

Attendance Justification

Young Trademark Professionals and Those New to Trademarks

2016 INTA Annual Meeting

Orlando, Florida, United States | May 21–25, 2016

INTA's Annual Meeting draws thousands of academics, brand management professionals, C-level executives, general counsel, government officials, editorial contributors, judges, trademark and other intellectual property professionals from around the world.

INTA Annual Meeting Key Facts:

- In 2015, 9,868 registrants from over 140 countries participated in the Annual Meeting.
- 1,738 registrants were first timers to the 2015 Annual Meeting.
- Close to 1,000 registrants had 6 or fewer years of experience in the field of brand management and trademarks.

Value of Registration and Attendance at INTA's 2016 Annual Meeting:

- **Gain insights on the latest in brand management and trademarks.** Over 300 customized educational offerings are available at the Annual Meeting. Sessions are designed to suit various experience levels, practice areas and industries. For smaller in-depth group discussions, over 225 Table Topics are available. For more in-depth coverage on international trademark issues, register for a 2-day course on International Trademark Law and Practice with 18 course segments. To strengthen your mediation skills, INTA also offers 2-day Advanced Mediation Training exclusively for trademark professionals.
- **Learn directly from seasoned practitioners.** An estimated 12,800+ professional interactions take place at the INTA Annual Meeting. Your participation in the Annual Meeting is the best way to gain face time with senior practitioners in the trademark community. Step up and support your organization in achieving its professional goals by attending INTA's Annual Meeting.
- **Build your own network of contacts.** An estimated 17,500+ new contacts are made collectively by Annual Meeting registrants during the INTA Annual Meeting. This is possible through numerous INTA-hosted activities, including the First Time Annual Meeting Registrant Orientation & Networking, Speed Networking, paid networking excursions, receptions and much more. Don't forget your business cards.

Back for 2016! Complimentary shuttle services are available to and from the Convention Center and INTA hotels. An INTA badge is required to take advantage of the shuttle service.

In addition to this justification toolkit, consider these [first-timer tips](#) and [listen to this interview](#) with INTA leaders on "Inspiring Young Leaders." Together these tools can help you present a strong business case to register for the 2016 INTA Annual Meeting.

| Traveling From | Roundtrip Flights: Coach Class |
|----------------|--------------------------------|
| Beijing | \$1,045 |
| New York | \$230 |
| Chicago | \$151 |
| San Francisco | \$432 |
| London | \$632 |

Hotel Costs

Be sure to book early and make your reservation using INTA's hotel block for the best hotel rates available. Visit the [Hotel and Travel page](#) for more details. You must first register for the INTA Annual Meeting before you can book a hotel in the INTA hotel block.