

**INTA's 135th ANNUAL MEETING
 MAY 4 – 8, 2013
 DALLAS, TX**

Platinum Level Sponsorship

- | | |
|---|-------------------------|
| <input type="checkbox"/> City Map Sponsor (online and printed) | US \$34,000-SOLD |
| <input type="checkbox"/> Conference Bag Sponsor | US \$50,000-SOLD |
| <input type="checkbox"/> Twitter Wall Sponsor | US \$35,000 |
- Recognition as a Platinum Sponsor in the *Final Program* and on the INTA Website
 - Two (2) complimentary meeting registrations
 - One piece collateral or giveaway in the conference bag (some size and weight restrictions apply. Item subject to approval from INTA)
 - Hyperlink to your website from the INTA Website with brief company description and logo
 - Opportunity to introduce the speaker at the Unreal Campaign
 - Logo recognition on signage at registration
 - One-time use of the attendee mailing list (pre- **and** post- registration). Mailing list includes attendee name, firm name and mailing address (no email addresses)
 - Verbal acknowledgement and thank you at the Opening Ceremony & Keynote Address
 - Contact information included on the INTA Website
 - Sponsor Ribbons for all attendees from the firm

Gold Level Sponsorship

- | | |
|--|-------------------------|
| <input type="checkbox"/> Business Card Holder Sponsor | US \$15,000 |
| <input type="checkbox"/> Charging Station Sponsor | US \$15,000 |
| <input type="checkbox"/> Hand Sanitizer Sponsor | US \$15,000 |
| <input type="checkbox"/> Conference Bag Insert | US \$10,000 |
| (Multiple sponsors and some size and weight restrictions apply. Item subject to approval from INTA) | |
| <input type="checkbox"/> Conference Note Pad Sponsor | US \$25,000 |
| <input type="checkbox"/> Keycard Sponsor (Headquarter Hotel) | US \$10,000-SOLD |
| <input type="checkbox"/> Lanyard Sponsor | US \$20,000-SOLD |
| <input type="checkbox"/> Luggage Tag Sponsor | US \$15,000 |
| <input type="checkbox"/> Massage Station Sponsor | US \$13,000 |
| <input type="checkbox"/> Mouse Pad Sponsor | US \$12,000 |
| <input type="checkbox"/> Pen Sponsor | US \$12,000 |
- Recognition as a Gold Sponsor in the *Final Program* and on the INTA Website
 - One (1) complimentary meeting registration
 - Hyperlink to your website from the INTA Website with brief company description and logo

- Logo recognition on signage at registration
- One-time use of the attendee mailing list (pre- **and** post- registration). Mailing list includes attendee name, firm name and mailing address (no email addresses)
- Sponsor Ribbons for all attendees from the firm

Bronze Level Sponsorship

<input type="checkbox"/> Candy Sponsor	US \$8,000
<input type="checkbox"/> Coat Check Sponsor	US \$5,000
<input type="checkbox"/> Hospitality Sponsor	US \$8,000-SOLD
<input type="checkbox"/> Keycard Sponsor (Hotel other than headquarter)	US \$5,000
<input type="checkbox"/> Table Topic Sponsor –Breakfast	US \$3,000
<input type="checkbox"/> Table Topic Sponsor –Luncheon	US \$5,000

- Recognition as a Bronze Sponsor in the *Final Program* and on the INTA Website
- Hyperlink to your website from the INTA Website with brief company description and logo
- Logo recognition on signage at registration
- One-time use of the attendee mailing list (pre- **or** post- registration). Includes attendee name, firm name and mailing address (no email addresses)
- Sponsor Ribbons for all attendees from the firm

E-Access Sponsorship **US \$5,000 (Multiple sponsors)**

INTA attendees need to stay connected at the Annual Meeting. E-Access is located in the Exhibit Hall, and has over 80 computers for the attendees to check their e-mail, print documents and stay connected. Sponsor a pod of computers and have your firm's logo on the computer screens and signage

- Recognition as the E-Access Pavilion Sponsor in the *Final Program* and on the INTA Website
- Hyperlink to your website from the INTA Website with brief company description and logo
- Logo recognition on signage at registration and on the computer screens in your pod
- Sponsor Ribbons for all attendees from the firm

