

INTELLECTUAL PROPERTY INSTITUTE OF CANADA

Sponsorship Opportunities

91st Annual Meeting

OCT. 11-13, 2017

NIAGARA FALLS



IPIC's Annual Meeting is the most important IP conference in Canada. It is an opportunity for members of the IP community to learn about exciting developments in IP, to earn annual CPD and CLE credits, and to network with colleagues and fellow practitioners.

Join us in Niagara Falls and be part of an incredible conference!

Sponsorship at a Glance	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	EXHIBITING SPONSOR
Exclusive branding on delegate gift	✓				
Logo placement on cover of brochure*	✓				
Logo placement on all Annual Meeting promotion	✓				
Logo placement on on-site conference signage	✓				
Company literature displayed at registration**	✓				
Complimentary full page ad in IPIC Bulletin	✓				
Complimentary registration	1	1			1
Exclusive branding on tables during hosted event		✓			
Table-top display in networking break area					✓
Logo placement on sponsored item			✓		
Logo placement inside program brochure*	✓	✓	✓	✓	✓
Logo placement inside final program	✓	✓	✓	✓	✓
Logo placement on Annual Meeting website	✓	✓	✓	✓	✓
Logo placement on PowerPoint between sessions	✓	✓	✓	✓	✓
Mention as sponsor during opening remarks	✓	✓	✓	✓	✓
Mention of appreciation in IPIC Bulletin	✓	✓	✓	✓	✓



GENERAL SPONSORSHIP BENEFITS

Each sponsorship category includes the following visibility and benefits:

- Logo placement inside the program brochure mailed to all members*
- Logo placement inside the final program
- Logo placement on Annual Meeting website
- Mention as sponsor during the opening remarks
- Logo placement on PowerPoint presentation displayed between sessions
- Mention of appreciation in the IPIC Bulletin

SPONSORSHIP CATEGORIES & EXCLUSIVE BENEFITS

SOLD

PLATINUM SPONSOR

~~\$ 6,000~~

All general sponsorship benefits as listed plus exclusive visibility & benefits as follows:

- Exclusive branding on delegate gift
- Logo placement on all Annual Meeting promotion
- Complimentary full page ad in the IPIC Bulletin
- Company literature displayed at IPIC registration**

- Logo placement on the program brochure cover mailed to all members*
- Logo placement on on-site signage
- One (1) complimentary registration (\$1,890 value)

GOLD SPONSOR

\$ 3,000 - \$ 5,000

All general sponsorship benefits as listed plus exclusive visibility & benefits as follows:

- Exclusive branding on Mobile App***
- Exclusive branding on tables during hosted event****
- Sponsor's logo next to the event in the program brochure mailed to all members*
- One (1) complimentary registration (\$1,890 value)

OPTIONS

Breakfasts	\$ 3,000	SOLD
Networking Breaks	\$ 3,000	SOLD
AGM Lunch	\$ 3,200	SOLD
IP Roundtables and Lunch	\$ 3,200	SOLD
Dessert Reception	\$ 3,200	SOLD
Wednesday Wine & Dine	\$ 3,500	SOLD
Thursday Gala	\$ 3,500	SOLD
Mobile App	\$ 5,000	SOLD

SILVER SPONSOR

\$ 1,500 - \$ 2,000

All general sponsorship benefits as listed plus option of one of the following:

- Exclusive branding on 2018 Annual Meeting Promotional Gift \$ 1,500 **SOLD**
- Exclusive branding on Delegate Bag***** \$ 2,000

BRONZE SPONSOR

\$ 1,250

- All general sponsorship benefits as listed plus option of sponsoring a promotional item e.g. notepads, water bottles and more (supplied by sponsor with approval by IPIC)

EXHIBITING SPONSOR – limited availability

\$ 3,500

All general sponsorship benefits as listed plus exclusive visibility & benefits as follows:

- A table-top display in the networking break area
- One (1) complimentary registration (\$1,890 value)
- Special registration rate for all booth staff

* In order to have logo included in program brochure, please confirm participation by May 26, 2017.

** Subject to format rules and approval by IPIC

*** Exclusive to Mobile App Sponsor

**** Not applicable to Mobile App Sponsor

***** Delegate bag selected by IPIC / Sponsor responsible for cost

PROGRAM SUBJECT TO CHANGE



Photo credit: The Tourism Partnership of Niagara



IPIC INTELLECTUAL PROPERTY INSTITUTE OF CANADA

www.ipic.ca

About the Intellectual Property Institute of Canada

The Intellectual Property Institute of Canada (IPIC) is Canada's pre-eminent association of professionals who specialize in various areas of IP. Committed to the protection and promotion of IP in the Canadian economy, IPIC's objectives include ensuring high levels of knowledge, training, and ethics in Canadian IP practitioners, helping shape the developments of intellectual property laws in Canada and representing the interest of Canadian IP practitioners.

IPIC's membership consists of practitioners in law firms and agencies of all sizes, sole practitioners, in-house corporate intellectual property professionals, government personnel, and academics.

About IPIC's Annual Meeting

IPIC holds a 2-day conference each year on various subjects in IP combined with great social events. This year, we will hold our 91st meeting in Niagara Falls from October 11 to 13, 2017.

Why Sponsor?

Reaching your target audience has never been so easy! IPIC's Annual Meeting usually attracts between 200 and 250 delegates from all over Canada and abroad. Meet various IP professionals from Canada's major law firms, patent and trademark agencies, corporations, government and universities. Sponsoring this event is a great way to reach members of the IP community in Canada. Why not showcase your products and services or network with potential clients at this great event?

Interested in being a sponsor or need more information?

Contact Mériem Bougrassa, Interim Manager, Membership Services, at 613-234-0516 ext 31 or at mbougrassa@ipic.ca