



2022 SPONSORSHIP BROCHURE



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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 over 8000 members worldwide from 131 countries.

www.aippi.org

The annual AIPPI World Congress is the one moment in the year when members from all around the world come together to discuss hot topics in Intellectual Property.

The Congress comprises four main components:

- substantive legal work for harmonization programme
- professional development component
- management of the association
- networking opportunities

The Congress schedule follows the same general structure from year to year.

For more information regarding what happens during the annual Congress, please visit our website www.aippi.org/about-the-aippi-world-congress/

Benefits for Sponsors

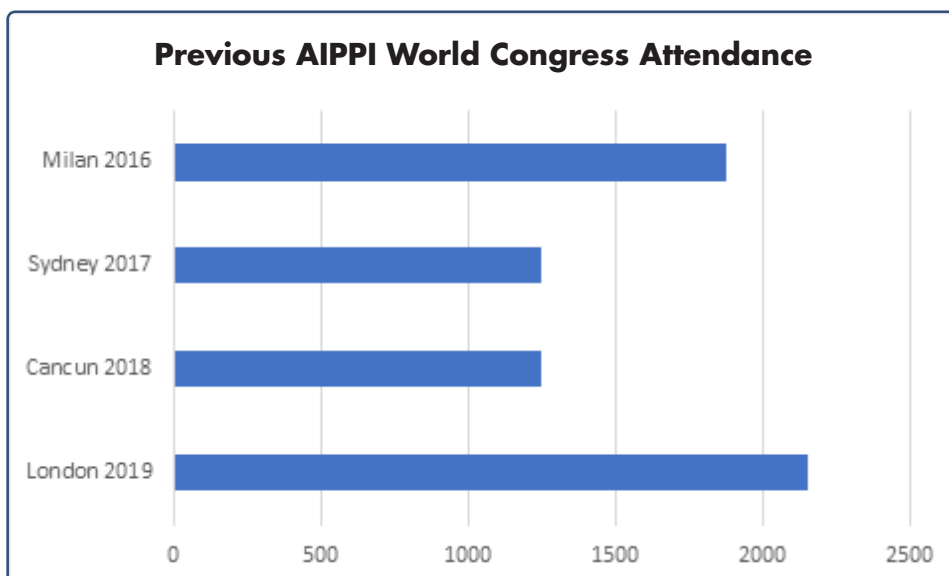
In addition to the individual package details, all sponsors also receive the following online promotion:

- 2022 AIPPI World Congress sponsor listing on the event website
- Company logo displayed on the official AIPPI website
- All our sponsors will be named in promotional material about the event
- Use of Congress logo until the end of September 2022
- Official AIPPI Sponsor marketing package which includes social media templates and email signature banners

Don't See What You Want?

