).

AIPPI decided to take the opportunity of this 125th anniversary to create a broad platform for dialogues on IP and Common Welfare in particular Health and Environment with the society in general. Therefore, IP specialists, practitioners, political circles and institutions, press and media community, non-governmental organisations, official bodies, and think-tanks are our targeted audience.

We kindly invite all IP and Common Welfare enthusiasts to participate in sponsoring and supporting our Brussels Event of 13 May 2021.

WHAT ARE THE BENEFITS OF SPONSORING THE AIPPI'S 125TH ANNIVERSARY EVENT IN BRUSSELS?

We offer flexible options for different budgets, starting from 1.650 EUR.

The earlier you commit, the sooner we can highlight your sponsors' support to our Event through our mailings, the AIPPI social media, websites, etc. If you wish, we could possibly provide you with exclusivity; we invite you to contact us directly at aippi@arnold-siedsma.be.

WHO CAN SPONSOR?

- Industry or companies with commercial activities
- Institutions, public bodies, not-for-profits, NGO's, academic organizations
- Service providers such as law firms, IP firms, Patent and Trademark attorneys; database or other service providers.

OUR GUIDELINES

AIPPI is looking for sponsors that will neither compromise AIPPI's independence nor affect AIPPI's credibility and integrity. Therefore, AIPPI shall only accept sponsoring as long as it is in accordance with the following principles:

- Sponsors shall be supportive to AIPPI and its IP driven values in an ethical manner, <https://aippi.org/> and <https://aippi.org/about-aippi/aippi-bylaws/statutes/>
- Sponsors shall be open to a constructive and reasoned IP/Health/Environment debate and shall not openly communicate anti-IP statements
- Sponsors shall not unduly influence other sponsors or speakers regarding their position
- Sponsors shall not pressure any other party to favourably highlight their sponsorship, products or services.

By way of examples, will not be considered in accordance with the aforementioned principles :

- Lobbying behaviour
- Political campaigning
- Product endorsement.

AIPPI will treat all sponsors fairly and honestly. AIPPI will retain sole discretion at all time for the sponsors' compatibility with the aforementioned guidelines. In case of indications of non-compliance, AIPPI is entitled to withdraw the sponsorship at any time.

WHAT WE OFFER

By sponsoring this event, you will make your mark on this unique event, both on the "in person" activities in Brussels, and online*, where you will have access to the global reach of AIPPI, through:

- Its 8000 members all over the world who will receive the mailing
- Its presence on social media (LinkedIn, Twitter, Facebook, Instagram)
- Its website and Youtube channel, etc.



*Please note only specific sessions will be made available to the online audience.

PROGRAMME

MORNING SESSION 09:00-12:15 | HYBRID EVENT (SQUARE & ONLINE*) |

Meeting with the Basics of Intellectual Property

Plenary session: Welcome words by, Luiz Henrique Do Amaral, President of AIPPI, and Dominique Kaesmacher, President of AIPPI Belgium.

Plenary session: Introduction and overview on the basics of intellectual property

Coffee break

Two parallel sessions, one focused on patents and trade secrets, and the other with a focus on copyright and trademarks. The balance between private and public interests in intellectual property will be illustrated in each session with a deep dive on a specific topic

WALKING LUNCH 12:15 -13:30

AFTERNOON SESSION 13:30-18:00 | HYBRID EVENT (SQUARE & ONLINE*) |

Dialogues on Intellectual Property and Common Welfare

Plenary session: General introduction by Anne Marie Verschuur, Reporter General of AIPPI

Plenary session: Interactive debate 1: Intellectual Property and Health, introduced by Fernand de Visscher, Board Member of AIPPI Belgium. The debate will be moderated by a reputed journalist.

Coffee break

Plenary session: Interactive debate 2: IP and Environment introduced by Domien Op de Beeck, Board Member of AIPPI Belgium. The debate will be moderated by a reputed journalist.

Plenary session: AIPPI's role in balancing IP and collective needs, by Anne Marie Verschuur, Reporter General of AIPPI

Plenary session: General conclusions/wrap-up by Luiz Henrique Do Amaral, President of AIPPI, and Dominique Kaesmacher, President of AIPPI Belgium

EVENING - SOCIAL EVENT 18:30-23:00 | Vaudeville Theatre |

18.30 - 19.30 Reception

20.00 - 21.30 Dinner

21.45 - 23.00 Concert (performed by "The Belgians")

*Only one of the parallel sessions will be available to the online audience

CONTEXT REGARDING THE EVENT DAY

At a time where Intellectual Property (IP) is criticized in some influential circles around the world, in particular regarding public health and environmental issues, the one-day event in Brussels provides an opportunity to highlight the functional role and balanced nature of IP and the capacity of AIPPI in contributing to its improvements in respect of the Common Welfare.

