

# IPIC2023



Annual Conference | Conférence annuelle  
Oct. 11 - 13, 2023 | Winnipeg, MB

## Sponsorship Opportunities

Join the leading IP conference in Canada!



[ipic.ca](http://ipic.ca)



Sponsorship at a Glance	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	EXHIBITING SPONSOR
Logo placement on all conference promotion	■				
Branding as Platinum Sponsor on conference website	■				
Pre-recorded video - exclusive to Platinum & Pre-recorded Video Sponsors	■	■			
Logo placement on on-site conference signage	■				
Exclusive branding on electronic welcome letter	■				
Company literature displayed at registration	■				
Complimentary banner ad in IP Newsbreak	3				
Complimentary full registration	1				2
Exclusive branding on tables during hosted event		■			
Logo included on conference website and app next to sponsored event/session		■			
Table-top display in networking break area	■				■
Logo placement on sponsored item		■	■		
Exclusive branding of Live Stream Sponsor during streamed sessions, on recordings and on live stream promotion		■			
Logo included on conference website	■	■	■	■	■
Logo and description included on conference app under sponsor tab	■	■	■	■	■
Logo included on IPIC sponsor banner	■	■	■	■	■
Logo included on slideshow between sessions	■	■	■	■	■
Mention as sponsor during opening remarks	■	■	■	■	■
Acknowledgment through IPIC's Twitter account*	2	1	1	1	1
Logo included in one promotional email sent to IPIC members	■	■	■	■	■

## General Benefits – for all sponsors

Each sponsorship category includes the following visibility and benefits:

- Logo included on conference website
- Logo and description included on conference app under sponsor tab
- Logo included on sponsor banner
- Logo included as part of slideshow displayed between sessions
- Mention as sponsor during opening remarks
- Acknowledgment through IPIC's Twitter account\*
- Logo included in one IPIC2023 promotional email sent to IPIC members

# Sponsorship Categories & Exclusive Benefits

## PLATINUM SPONSOR

\$ 15,000

- Exclusive branding as Platinum Sponsor on the IPIC conference website
- One 60 to 90 second video shown in between sessions (1-time viewing) (video provided by sponsor)
- Logo placement on onsite signage
- One complimentary table-top display in networking area
- Logo included on all conference promotion
- Exclusive branding on electronic welcome letter to attendees

- One complimentary registration
- Company literature displayed at IPIC registration desk<sup>1</sup>
- Three complimentary banner ads in IP Newsbreak
- Two exclusive acknowledgements through IPIC's twitter account
- Mention as "Platinum Sponsor" during opening remarks

*Plus all general benefits*

## GOLD SPONSOR

\$ 4,000 - \$ 10,000

### EVENTS

- |   |             |
|---|-------------|
| ■ Session Sponsor (session approved by IPIC)                      | \$ 4,000    |
| ■ Networking Breaks (2)   | <b>SOLD</b> |
| ■ Pre-recorded Video Sponsor                                      | \$ 5,000    |
| ■ Breakfasts (2)  | <b>SOLD</b> |
| ■ Wednesday Welcome Reception                                     | <b>SOLD</b> |
| ■ Thursday IP Roundtables & Lunch                                 | \$ 5,000    |
| ■ Thursday Evening Social Event in Support of the IPIC Foundation | <b>SOLD</b> |
| ■ WING Reception  | <b>SOLD</b> |
| ■ Friday IP Roundtables & Lunch                                   | <b>SOLD</b> |
| ■ Friday Gala   | <b>SOLD</b> |
| ■ Dessert Reception   | \$ 5,000    |

*Plus all general benefits*

- Exclusive branding on Conference App<sup>2</sup>
- Exclusive branding on tables during hosted event<sup>3</sup>
- Sponsor's logo next to the hosted event on the conference website and conference app<sup>3</sup>
- Logo included on conference website and conference app next to sponsored session<sup>5</sup>
- Session sponsor thanked by moderator<sup>5</sup>
- Exclusive branding on Delegate Folio<sup>4</sup>

### PRODUCTS

- |  |             |
|--|-------------|
| ■ Lanyards (with IPIC & sponsor logo)              | <b>SOLD</b> |
| ■ Delegate Folio (with IPIC & sponsor logo)        | \$ 6,500    |
| ■ Conference App                                   | <b>SOLD</b> |
| ■ Live Stream Sponsor                              | \$ 5,000    |
| ■ Conference Theme Gift (with IPIC & sponsor logo) | \$ 7,000    |

*Plus all general benefits*

- Exclusive branding on Lanyards<sup>4</sup>
- Exclusive branding on Conference Theme Gift<sup>4</sup>
- Exclusive branding of Live Stream Sponsor during streamed sessions, on recordings and on all Live Stream promotion
- 60 to 90 second video shown in between sessions (1-time viewing) (video provided by sponsor)<sup>6</sup>

## SILVER SPONSOR

\$ 3,000

- Exclusive branding on 2024 conference promotional gift (chosen by IPIC)
- Exclusive branding on conference pens (supplied by sponsor with approval by IPIC)

- Exclusive branding on other promotional item (supplied by sponsor with approval by IPIC)

*Plus all general benefits*

## BRONZE SPONSOR

\$ 2,000

*All general benefits* as listed on page 2.

## EXHIBITING SPONSOR – limited availability

\$ 7,000

- One table-top display in the networking break area
- Two complimentary registrations

*Plus all general benefits*

1 – Subject to format rules and approval by IPIC | 2 – Exclusive to Conference App Sponsor | 3 – Exclusive to Gold Sponsor of hosted event |  
4 – Exclusive to Gold Sponsor of Delegate Folio/Lanyards/Conference Theme Gift | 5 – Exclusive to Gold Session Sponsor | 6 – Exclusive to Pre-recorded Video Sponsor



# 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. IPIC's 1700+ members come from diverse training backgrounds, and include a range of patent agents, trademark agents, lawyers, and other subject matter experts. IPIC is the only association in Canada that represents all types of Canadian IP professionals.

IPIC's vision is to be the leading authority on intellectual property in Canada and the voice of intellectual property professionals.

IPIC's mission is to enhance members' expertise as trusted intellectual property advisors and to shape a policy and business environment that encourages the development, use, and value of intellectual property.

## Why Sponsor?

**IPIC's Annual Conference is "the" IP meeting in Canada!** It provides an opportunity for members of the IP community to learn about exciting developments in IP, earn annual CPD and CLE credits, and network with colleagues and fellow practitioners.

Reaching your target audience has never been so easy! IPIC's Annual Conference provides sponsors with the opportunity to meet with senior leaders of the IP profession face to face and in one place. The Annual Conference attracts delegates from across Canada and abroad providing the opportunity to meet various IP professionals from Canada's major law firms, patent and trademark agencies, corporations, government and universities.

Become an **IPIC2023 Sponsor** and showcase your products and services while networking with potential clients. **Join us this October in Winnipeg and be part of an incredible in-person conference!**

**Interested in becoming a sponsor or need more information?**

**Contact Kim Arial, Manager of Education & Events**

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ipic.ca