Mobile Sponsorship

Users will have an easier meeting because of you. Over 3,000 INTA attendees downloaded the app or used the mobile web version before and during the Annual Meeting in 2012 and we expect even more to use it in 2013. Your firm's logo will appear on the application and it can be linked to your website

US \$20,000 (Exclusive)

US \$5,000 (Non-Exclusive)

- Recognition as the Event Mobile Sponsor in the *Final Program* and on the INTA Website
- Hyperlink to your website from the INTA Website with brief company description and logo
- Logo recognition on the Annual Meeting mobile

- Logo recognition on signage at registration
- One-time use of the attendee mailing list (pre- **or** post- registration). Includes attendee name, firm name and mailing address (no email addresses)
- Sponsor Ribbons for all attendees from the firm

<p>In-House Practitioners Luncheon Sponsorship US \$3,500 (limited to two sponsors) - SOLD</p>

- Recognition as the In-House Practitioners Sponsor in the *Final Program* and on the INTA Website
- Hyperlink to your website from the INTA Website with brief company description and logo
- Logo recognition on signage at registration
- INTA will select the speaker; the sponsoring firm will introduce the speaker
- Two (2) representatives from the firm will be seated at a reserved table with the In-House Practitioners Committee and INTA Staff. The sponsoring firm is not allowed to actively promote their firm during the luncheon
- Option to provide gift or literature at the event (at the firm's own expense and subject to approval from INTA)
- One-time use of the attendee mailing list (pre- **or** post- registration). Includes attendee name, firm name and mailing address (no email addresses)
- Sponsor Ribbons for all attendees from the firm

<p>Online Advertising on Microsite Sponsorship US \$4,000</p>
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Advertise your product and services on the 2013 Annual Meeting microsite. Advertising space available on the microsite top visited pages: register, program, hotels, FAQs pages, etc. In 2012 there were 76,000 hits on the Annual Meeting Home page.

<p>Program At-A-Glance Sponsorship US \$8,000</p>
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- Recognition as the Schedule At-A-Glance Sponsor in the *Final Program* and on the INTA Website
- Hyperlink to your website from the INTA Website with brief company description and logo
- Logo recognition on signage at registration
- One-time use of the attendee mailing list (pre- **or** post- registration). Includes attendee name, firm name and mailing address (no email addresses)
- Sponsor Ribbons for all attendees from the firm

<p>Shuttle Bus Sponsorship US \$5,000 per day</p>
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The best way to maximize your brand in Dallas is by advertising on the shuttle buses. Thousands of attendees use the buses to travel between the convention center and hotels. Thousands more will **see your logo on the shuttles** as they move through the city. Your company logo will be displayed on all shuttle bus signage.

Sponsoring Organization will receive:

- Recognition as the Shuttle Bus Sponsor in the *Final Program* and on the INTA Website
- Hyperlink to your website from the INTA Website with brief company description and logo
- Logo recognition on signage at registration and on the shuttle bus
- One-time use of the attendee mailing list (pre- **and** post- registration). Mailing list includes attendee name, firm name and mailing address (no email addresses)
- Contact information included on the INTA Website
- Sponsor Ribbons for all attendees from the firm

TMA Brunch Sponsorship

US \$15,000 (Exclusive)

US \$2,500 (Non-Exclusive)

- Recognition as the TMA Brunch Sponsor in the *Final Program* and on the INTA Website
- Hyperlink to your website from the INTA Website with brief company description and logo
- Logo recognition on signage at registration
- Two free registrations for the TMA Brunch
- Option to provide gift or literature at the event (at the firm's own expense and subject to approval from INTA)
- One-time use of the attendee mailing list (pre- **or** post- registration). Includes attendee name, firm name and mailing address (no email addresses)
- Sponsor Ribbons for all attendees from the firm

TMA Brunch Speaker Sponsorship

US \$8,000

- Recognition as the TMA Brunch Speaker Sponsor in the *Final Program* and on the INTA Website
- Hyperlink to your website from the INTA Website with brief company description and logo
- Logo recognition on signage at registration
- INTA will select the speaker; the sponsoring firm will introduce the speaker
- Two free registrations for the TMA Brunch
- Option to provide gift or literature at the event (at the firm's own expense and subject to approval from INTA)
- One-time use of the attendee mailing list (pre- **or** post- registration). Includes attendee name, firm name and mailing address (no email addresses)
- Sponsor Ribbons for all attendees from the firm