Therefore, and having regard to the presence of various decision and opinion makers in Brussels, the concept for this event is to organize the first round of the 125th year celebration around an inclusive theme.

This will certainly bring the possibility to attract the attention of not only IP specialists, but also political circles and institutions, lobbying organisations, journalists, media in general, non-governmental organisations, administrations, think-tanks and the like. The objective is to have IP better understood by a larger public audience as a functional tool not only serving private interests, but designed and regulated for reconciling these interests with the Common Welfare as well.

MORNING

The morning event will be devoted to introductory sessions about IP, allowing non-IP specialists to familiarize themselves with key concepts needed to attend the afternoon sessions. Sessions will include an overview of the international aspects (Paris Convention and TRIPs agreement), as well as the conditions, scope of protection and exceptions under IP laws. As the common thread of the day is the Common Welfare balance in various forms in the IP system, it will be illustrated in the two parallel sessions (one on patents and trade secrets; one on copyright and trademarks), in which we can dive more deeply into the balancing of interests.

AFTERNOON

The afternoon event will consist of two plenary sessions devoted to “Dialogues about IP and Common Welfare”, and in particular about Health and Environment. Each afternoon main session would last about 90 minutes, each starting with two short introductory presentations, the first setting out the “IP perspective”, explaining how IP is meant to balance private interests and public health or environment needs, and the second from the “other perspective”, i.e. the “health angle” or the “environmental angle”, explaining the questions, objections, suggestions for improvements, etc. regarding IP in this perspective. A debate would then follow among a panel formed by the two speakers and other knowledgeable people in the fields, with an active participation of the attendees (questions, objections, proposals, etc.). Each session would be under the direction of an experienced journalist/moderator.

SPONSORSHIP PACKAGES (Please note that the opportunities presented here are not exclusive. If you wish any kind of exclusivity for your sponsorship, we invite you to contact us directly at aippi@arnold-siedsma.be)	Dinner & Concert	Coffee Breaks	Lunch	Platinum	Diamond	Promotional item
	5.500 EUR	4.500 EUR	4.500 EUR	3.000 EUR	2.000 EUR	Depends on the item - see below
Sponsor acknowledgment (via name/logo):						
- on the registration / event platform	✓	✓	✓	✓	✓	✓
- on the event programme on AIPPI's website by displaying your company logo	✓	✓	✓	✓	✓	✓
- on AIPPI's social media channels (LinkedIn, Facebook, Twitter): 1 post @ opening of registrations + 1 post @ conference day + 1 post @ post-conference (general recognition with all sponsors - content drafted by AIPPI)	✓	✓	✓	✓	✓	✓
- in e-mail sent to:						
o AIPPI members and/or other potential participants to announce the opening of registrations	✓	✓	✓	✓	✓	✓
o registered participants before the conference with practical information	✓	✓	✓	✓		
o participants after the conference to thank them for their participation	✓	✓	✓			
- in conference room(s), on slide for introduction and closing of a session				Sponsor can choose which session to sponsor		
Sponsor recognition						
- at the opening and closing of conference	✓	✓	✓	✓		
- at the dinner	✓					
Sponsor's material						
- Possibility to display banners						
o in registration area	✓	✓	✓	✓	✓	✓
o in conference room during one of the sessions				Sponsor can choose which session to sponsor		
o during coffee breaks (+ logo display at tables)		✓				
o at lunch (+ logo display at tables)			✓			
o at dinner (+ logo display at tables)	✓					
- Possibility to insert flyer/brochure in conference bag	✓	✓	✓	✓	✓	

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	5.500 EUR	4.500 EUR	4.500 EUR	3.000 EUR	2.000 EUR	Depends on the item - see below
Promotional items						Each sponsor choosing this package can choose one item (on a first come first served basis)
- conference bag (3.700 EUR)						
- notepads (1.700 EUR)						
- post-it (1.900 EUR)						
- pens (2.200 EUR)						
- keyring chargers (2.700 EUR)						
- reusable drink bottle (3.500 EUR)						
- Belgian chocolates (3.300 EUR)						
- Menthol (1.650 EUR)						
Free passes						
- Full pass for daily sessions + dinner & concert	3			1	1	
- Pass for daily sessions		2	2			1 for sponsor of item above 2.000 EUR

¹ Looking for something different? If the sponsorship 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 aippi@arnold-siedsma.be.

