

Dear Member,

Re: 2017 INTA Annual Meeting – How it benefits your organization

The year 2016 was marked by continued global economic and political turmoil that had an impact on brand owners. Amidst these changes, INTA hosted its largest-ever Annual Meeting, in Orlando, Florida, attracting more than 10,100 trademark and other intellectual property professionals, brand management professionals, C-level executives, general counsel, government and IP office officials, editorial contributors, academics, and judges from close to 150 countries. As we look toward 2017, INTA is committed to delivering yet another successful Annual Meeting for registrants, sponsors, exhibitors, and prospective members.

One of INTA's four strategic priorities includes international expansion. To further advance this priority, in 2014, the INTA Board of Directors approved a rotation system that will allow the Association to host the INTA Annual Meeting outside the United States every third year. The INTA Board also agreed that the 2017 Annual Meeting would be held in Europe. Barcelona, Spain, was selected as the host city for the 139th Annual Meeting after an extensive analysis and consideration of a broad range of factors, including, for example, member experience and satisfaction; facilities sufficient to host a very large meeting; budgetary issues; and the IP and political environment.

As you and your organization plan for the New Year, we are writing to ensure that your calendar includes the [INTA Annual Meeting](#) in Barcelona, Spain, on May 20–24, 2017. Registration for the 2017 Annual Meeting represents an investment in your organization's trademark and brand management strategies. In just one place, and in less than a week, you and your colleagues can get current on the major issues facing our industry, identify and develop IP resources in multiple jurisdictions, and build peer and referral networks globally.

Extensive learning opportunities with almost 300 customized educational opportunities and 30+ INTA-hosted networking events are available to all meeting registrants. Specifically for in-house practitioners, carefully designed events are developed to facilitate learning and peer exchange, including an Anticounterfeiting Workshop, Industry Exchanges, the In-House Practitioners Workshop and Luncheon, and the In-House Practitioners Reception.

New in 2017! Two-hour Lunch and Learn sessions showcasing speakers from different walks of life and industries, who will focus on topics that go beyond IP, will be featured at the Annual Meeting. In addition, participation in INTA committees also facilitates discussions with peers, outside counsel, and other service providers and provides a platform to develop your leadership skills.

To assist you with your preparation for attendance at the 2017 INTA Annual Meeting, INTA has prepared an attendance justification toolkit consisting of

- (1) The top 12 benefits of registration for and attendance at the Annual Meeting for you and your team— “*Your INTA Annual Meeting Registration Fees at Work*”.
- (2) A sample expense worksheet, which will help you calculate the investment toward your participation in the Annual Meeting.
- (3) A sample letter to your manager seeking approval to register for and attend the 2017 Annual Meeting.

We trust that this attendance justification toolkit will assist you and your team members in making a stronger business case to register for and attend the 2017 Annual Meeting. To learn more about the 2017 Annual Meeting, visit www.inta.org/2017AM.

As the global economic landscape continues to shift, your attendance in Barcelona demonstrates strength and support for the international trademark community in 2017 and beyond.

Thank you, and we look forward to seeing you in Barcelona!

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Etienne Sanz de Acedo', written in a cursive style.

Etienne Sanz de Acedo
INTA CEO

Your INTA Annual Meeting Registration Fees at Work

Below are the top 12 benefits of registering the upcoming Annual Meeting:

1. The geographical diversity of the INTA Annual Meeting remains unparalleled. The Annual Meeting brings together more than 10,000 registrants from close to 150 countries. The varying experience levels and geographical diversity of the meeting attendees provide a depth and richness that remain unique to the INTA Annual Meeting.
2. Extensive learning opportunities with almost 300 customized educational opportunities, including 42 general educational sessions, more than 250 table topics, users group meetings with leaders from several national and regional trademark offices, a two-day Course on International Trademark Law and Practice with 18 course segments, a two-day Advanced Mediation Training, the In-House Practitioners Workshop and Luncheon, the Trademark Administrators' Brunch, and more, promise something for everyone in every segment of the trademark field or those interested and new to trademarks. These learning opportunities also provide opportunities to earn Continuing Legal Education credits in just five days!
3. You gain insights on IP strategies, best practices on budgeting, staffing and much more from peers in related or other industries which helps you benchmark for your organization. Exclusively, for in-house practitioners, carefully designed events are developed to facilitate learning and networking opportunities including an Anticounterfeiting Workshop, Industry Exchanges, the In-House Practitioners Workshop and Luncheon and the In-House Practitioners Reception.
4. You save time and money for your organization by conducting business strategy meetings at the Annual Meeting. It is estimated that thousands of in-person business strategy interactions take place during the Annual Meeting. The INTA Annual Meeting has developed a global reputation as the meeting point for brand management, trademark, and other IP professionals around the world. This, in turn, facilitates opportunities for global teams to
 - a. Connect at the Annual Meeting for face-to-face internal strategy meetings.
 - b. Conduct one-on-one meetings with existing outside counsel or audit new ones.
 - c. Host global and regional meetings for outside counsel to share your organization's developments and expected service levels.
 - d. Have face-to-face discussions to test the waters on potential settlements with opposing counsel outside the United States.
 - e. Strengthen relationships with counsel for existing licensees based outside the United States.
5. Every registrant has access to the Annual Meeting Attendee Directory and the Hospitality Area Map to make meeting arrangements well in advance of the Annual Meeting. Additionally, exclusively for in-house practitioners, INTA has designed complimentary meeting spaces within Fira Gran Via Convention Center to conduct

