

AMERICAN BAR ASSOCIATION
SECTION OF INTELLECTUAL PROPERTY LAW
23rd Annual Intellectual Property Law Conference

April 10-12, 2008
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 7, 2008, 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: \$12,000.

SILVER SPONSOR

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 7, 2008, 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: \$6,000.



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Event and Other Sponsorships

Reception for Young Lawyers, New Members and First Time Attendees

Wednesday, April 9, 2008

5:00 p.m. – 6:30 p.m.

Expected attendance: 150

Light hors d'oeuvres and cocktails

Sponsor Benefits:

- Sponsor logo/acknowledgement in printed program.
- Sponsor acknowledgement signage in reception area.
- If the Sponsor has committed prior to December 7, 2008, 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 (ticketed events are an extra cost).
- Five (5) complimentary admissions to the reception for the sponsoring firm.
- Sponsor tabletop exhibit space at the event, during the event.

Sponsorship: \$5,000.

Thursday Luncheon

with Honored Guest Speaker

Thursday, April 10, 2008

12:00 p.m. – 1:30 p.m.

Expected attendance: 200

Sponsor Benefits:

- Sponsor logo/acknowledgement in printed program.
- Sponsor acknowledgement signage outside of luncheon room.
- If the Sponsor has committed prior to December 7, 2008, 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).
- 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: \$6,000.



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Friday Luncheon

with Honored Guest Speaker
Friday, April 11, 2008
12:00 p.m. – 1:30 p.m.
Expected attendance: 200

Sponsor Benefits:

- Sponsor logo/acknowledgement in printed program.
- Sponsor acknowledgement signage outside of luncheon room.
- If the Sponsor has committed prior to December 7, 2008, 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).
- 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: \$6,000.

Full Day of Coffee Breaks for All

Thursday, April 10, 2008
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 on signage in Conference registration area.
- If the Sponsor has committed prior to December 7, 2008, 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 (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: \$6,000.



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Full Day of Coffee Breaks for All

Friday, April 11, 2008

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 on signage in Conference registration area.
- If the Sponsor has committed prior to December 7, 2008, 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 (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: \$6,000.

Reception at the U.S. Court of Appeals for the Federal Circuit

Thursday, April 10, 2008

6:30 p.m. – 8:30 p.m.

Expected Attendance: 200+

Federal Circuit judges invited

Heavy hors d'oeuvres and hosted cocktails.

Open to all registrants in attendance at the Conference. Follows the first day's programming.

Sponsor Benefits:

- Sponsor logo/acknowledgement in printed program.
- Sponsor acknowledgement signage in reception area, and in Conference registration area.
- If the Sponsor has committed prior to December 7, 2008, 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).
- Fifteen (15) complimentary passes to the reception for Sponsor's firm.
- Sponsor tabletop exhibit space within main registration area of the conference for the full duration of the conference.

Sponsorship: \$10,000



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Friday Cocktail Reception

Friday, April 11, 2008

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 7, 2008, 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 at the event, during the event.

Sponsorship: \$5,000

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 on signage in Conference registration area.
- If the Sponsor has committed prior to December 7, 2008, 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: \$7,500.



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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 on signage in Conference registration area.
- If the Sponsor has committed prior to December 7, 2008, 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 in the Cyber Café area of the conference for the full duration of the conference.

Sponsorship: \$7,500.

Imprinted Badge Holder sponsorship

600 items

An opportunity to have the sponsor's logo, along with the IPL Section logo and the name of the conference imprinted on the conference badge holder pouches. Sponsor will work with Section staff, providing staff with its logo in electronic format. Section staff will select the vendor and badge holder style. Badge holders will be given to each registrant and guest upon check in. Attendees will wear these throughout the entire conference. Holders will contain convenient pouch in which event tickets, etc. can be held, so attendees will be looking at them frequently throughout the conference as the search for their event tickets.

Sponsor Benefits:

- Sponsor logo on badge holder pouch; both sides.
- Sponsor logo/acknowledgement in printed program.
- Sponsor acknowledgement on signage in Conference registration area.
- If the Sponsor has committed prior to December 7, 2008, 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.
- *Note: No sponsor tabletop exhibit space.*

Sponsorship: \$2,500



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Women's Networking Dinner

Wednesday, April 9, 2008

7:30 p.m. – 10:00 p.m.

Expected attendance: 40

The women's networking dinner is a special gathering of the top women in the field of IP law who are present at the conference. This ticketed event is an opportunity for them to network and discuss diversity initiatives in the field of IP law. Attendees will include both law firm attorneys and corporate counsel. Though it is a small group, it is comprised of many of the decision makers in their respective firms. Sponsorship of this event, provides the sponsor with a great opportunity to promote its dedication to diversity in the-workplace.

Sponsor Benefits:

- Sponsor logo/acknowledgement in printed program.
- Sponsor acknowledgement on signage in the Conference registration area, and at the event.
- If the Sponsor has committed prior to December 7, 2008, 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 tickets to the networking dinner.
- *Note: No sponsor tabletop exhibit space.*

Sponsorship: \$4,000

Bottled Water Sponsorship

2000 bottles

An opportunity to have the sponsor's logo, along with the IPL Section logo and the name of the conference imprinted on individual 16.9 oz. plastic bottles of spring water. Sponsor will provide logo in electronic format. Section staff will provide Section logo in electronic format, and have final review over artwork. Section will make arrangements to ship water to conference. Section staff will work with hotel staff to make arrangements to have water placed out on tables in all the meeting rooms and main registration area. Attendees like to have bottled water available to grab and go— into their sessions, or as they are leaving the conference. This is a great opportunity for the sponsor to get its name in front of all the attendees in a way that is utilitarian for them.

Sponsor Benefits:

- Sponsor logo on the individual bottles of water.
- Sponsor acknowledgement in printed program.
- Sponsor acknowledgement on signage in Conference registration area.
- If the Sponsor has committed prior to December 7, 2008, Sponsor logo/ acknowledgement in the printed brochure.
- Sponsor's logo/acknowledgement on Section website Conference page, with link to the Sponsor's website.
- *Note: No sponsor tabletop exhibit space.*

Sponsorship: \$4,000.



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The Annual Intellectual Property Law Conference of the ABA Section of Intellectual Property Law— now in its 23rd 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 annually.

To meet the needs of IP practitioners, this year’s conference contains two and one-half days of comprehensive intellectual property law 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 23rd Annual Intellectual Property Law Conference, please contact:

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