HOW TO SPONSOR?

Application for sponsorship must be made in writing by sending the enclosed Sponsorship Application Form to:

BNVBIE / ANBPPI
Anémone Seutin
c/o Arnold & Siedsma
Meir 24, PO 17
2000 Antwerp
Belgium

& aippi@arnold-siedsma.be

The Terms and Conditions (see infra) must be signed and returned to the address specified above together with the Sponsorship Application Form. Confirmation must be received from BNVBIE / ANBPPI for a sponsorship to be accepted. BNVBIE / ANBPPI reserves the right to reject any request for sponsorship at its sole discretion.

TERMS OF PAYMENT

The full amount must be settled within 15 days after the reception of the Request of Payment (ROP). If the event takes place within 15 days of the receipt of the ROP, the amount must be settled prior to the event.

PAYMENT METHOD

By wire transfer. We will send you the ROP with payment instructions as soon as we have received and confirmed acceptance of the signed Sponsorship Application Form.

Wire transfer fees, currency conversion charges and any other bank charges are the responsibility of the sponsor and should be paid at the source in addition to the sponsorship fees.

SPONSORSHIP APPLICATION FORM

EVENT AIPPI
13 May 2022
Brussels, Belgium

Please complete and send to:

BNVBIE / ANBPPI
Anémone Seutin
c/o Arnold & Siedsma
Meir 24, PO 17
2000 Antwerp
Belgium

& aippi@arnold-siedsma.be

SPONSOR DETAILS

Name of Company:
Contact Name (name and function):
Phone:
Email:

BILLING INFORMATION

Name of Company:
Billing address:
Zip Code:
City:
Country:
VAT Number (if applicable):

CHOSEN SPONSORSHIP PACKAGE

Please tick the appropriate box:

- ☐ Diner & concert (5.500 EUR)
- ☐ Coffee breaks (4.500 EUR)
- ☐ Lunch (4.500 EUR)
- ☐ Platinum (3.000 EUR)
- ☐ Diamond (2.000 EUR)
- ☐ Promotional item (_____ - fill in item + price)

All prices are expressed in euros and are without VAT. VAT might be added.

Sponsorship is only final upon full payment, ANBPPI/BNVBIE's receipt of sponsor's written acceptance of the Terms and Conditions and confirmation of acceptance by ANBPPI/BNVBIE, in all cases subject to the Terms and Conditions.

Name and position of the authorized person

Date, Signature

.....

THANK YOU FOR YOUR SUPPORT!

TERMS & CONDITIONS

The following terms and conditions (the “Terms and Conditions”) have been established by BNVBIE / ANBPPI within the framework of the AIPPI – 125th Anniversary in Brussels, Belgium (the ‘Event’). The provisions of ‘How to Sponsor’ (above) are hereby incorporated by reference as if fully stated herein.

SPONSOR REGISTRATION AND PAYMENT

Sponsors must complete and sign the Sponsorship Application Form (see above), agree to and sign these Terms and Conditions and, once BNVBIE / ANBPPI has confirmed acceptance of the sponsorship request, proceed to the payment of the selected package upon receipt of the ROP to have their registration for sponsorship processed.

SPONSOR LISTING IN EVENT MATERIALS

If included within the applicable sponsorship packages, the Event promotional and delegate material will include the sponsor’s promotional materials and references to the sponsor, which may include the sponsor’s name, logo, company description or company advertisement. The information and artwork for such materials will be taken from the sponsor’s registration form and marketing-related artwork provided by the sponsor to BNVBIE / ANBPPI upon request and in accordance with the schedule provided to the sponsor. If such information and artwork is not provided by the sponsor in accordance with the schedule specified, the sponsor’s name and promotional materials may not be included in the related Event promotional and delegate materials to the extent described under sponsorship or at all. The failure of any sponsor to meet specific deadlines shall not result in the return of any sponsorship fees already paid or relieve the obligation to complete the payment of any remaining sponsorship fees.