business meetings. This helps corporate registrants optimize their time at the Annual Meeting. Act fast, as space is limited. To learn more, visit www.inta.org/2017AM.

6. You can stay abreast of the latest discussions, publications, market research, and tools around brand management and trademark and other related rights. The INTA Annual Meeting hosts for four days one of the largest exhibitor presences in any IP-related meeting or conference. Just in 2016, there were more than 100 exhibitors, who showcased the latest publications, market research, and tools for all Annual Meeting registrants. Discovering the latest tools to manage an IP portfolio more effectively helps you and your organization save time and resources.
7. You have direct access to meet with government officials. In 2016, 120+ government officials registered for the INTA Annual Meeting. The 2017 INTA Annual Meeting will feature some government officials speaking on various panels. In addition, there will also be an open session at the IP Office Workshop and a Government Officials Reception that facilitates opportunities for various stakeholders in the trademark community to discuss how governments, INTA, and corporate members could be better partners in order to achieve mutual objectives.
8. You are in the forefront of developing brands and trademarks in key markets, including Asia, Europe, Latin America, and Africa and the Middle East. In 2017, INTA will host several region-specific receptions. This will give corporate members an opportunity to meet with service providers in growing markets to discuss both challenges and opportunities faced in these regions.
9. You can be in the forefront of efforts to effect change when dealing with your organization's most precious intangible assets. If you are part of an INTA committee, the 2017 Annual Meeting is a significant meeting for you. It marks the second-to-last in-person meeting for member volunteers serving on the 2016–2017 committee term to complete committee objectives.
10. With more than 30 official networking events, including the Sunday evening Opening Ceremony and Welcome Reception, the Grand Finale, and an array of smaller paid networking excursions, attendees are presented with a terrific opportunity to network with peers and new contacts.
11. You can book your hotel through the INTA Hotel Block, which consists of more than 120 hotel properties, conveniently located in the various Barcelona neighborhoods.
12. You will receive a complimentary pass to use on Barcelona's public transit system so that you can avoid long taxi queues and save on transportation costs.

Sample Expense Worksheet

Registration Fee (include any additional fees associated with courses or events you wish to attend)	Registration Fee includes 1. 2. 3.	\$1,075 (Member early bird)
Meeting Materials Fee (if any)	All material is available online after the Annual Meeting	\$0
Airfare	Air mileage points available to offset airfare?	\$
Lodging	Number of nights (5-6 nights); room rate; taxes	\$
Transportation Fees	Taxi/Car rental/Airport Shuttle NB. New This Year! All Annual Meeting registrants will receive complementary passes to use on Barcelona's public transit system.	\$
Mileage/Parking reimbursement	Driving to conference or to the airport for your flight?	\$
Food Per Diem	Refer to your company's policy on food per diem. INTA Annual Meeting registration includes meals provided at the Hospitality Area, committee meetings, and INTA-hosted networking receptions.	\$
Miscellaneous reimbursable expenses (e.g., tips, Internet fees, etc.)		\$
Subtotal	Costs per staff	\$
Total number of employees attending		\$
Total		\$

Sample Letter to Your Supervisor

Your Organization Logo

Date _____

Dear (Supervisor's Name) _____,

I would like to request approval to attend the 2017 INTA Annual Meeting, May 20–24, 2017, in Barcelona, Spain.

The meeting will enable me to attend a number of educational sessions that are directly applicable to my work and will allow me to network with a variety of trademark and other IP experts and colleagues from around the world. My participation will allow me the opportunity to expand my knowledge and give me tools and resources to enhance my performance at _____.

After reviewing the program brochure in detail, I have identified a listing of sessions that I feel are most relevant and would provide the most value to my professional growth at _____.

I am seeking support of my attendance to this meeting, which would include the registration fees, travel expenses, and living expenses while at the meeting. A detailed cost breakdown is attached. I anticipate the total expense to be approximately \$_____.

The opportunity for me to enhance competencies and to establish connections with trademark and other IP experts makes my attendance at the 2017 INTA Annual Meeting a very wise investment, and a benefit on both the personal and the professional level.

Thank you for considering support of my attendance at the 2017 INTA Annual Meeting.

Sincerely,