

AMERICAN BAR ASSOCIATION
SECTION OF INTELLECTUAL PROPERTY LAW
21st Annual Intellectual Property Law Conference

April 6-8, 2006
Crystal Gateway Marriott Hotel, Arlington, VA

Sponsorship Opportunities

Conference Sponsorships

GOLD SPONSOR

Sponsor Benefits:

- Sponsor logo/acknowledgement in printed program - top billing. One-page monochrome ad in the printed program (3.5" x 8.5")
- Sponsor acknowledgement signage in the main registration hall throughout the conference - top billing.
- If the Sponsor has committed prior to December 9, 2005, sponsor logo/acknowledgement in the printed brochure - top billing.
- Sponsor's logo/acknowledgement on Section website page for the Conference, with link to the Sponsor's website - top billing.
- Five (5) complimentary registrations to the Conference which includes admission to the evening receptions, and all luncheons.
- Sponsor tabletop exhibit space within main registration area of the conference for the full duration of the conference.

GOLD SPONSOR: \$15,000.

SILVER SPONSOR

(currently one silver sponsor has signed up)

Sponsor Benefits:

- Sponsor logo/acknowledgement in printed program - top billing. Half-page monochrome ad in the printed program. (1/2 of 3.5" x 8.5" page)
- Sponsor acknowledgement signage in the main registration hall throughout the conference - top billing.
- If the Sponsor has committed prior to December 9, 2005, sponsor logo/acknowledgement in the printed brochure - top billing.
- Sponsor's logo/acknowledgement on Section website page for the Conference, with link to the Sponsor's website - top billing.
- Two (2) complimentary registrations to the Conference which includes admission to the evening receptions, and all luncheons.
- Sponsor tabletop exhibit space within main registration area of the conference for the full duration of the conference.

SILVER SPONSOR: \$7,500.



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Event and Other Sponsorships

Thursday Luncheon

Thursday, April 6, 2006
12:00 p.m. – 1:30 p.m.
Expected attendance: 200
with Honored Guest Speaker,
Tommy Warlick, Assistant General Counsel,
NASCAR

Sponsor Benefits:

- Sponsor logo/acknowledgement in printed program.
- Sponsor acknowledgement signage outside of luncheon hall.
- If the Sponsor has committed prior to December 9, 2005, sponsor logo/acknowledgement in the printed brochure.
- Sponsor's logo/acknowledgement on Section website page for the Conference, with link to the Sponsor's website.
- Two (2) complimentary registrations to the full conference.
- Five (5) complimentary luncheon tickets to the event sponsored.
- Sponsor tabletop exhibit space within main registration area of the conference for the full duration of the conference.

Sponsorship Level: \$7,500.

Friday Luncheon

Friday, April 7, 2006
12:00 p.m. – 1:30 p.m.
Expected attendance: 200
with Honored Guest Speaker,
Oliver Mitchell, Chairman, Dealer Policy Board,
Ford Motor Company

Sponsor Benefits:

- Sponsor logo/acknowledgement in printed program.
- Sponsor acknowledgement signage outside of luncheon hall.
- If the Sponsor has committed prior to December 9, 2005, sponsor logo/acknowledgement in the printed brochure.
- Sponsor's logo/acknowledgement on Section website page for the Conference, with link to the Sponsor's website.
- Two (2) complimentary registrations to the full conference.
- Five (5) complimentary luncheon tickets to the event sponsored.
- Sponsor tabletop exhibit space within main registration area of the conference for the full duration of the conference.

Sponsorship Level: \$7,500.



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~~Full Day of Coffee Breaks for All~~

~~Thursday, April 6, 2006~~

~~Morning registration period (approximately 7:00-9:00 a.m.)~~

~~Mid-morning 15-minute coffee break in two locations.~~

~~Mid-afternoon 15-minute coffee break in two locations.~~

~~Expected Attendance: 500, in a flow.~~

~~Morning registration features continental breakfast.~~

- ~~• Sponsor logo/acknowledgement in printed program.~~
- ~~• Sponsor acknowledgement signage in Conference registration area.~~
- ~~• If the Sponsor has committed prior to December 9, 2005, sponsor logo/acknowledgement in the printed brochure.~~
- ~~• Sponsor's logo/acknowledgement on Section website page for the Conference, with link to the Sponsor's website.~~
- ~~• One (1) complimentary registration to the full conference.~~
- ~~• Sponsor tabletop exhibit space within main registration area of the conference for the full duration of the conference.~~

~~*Sponsorship Level: \$5,000.*~~

~~Full Day of Coffee Breaks for All~~

~~Friday, April 7, 2006~~

~~Morning registration period (approximately 7:00-9:00 a.m.)~~

~~Mid-morning 15-minute coffee break in two locations.~~

~~Mid-afternoon 15-minute coffee break in two locations.~~

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~~Morning registration features continental breakfast.~~

- ~~• Sponsor logo/acknowledgement in printed program.~~
- ~~• Sponsor acknowledgement signage in Conference registration area.~~
- ~~• If the Sponsor has committed prior to December 9, 2005, sponsor logo/acknowledgement in the printed brochure.~~
- ~~• Sponsor's logo/acknowledgement on Section website page for the Conference, with link to the Sponsor's website.~~
- ~~• One (1) complimentary registration to the full conference.~~
- ~~• Sponsor tabletop exhibit space within main registration area of the conference for the full duration of the conference.~~

~~*Sponsorship Level: \$5,000.*~~



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Thursday Reception

Thursday, April 6, 2006

5:30 p.m. – 8:00 p.m.