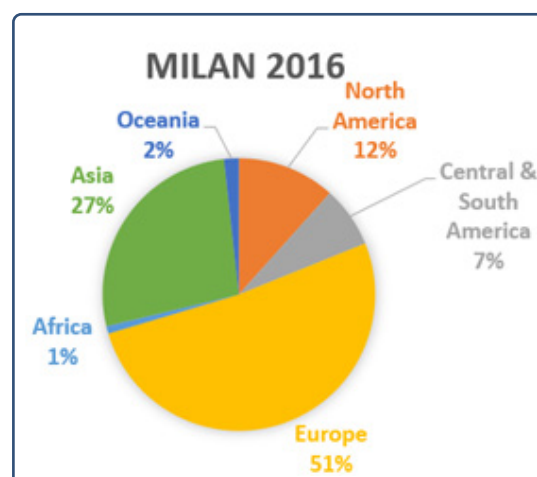
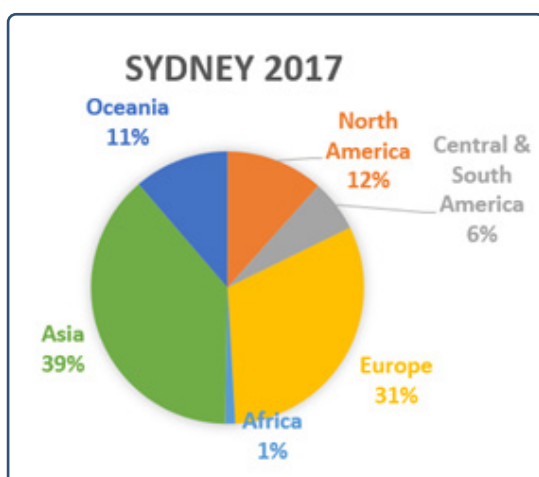
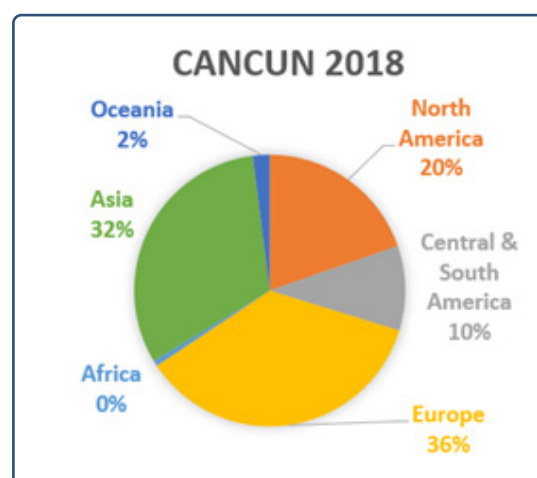
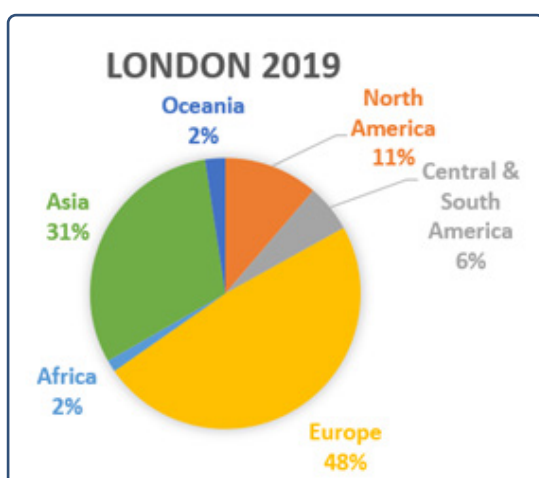
A variety of sponsorship packages and partnership opportunities are available. Should the following options not meet your needs or budget, there is also an opportunity to create a personally tailored package.

Past Congress Figures



*AIPPI World Congress for 2020 and 2021 were virtual due to Covid-19 restrictions.

Participation by Continent



Sponsor Testimonials from 2021



CCPIT Trademark and Patent Office

CCPIT PATENT & TRADEMARK
LAW OFFICE

The AIPPI World Congress is a must-attend event for anyone in the IP circle. It provides a remarkable platform for global IP professionals to exchange ideas and to share best practices. CCPIT is proud of being a partner of AIPPI and will continue to strengthen the cooperation.

DEACONS 的近律師行

Deacons

The Deacons team was very happy to once again partner with AIPPI this year. This year's virtual Congress was very well-designed and executed with easy-to-use chat and meeting scheduling functions. The networking lounge with the group video chat feature was a highlight as it enabled us to seamlessly engage with other IP industry professionals from around the world. AIPPI's virtual platform is one of the most intuitive and easy-to-use platforms that we have recently come across.



Zuykov and Partners

We have been a sponsor of the AIPPI World Congress for several years, and we strongly believe that this event is a unique opportunity to discover what are current trends in the global IP industry as well as to expand our brand coverage.

AIPPI World Congress is the premier event for intellectual property experts and patent professionals. Sponsoring the AIPPI World Congress was very impactful and helped to put our company in front of over a thousand industry specialists. The event was thoughtfully managed and organized in detail for both online and offline formats. We really value our partnership, and we look forward to supporting Congress again in 2022!



GOLDEN GATEWAY TO INNOVATION

2022 AIPPI World Congress San Francisco

2022 CONGRESS SPONSORSHIP PROSPECTUS



2022 AIPPI World Congress Sponsorship Opportunities

Sponsorship Packages

Explanation of item is detailed on page 12 onwards

Major Sponsorships	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Availability	Five (5)	Multiple	Multiple
Complimentary Congress Registrations*	Six (6)	Four (4)	Two (2)
Promotional Flyer in Congress Bag (A4)	✓	✓	✓
Logo on main Sponsors' board	Large	Medium	Regular
Logo Size	Large	Medium	Regular
Push Notification or Sponsored Post on Congress App	Two (2)	One (1)	–
Acknowledgement in the Opening Ceremony	✓	✓	
Exhibition Booth	Double Booth	Double Booth	Single Booth
Coffee Break (1)	✓	-	-
Discount on Additional Sponsorship Packages	20%	10%	5%
Price (USD) Excl. VAT	USD 35,000	USD 25,000	USD 20,000