Art Gallery Sponsorship

US \$15,000 (Exclusive)

US \$3,000 (Non-Exclusive)

- Recognition as the Art Gallery Sponsor (multiple sponsors) in the *Final Program* and on the INTA Website.
- Hyperlink to your website from the INTA Website with brief company description and logo
- Logo recognition on signage at registration
- One-time use of the attendee mailing list (pre- or post- registration). Includes attendee name, firm name and mailing address (no email addresses)
- Sponsor Ribbons for all attendees from the firm

Volunteer Service Project Sponsorship

US \$2,000 (Non-Exclusive)

- Recognition as the Volunteer Service Project Sponsor (multiple sponsors) in the *Final Program* and on the INTA Website
- Hyperlink to your website from the INTA Website with brief company description and logo
- Logo recognition on signage at Volunteer Service Project
- One free registration for the Volunteer Service Project
- One-time use of the attendee mailing list (pre- registration). Includes attendee name, firm name and mailing address (no email addresses)
- Sponsor Ribbons for all attendees from the firm

Entertainment Sponsorship at the Gala Reception

US \$15,000 (Exclusive)

US \$3,000 (Non-Exclusive)

- Recognition as the Entertainment Sponsor at the Gala Reception in the *Final Program* and on the INTA Website
- Hyperlink to your website from the INTA Website with brief company description and logo
- Logo recognition on signage at registration
- One free registration for the Gala Reception
- Option to provide a gift at the Gala Reception (at the firm's own expense and subject to approval from INTA)
- One-time use of the attendee mailing list (pre- or post- registration). Includes attendee name, firm name and mailing address (no email addresses)
- Sponsor Ribbons for all attendees from the firm

Attendee Mailing List Rental Sponsorship

US \$2,500

- One-time use of the attendee mailing list (pre- registration). Includes attendee name, firm name and mailing address (no email addresses)
- Marketing material is subject to approval from INTA

INTA-TV Sponsorship

US \$25,000 Exclusive

US \$10,000 Per Day

Your firm can be a sponsor of INTA-TV. Television crews will be capturing breaking news, industry trends, and one-on-one interviews with leaders in the profession. The video highlights will be played in the convention hotels, posted on the INTA website, emailed to the entire INTA database and distributed via social media.

- Your firm's representative will be interviewed each day
- Your banner ad will appear on the video player
- Your firm's commercial can air during the news headlines
- Your message can appear on the screen during the headlines
- Advertorial featuring your firm can be used for future marketing promotions

INTA-TV Advertorial Sponsorship

US \$5,000

INTA professional shoots and edits a commercial on the show floor featuring your firm. The video segments are hosted by a professional TV journalist and runs 2-3 minutes in length. They are distributed to the INTA database, and are available immediately for your firm's marketing use.

Guaranteed Presence on INTA-TV Sponsorship US \$2,500

Your firm's representative can be interviewed by INTA-TV reporters each day of the show. This can be your opportunity to inform the INTA attendees about your latest products and services.



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inta.org | info@inta.org

INTA's 135th ANNUAL MEETING MAY 4 – 8, 2013 • DALLAS, TX

Today's Date : _____
Organization : _____
Contact person : _____
Mailing address : _____
City : _____ State : _____ Zip Code : _____
Phone : _____ Fax : _____
Email Address : _____
Company Website/URL : _____

Payment: Check (Make check payable to International Trademark Association)
 AMEX DISCOVER MASTERCARD VISA

Total Amount: _____ **Sponsorship:** _____

Card Number : _____ Exp. Date : _____ CVV #: _____

Name of Card Holder : _____

2012 Annual Meeting Sponsor

International Trademark Association

Authorized Signature
Print Name:
Title:
Phone:
Email:

Tricia Simpson, CMP
Manager, Meetings & Conventions
Date:
Contact Name: Paula Lee, CMP
Exhibitions & Sponsorship Planner
plee@inta.org + 1- 212- 642- 1721

Sponsorship Terms: By completing, executing and returning this Application to INTA, you agree to the terms of the Sponsor Program including Rules and Regulations, Payment Schedules, Proposals and Agreements. Sponsorships are not considered secured until INTA has received full payment and countersigned this agreement.

All communications regarding sponsorship should be directed to Paula Lee, CMP
Email: plee@inta.org Direct Phone: +1-212-642-1721 Fax : +1-212-768-7796