Expected Attendance: 250+

Heavy hors d'oeuvres and hosted cocktails.

Open to all registrants and speakers in attendance at the Conference. Immediately follows the first day's programming.

Sponsor Benefits:

- Sponsor logo/acknowledgement in printed program.
- Sponsor acknowledgement signage in reception room, and in Conference registration area.
- If the Sponsor has committed prior to December 9, 2005, sponsor logo/acknowledgement in the printed brochure.
- Sponsor's logo/acknowledgement on Section website page for the Conference, with link to the Sponsor's website.
- Two (2) complimentary registrations to the full conference.
- Fifteen (15) complimentary passes to the reception for members of the Sponsor's firm.
- Sponsor tabletop exhibit space within main registration area of the conference for the full duration of the conference.
- Sponsor tabletop exhibit space in the foyer outside the reception, during the reception.

Sponsorship Level: \$15,000 for exclusive sponsorship.

Or, shared sponsorship with several firms, \$5,000 each.

Friday Cocktail Reception

Friday, April 7, 2006

5:00 p.m. – 6:30 p.m.

Expected Attendance: 150

hosted cocktails, light hors d'oeuvres

Open to all registrants and speakers in attendance at the Conference.

Sponsor Benefits:

- Sponsor logo/acknowledgement in printed program.
- Sponsor acknowledgement signage in reception room, and in Conference registration area.
- If the Sponsor has committed prior to December 9, 2005, sponsor logo/acknowledgement in the printed brochure.
- Sponsor's logo/acknowledgement on Section website page for the Conference, with link to the Sponsor's website.
- Sponsor tabletop exhibit space within main registration area of the conference for the full duration of the conference.

Sponsorship Level: \$2,500



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CD-ROM Sponsorship

600 copies

This is an opportunity to sponsor the course materials for the educational programming at the conference, which are produced on CD-ROM. This CD-ROM is provided to all registrants, and sold to other individuals unable to attend the conference.

Sponsor Benefits:

- Sponsor logo/acknowledgement on CD-ROM and CD-ROM sleeve.
- Sponsor logo/acknowledgement in printed program.
- Sponsor acknowledgement signage in Conference registration area.
- If the Sponsor has committed prior to December 9, 2005, sponsor logo/acknowledgement in the printed brochure.
- Sponsor's logo/acknowledgement on Section website page for the Conference, with link to the Sponsor's website.
- Two (2) complimentary registrations to the full conference (ticketed events are an extra cost).
- Sponsor tabletop exhibit space within main registration area of the conference for the full duration of the conference.

Sponsorship Level: \$7,500.

Cyber Café sponsorship

The Cyber Café will host several computer kiosks and high-speed laser printers. These will be available throughout the conference for attendees to print out hard copies from their course materials CD-ROMs, check their e-mail, or surf the Internet. The Cyber Café has been very popular during our past several conferences, and gets heavy, continuous usage.

Sponsor Benefits:

- Sponsor acknowledgement/logo signage at the Cyber Café.
- Sponsor logo on the computer screen savers
- Sponsor logo/acknowledgement in printed program.
- Sponsor acknowledgement signage in Conference registration area.
- If the Sponsor has committed prior to December 9, 2005, sponsor logo/acknowledgement in the printed brochure.
- Sponsor's logo/acknowledgement on Section website page for the Conference, with link to the Sponsor's website.
- Two (2) complimentary registrations to the Conference (ticketed events are an extra cost).
- Sponsor tabletop exhibit space within main registration area of the conference for the full duration of the conference.

Sponsorship Level: \$7,500.



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The Annual Intellectual Property Law Conference of the ABA Section of Intellectual Property Law— now in its 21st year— is a gathering of the foremost authorities covering the most current topics in IP law. Recognized for its national and international scope and preeminent programming, the conference attracts approximately 500-600 annually.

To meet the needs of IP practitioners, this year's conference contains two and one-half days of programming featuring prominent speakers that include in-house counsel, private practitioners, academics, the federal judiciary and government agency officials.

The ABA Section of Intellectual Property Law stands as the rigorous and innovative voice of intellectual property law. We are the premier source for understanding current and emerging issues of intellectual property law.

If you are interested in sponsorship at the 21st Annual Intellectual Property Law Conference, please contact:

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