Brand Positioning Sponsorships	Availability	Price (USD)	Privilege
Congress Bags	Exclusive	USD 35,000	Logo on item
Congress Lanyards	Exclusive	SOLD OUT	Logo on item
AV/Technology Sponsor	Exclusive	SOLD OUT	Logo on item
Transportation Sponsor	Multiple	USD 25,000	Logo on shuttle buses
Beverage Sponsor	Multiple	USD 25,000	Logo on the menu cards for the relevant events
Power Bank	Exclusive	USD 30,000	Logo on item
Reusable Water Bottle	Exclusive	USD 20,000	Logo on item
Congress Wi-Fi	Exclusive	SOLD OUT	Logo on item
Umbrella	Exclusive	SOLD OUT	Logo on item
Congress Notebook	Exclusive	SOLD OUT	Logo on item
Congress Pens	Exclusive	USD 12,000	Logo on item
Congress Mini Programme	Exclusive	USD 12,000	Logo on item
Banner	Multiple	USD 8,000	Logo on a banner in the Congress venue
Running Kit	Exclusive	SOLD OUT	Logo on item
Push Notification or Sponsored Post on Congress App	Multiple	USD 2,500	
Bag Insert	Limited	SOLD OUT	



Business Networking Sponsorships	Availability	Price (USD)	Privilege
Women in AIPPI	Exclusive	SOLD OUT	Logo put up in the venue
Young AIPPI Forum	Exclusive	USD 12,000	Logo put up in the venue; publicity video played at the beginning of the event max. 2 minutes
Lunch Session with Keynote Speaker(s)	Three (3)	USD 9,000/ per day	1 roll up banner by the door; logo to be displayed
Networking Lunches	Three (3)	USD 8,000/ per day	1 roll up banner by the door; logo to be displayed
Closing Dinner – Sponsored Table	Multiple	USD 5,000 / per table	Table of 10 at the Closing Dinner
Coffee breaks	Multiple	USD 4,000/ per day	Logo displayed during coffee breaks
Exhibition	Availability	Price (USD)	
Double Booth - 18m ²	Limited	USD 12,000	
Standard Booth - 9m ²	Limited	USD 6,000	
Booth space without structure – 9m ²	Limited	USD 5,000	
Networking Lounge at the Exhibition Area	Limited	USD 2,500 / USD 5,000	
Hospitality Suite – 4 days	Multiple	USD 10,000	
Hospitality Suite – 3 days	Multiple	USD 9,500	
Hospitality Suite – 2 days	Multiple	USD 7,500	
Hospitality Suite – 1 day	Multiple	USD 4,500	



Standard Sponsorship Entitlements

Acknowledgement Entitlements

All 2022 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 September 2022. 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.

Deadlines	
July 3, 2022	Order Form Due
July 17, 2022	Payment Due
July 24, 2022	Print Deadline



Major Sponsorship

Platinum Sponsor

USD 35,000

Limited to 5

- Standard sponsorship entitlements outlined on [page 9](#)
- *Largest* logo displayed on relevant Congress materials
- Six (6) complimentary Congress registrations inclusive of all ticketed/social events
- 20% 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
- One (1) Coffee break – logo to be displayed exclusively during one (1) coffee break. Coffee break allocation will be assigned on a first, come, first served basis
- Double Booth - 18m²

Gold Sponsor

USD 25,000

Multiple

- Standard sponsorship entitlements outlined on [page 9](#)
- *Medium* logo displayed on relevant Congress materials
- Four (4) 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

USD 20,000

Multiple

- Standard sponsorship entitlements outlined on [page 9](#)
- *Regular* logo displayed on relevant Congress materials
- Two (2) 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

USD 35,000

Exclusive

- Standard sponsorship entitlements outlined on [page 9](#)
- Logo to appear on/in the bag alongside the 2022 AIPPI logo. *AIPPI reserves the right to source and select the bag.*
- Congress bag is provided to all participants

Congress Lanyards

SOLD OUT

Exclusive

- Standard sponsorship entitlements outlined on [page 9](#)
- Sponsor logo to appear on the lanyards alongside the 2022 AIPPI logo
- Item is provided to all participants