SPONSOR BADGES

Sponsor badges will be distributed onsite during registration. Badges may be produced only in the name of representatives of the sponsor as shown on the sponsor registration form or as otherwise specified to BNVBIE / ANBPPI at least 10 business days before the Event. All representatives of the sponsor must register and wear the official sponsor badge during all entitled activities.

ADVERTISING, PRODUCT DEMONSTRATIONS AND SAMPLE / SOUVENIR DISTRIBUTION

The sponsor is not permitted to engage in product demonstrations, materials distribution or promotional activity during the Event nor any (e-)mailings to Event participants, other than those specified above or unless written permission has been provided by BNVBIE / ANBPPI.

ENDORSEMENT

The sponsor is not permitted to claim that its goods or services have been endorsed by BNVBIE / ANBPPI unless BNVBIE / ANBPPI has specifically and in writing provided such an endorsement. The sponsor may not use BNVBIE / ANBPPI's logo, name or brand, nor any sub-logos, which can be seen as related hereto, in advertising, with the exception of informational references such as '[Sponsor name] is proud to sponsor the AIPPI – 125th Anniversary in Brussels'.

Unless otherwise expressly agreed elsewhere by BNVBIE / ANBPPI, the sponsor will not identify itself as a partner of BNVBIE / ANBPPI or the Event, or as a Co-sponsor of the Event.

INDEMNITY AND RELEASE OF LIABILITY

The sponsor agrees to indemnify and hold harmless BNVBIE / ANBPPI, AIPPI, their officers, directors, employees, agents and members as well as the Event location (The Square, Brussels and Le Vaudeville), the Event registrants, the accompanying persons and any other guests and invitees attending the Event, against (i) any and all liability to any person or persons for or by reason of any condition of or defect in any apparatus, equipment, fixtures or other items furnished by the sponsor in connection with the Event, (ii) any and all claims or copyright, trademark or patent infringement, unfair competition, personal injury and/or product liability pertaining to the sponsor's goods and/or services displayed or otherwise promoted at the Event, (iii) loss of or damage to persons or property caused directly or indirectly by the sponsor or any of its representatives, and governmental charges, taxes or fines and solicitor's fees arising out of or caused by the sponsorship provided hereby, the sponsor's installation, removal, maintenance, occupancy or use of any apparatus, equipment, fixtures or other items used by the sponsor at the Event.

TERMINATION AND FORCE MAJEURE

BNVBIE / ANBPPI may terminate a sponsorship at any time and for any reason in its sole discretion by returning any sponsorship fees paid by such sponsor for the same.

In the event of force majeure making it impossible or impractical for the Event to be held, BNVBIE / ANBPPI shall be excused from performance of its contract with the sponsor and shall return any sponsorship fees that would already have been paid by the latter.

For the purposes of the Terms and Conditions, force majeure is defined as an event of an insurmountable and irresistible nature, resulting from an event beyond the control of the parties, consisting of an event or series of events of, for example, a climatic, pandemic, bacteriological, military, political or diplomatic nature. For the sake of clarity, and insofar as necessary, it is specified that the adoption of sanitary measures in the context of the fight against COVID19 that would have the effect of preventing the holding of the Event would be considered a case of force majeure.

MISCELLANEOUS

These Terms and Conditions, including their validity, interpretation, performance, signing and the settlement of disputes relating to and/or arising out of them, will be governed by, construed and enforced in accordance with the laws of Belgium, without regard to any application of the same that would result in the laws of any other jurisdiction applying, and both BNVBIE / ANBPPI and the sponsor hereby submit to the exclusive jurisdiction of the courts of Brussels.

In the event of any inconsistency between these Terms and Conditions and the sponsor's registration or any other communication or correspondence with the sponsor concerning the Event, these Terms and Conditions shall prevail.

These Terms and Conditions may be modified only in writing by BNVBIE / ANBPPI.

If any court of competent jurisdiction holds that one or more provisions of these Terms and Conditions is invalid, unenforceable, or void, then that ruling will not affect any other provisions of these Terms and Conditions, and all other provisions will remain in full force and effect.

The sponsor represents and warrants that it has the requisite authority to accept these Terms and Conditions and to perform the duties hereunder, that the individual signing below has all requisite authority and approvals to do so and to bind its organisation, and that it has done and will do all things necessary so that these Terms and Conditions will be valid, binding and legally enforceable upon its organisation.

Signature:

Print Name:

Title:

On behalf of:

Date:

For any further information, please contact: aippi@arnold-siedsma.be.