AV/Technology Sponsor

SOLD OUT

Exclusive

- Standard sponsorship entitlements outlined on [page 9](#)
- Sponsor logo and acknowledgement as Technology Sponsor on-screen prior to each session alongside the 2022 AIPPI logo

Transportation Sponsor

USD 25,000

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

USD 25,000

Multiple

- Standard sponsorship entitlements outlined on [page 9](#)
- Sponsor logo on the menu cards for the relevant events

Power Bank

USD 30,000

Exclusive

- Portable charger for phones and tablets
- Standard sponsorship entitlements outlined on [page 9](#)
- Sponsor logo visible on items alongside the 2022 AIPPI logo
- Item will be placed in Congress bags, provided to all participants

Reusable Water Bottles

USD 20,000

Exclusive

- Standard sponsorship entitlements outlined on [page 9](#)
- Sponsor logo visible on item alongside the 2022 AIPPI logo
- Item will be placed in Congress bags, provided to all participants

Congress Wi-Fi

SOLD OUT

Exclusive

- Standard sponsorship entitlements outlined on [page 9](#)
- Sponsor logo on opening screen alongside the 2022 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

Umbrella

SOLD OUT

Exclusive

- Standard sponsorship entitlements outlined on [page 9](#)
- Sponsor logo visible on item packaging alongside the 2022 AIPPI logo
- Provided to all participants

Congress Notebook

SOLD OUT

Exclusive

- Standard sponsorship entitlements outlined on [page 9](#)
- Sponsor logo to appear on all notepads alongside the 2022 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

USD 12,000

Exclusive

- Standard sponsorship entitlements outlined on [page 9](#)
- Sponsor logo to appear on all pens alongside the 2022 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

USD 12,000

Exclusive

- Standard sponsorship entitlements outlined on [page 9](#)
- Sponsor logo to appear at the front page of the 2022 AIPPI Mini Programme
- Item is provided to all participants

Banner

USD 8,000

Multiple

- Standard sponsorship entitlements outlined on [page 9](#)
- Sponsor logo visible on banners that will be displayed at the official Congress Venue

Running Kit

SOLD OUT

Exclusive

- Standard sponsorship entitlements outlined on [page 9](#)
- Includes Running T-shirt and Short
- Sponsor logo visible on items alongside the 2022 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

USD 2,500

Multiple

- Standard sponsorship entitlements outlined on [page 9](#)
- One (1) Push notification or sponsored post on Congress App

Bag Insert

SOLD OUT

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

SOLD OUT

Exclusive

- Standard sponsorship entitlements outlined on [page 9](#)
- Sponsor logo exclusively visible in the Women in AIPPI

Young AIPPI Forum

USD 12,000

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

Lunch Sessions with keynote speaker(s) USD 9,000 Per Lunch (per day)

Three (3)

- Standard sponsorship entitlements outlined on [page 9](#)
- Sponsor logo to be displayed
- 1 roll up banner on stage

Networking Lunches

USD 8,000 Per Lunch (per day)

Three (3)

- 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)

Closing Dinner – Sponsored Table

USD 5,000 (per table)

- Sponsor will receive a table for 10 people at the Closing Dinner and can invite guests of their choice to join them. Please note at least one person at the table must be registered for the Congress.

Coffee Break

USD 4,000 (per day)

Three (3)

- Standard sponsorship entitlements outlined on [page 9](#)
- Sponsor logo displayed during coffee break

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.

The exhibition will be open during the official Congress hours (September 10 – 13, 2022) and we encourage exhibitors to be available during the core Congress hours.

- Core Congress Hours: 09:00 – 17:30

Exhibition Packages

Double Booth - 18m²

USD 12,000

- 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 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

**Note exact inclusions may differ slightly*

Standard Booth - 9m²

USD 6,000

- 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

**Note exact inclusions may differ slightly*

Booth space without structure - 9m²

USD 5,000

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)

Networking Lounge at the Exhibition area **Small - USD 2,500 (per day)**
Large - USD 5,000 (per day)

- The sponsored Networking Lounge will be situated within the exhibition space and will allow sponsors to network and meet with participants at the Congress.
- Small space is approximately 9m², large space is approximately 18m². Any required furniture and catering will need to be arranged by the sponsor with the venue.

Preliminary Exhibition Timetable	
Friday, September 9, 2022	08.00 – 18.00 Booth Construction
Saturday, September 10, 2022	08.00 – 18.00 Exhibitor Move-In and Set-Up 20:30 – Opening of Exhibition Area during the Welcome Reception
Wednesday, September 14, 2022	16.00 Exhibition Close 16.00 – 18.00 Exhibitor Move-Out 18.00 Booth Dismantling
<i>*Exact dates and times may change</i>	



Hospitality Suites

The Hospitality Suite Sponsorship allows you to utilise a meeting room at the venue of the 2022 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) | USD 10,000 |
| • 3 day hospitality suite (includes 2 x three day passes) | USD 9,500 |
| • 2 day hospitality suite (includes 2 x two day passes) | USD 7,500 |
| • 1 day hospitality suite (includes 2 x one day passes) | USD 4,500 |

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 (September 10 – 13, 2022). Allocation will be made on a first come, first served basis, and will only be confirmed with the return of the signed order form.

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 application forms should be received no later than **July 3, 2022**.

- Company name _____
- Contact Person _____
- Address _____
- Phone Number _____
- Email Address _____

Major Sponsorships		Price (USD)
Platinum	<input type="checkbox"/>	35,000
Gold	<input type="checkbox"/>	25,000
Silver	<input type="checkbox"/>	20,000
Brand Positioning Sponsorships		Price (USD)
Congress Bags	<input type="checkbox"/>	35,000
Congress Lanyards	<input type="checkbox"/>	SOLD OUT
AV/Technology Sponsor	<input type="checkbox"/>	SOLD OUT
Transportation Sponsor	<input type="checkbox"/>	25,000
Beverage Sponsor	<input type="checkbox"/>	25,000
Power Bank	<input type="checkbox"/>	30,000
Reusable Water Bottle	<input type="checkbox"/>	20,000
Congress Notepads	<input type="checkbox"/>	10,000
Congress Wi-Fi	<input type="checkbox"/>	SOLD OUT
Umbrella	<input type="checkbox"/>	SOLD OUT
Congress Notebook	<input type="checkbox"/>	SOLD OUT
Congress Pen	<input type="checkbox"/>	12,000
Congress Mini Programme	<input type="checkbox"/>	12,000
Banner	<input type="checkbox"/>	8,000
Running Kit	<input type="checkbox"/>	SOLD OUT
Push Notification	<input type="checkbox"/>	2,500
Bag Insert	<input type="checkbox"/>	SOLD OUT

Business Networking Sponsorships		Price (USD)
Women in AIPPI	<input type="checkbox"/>	SOLD OUT
Young AIPPI Forum	<input type="checkbox"/>	12,000
Lunch Sessions with keynote speaker(s)	<input type="checkbox"/>	9,000 / each
Networking Lunches	<input type="checkbox"/>	8,000 / each
Closing Dinner – Sponsored Table	<input type="checkbox"/>	5,000 / each
Coffee Breaks	<input type="checkbox"/>	4,000 / day
Exhibition		Price (USD)
Double Booth - 18m ²	<input type="checkbox"/>	12,000
Standard Booth – 9m ²	<input type="checkbox"/>	6,000
Booth Space without Structure - 9m ²	<input type="checkbox"/>	5,000
Hospitality Suite – 4 Days	<input type="checkbox"/>	10,000
Hospitality Suite – 3 Days	<input type="checkbox"/>	9,500
Hospitality Suite – 2 Days	<input type="checkbox"/>	7,500
Hospitality Suite – 1 Day	<input type="checkbox"/>	4,500
Networking Lounge at the Exhibition area - Small	<input type="checkbox"/>	2,500 / day
Networking Lounge at the Exhibition area - Large	<input type="checkbox"/>	5,000 / day

Total Amount (USD) _____

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

- Card Number (Visa or MasterCard only) _____
- Expiration Date _____
- Security Code _____
- Name on Card _____
- Name and Position _____
- Signature and Date _____

Terms and Conditions

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 58 80
AIPPI General Secretariat
Toedistrasse 16, 8002 Zurich, Switzerland

Payment conditions

All payments must be made in US Dollars (USD). 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 (be email) to:

Ms. Michelle Schaerer
Email: events@aippi.org
Phone: +41 44 280 58 80
AIPPI General Secretariat
Toedistrasse 16, 8002 Zurich, Switzerland

Cancellations made up to July 31, 2022: 50% of the total cost per item will be retained.
Cancellations on or after August 1, 2022: no refund possible

Deadline

All sponsorship items must be confirmed by, August 15, 2022.



AIPPI

AIPPI General Secretariat

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Tel: +41 44 280 58 80

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