** All Sponsors will be charged 14% South African VAT **

PLATINUM SPONSORS (Exclusive)

- **Friday Networking Luncheon Sponsor – US $4,500**
  - Recognition as the Friday Networking Luncheon Sponsor in the *Final Program* and on the INTA website
  - Two (2) full registrations
  - Exclusive placement of one (1) piece of collateral or a giveaway at Friday’s Luncheon
  - Organization’s logo on signage
  - 200-word description and logo with link to the organization’s website on the online brochure
  - One-time use of the attendee mailing list (pre-registration). (Mailing list includes attendee name, organization name and mailing address) (no email addresses)
  - Sponsor ribbons for all attendees from the organization
  - Recognition at the conference as the Friday Networking Luncheon Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session, on the conference portal and in other designated areas

- **Lanyard Sponsor – US $5,000 (SOLD)**
  - Recognition as the Lanyard Sponsor in the *Final Program* and on the INTA website
  - Two (2) full registrations
  - One (1) piece of collateral or a giveaway on the marketing table
  - Organization’s logo on signage
  - 200-word description and logo with link to the organization’s website on the online brochure
  - One-time use of the attendee mailing list (pre-registration). (Mailing list includes attendee name, organization name and mailing address) (no email addresses)
  - Sponsor ribbons for all attendees from the organization
  - Recognition at the conference as the Lanyard Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session, on the conference portal and in other designated areas
Networking Reception Sponsor – US $5,000 (SOLD)

- Recognition as the Networking Reception Sponsor in the Final Program and on the INTA website
- Two (2) full registrations
- Exclusive placement of one (1) piece of collateral or a giveaway at the Networking Reception
- Organization’s logo on signage
- 200-word description and logo with link to the organization’s website on the online brochure
- One-time use of the attendee mailing list (pre-registration). (Mailing list includes attendee name, organization name and mailing address) (no email addresses)
- Sponsor ribbons for all attendees from the organization
- Recognition at the conference as the Networking Reception Sponsor in the printed Final Program, in the PowerPoint slide shown in the General Session, on the conference portal and in other designated areas

Thursday Networking Luncheon Sponsor – US $4,500

- Recognition as the Thursday Networking Luncheon Sponsor in the Final Program and on the INTA website
- Two (2) full registrations
- Exclusive placement of one (1) piece of collateral or a giveaway at Thursday’s Luncheon
- Organization’s logo on signage
- 200-word description and logo with link to the organization’s website on the online brochure
- One-time use of the attendee mailing list (pre-registration). (Mailing list includes attendee name, organization name and mailing address) (no email addresses)
- Sponsor ribbons for all attendees from the organization
- Recognition at the conference as the Thursday Networking Luncheon Sponsor in the printed Final Program, in the PowerPoint slide shown in the General Session, on the conference portal and in other designated areas

PLATINUM SPONSORS (Non-Exclusive)

Platinum Sponsorship – US $4,000

- Recognition as a Platinum Sponsor in the Final Program and on the INTA website
- Two (2) full registrations
- One (1) piece of collateral or a giveaway on the marketing table
- Organization’s logo on signage
- 200-word description and logo with link to the organization’s website on the online brochure
- One-time use of the attendee mailing list (pre-registration). (Mailing list includes attendee name, organization name and mailing address) (no email addresses)
- Sponsor ribbons for all attendees from the organization
- Recognition at the conference as a Platinum Sponsor in the printed Final Program, in the PowerPoint slide shown in the General Session, on the conference portal and in other designated areas
**GOLD SPONSORS (Exclusive)**

- **Networking Break Sponsor – US $3,000 (Thursday and Friday)**
  - Recognition as the Networking Break Sponsor in the *Final Program* and on the INTA website
  - One (1) full registration
  - Exclusive placement of one (1) piece of collateral or a giveaway at the Networking Breaks (both days of conference)
  - Organization’s logo on signage
  - 150-word description and logo with link to the organization’s website on the online brochure
  - One-time use of the attendee mailing list (pre-registration). (Mailing list includes attendee name, organization name and mailing address) (no email addresses)
  - Sponsor ribbons for all attendees from the organization
  - Recognition at the conference as the Networking Break Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session, on the conference portal and in other designated areas

- **Networking Morning Coffee Sponsor – US $3,000 (Thursday and Friday)**
  - Recognition as the Networking Morning Coffee Sponsor in the *Final Program* and on the INTA website
  - One (1) full registration
  - Exclusive placement of one (1) piece of collateral or a giveaway during Morning Coffee (both days of conference)
  - Organization’s logo on signage
  - 150-word description and logo with link to the organization’s website on the online brochure
  - One-time use of the attendee mailing list (pre-registration). (Mailing list includes attendee name, organization name and mailing address) (no email addresses)
  - Sponsor ribbons for all attendees from the organization
  - Recognition at the conference as the Networking Morning Coffee Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session, on the conference portal and in other designated areas

**GOLD SPONSORS (Non-Exclusive)**

- **Gold Sponsorship – US $2,500**
  - Recognition as a Gold Sponsor in the *Final Program* and on the INTA website
  - One (1) full registration
  - One (1) piece of collateral or a giveaway on the marketing table
  - Organization’s logo on signage
  - 150-word description and logo with link to the organization’s website on the online brochure
  - One-time use of the attendee mailing list (pre-registration). (Mailing list includes attendee name, organization name and mailing address) (no email addresses)
  - Sponsor ribbons for all attendees from the organization
  - Recognition at the conference as a Gold Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session, on the conference portal and in other designated areas
SILVER SPONSORS (Non-Exclusive)

☐ Silver Sponsorship – US $1,500

- Recognition as a Silver Sponsor in the Final Program and on the INTA website
- One (1) piece of collateral or a giveaway on the marketing table
- Organization’s logo on signage
- 75-word description and logo with link to the organization’s website on the online brochure
- Sponsor ribbons for all attendees from the organization
- Recognition at the conference as a Silver Sponsor in the printed Final Program, in the PowerPoint slide shown in the General Session, on the conference portal and in other designated areas

BRONZE SPONSORS (Non-Exclusive)

☐ Bronze Sponsorship – US $750

- Recognition as a Bronze Sponsor in the Final Program and on the INTA website
- 50-word description and logo with link to the organization’s website on the online brochure
- Sponsor ribbons for all attendees from the organization

AFFILIATED DINNER/RECEPTION HOST (Non-Exclusive)

Is your organization hosting a dinner during the conference? Becoming an Affiliated Dinner/Reception Host is a great way to let conference attendees know about your outside event.

☐ Affiliated Dinner/Reception Host – US $1,500 *

- Recognition as an Affiliated Dinner/Reception Host in the Final Program and on the INTA website
- 25-word description and logo with link to the organization’s website on the online brochure
- Recognition at the conference as an Affiliated Dinner/Reception Host in the printed Final Program, in the PowerPoint slide shown in the General Session, on the conference portal and in other designated areas
- General INTA and “Building Africa with Brands” branding provided for Affiliated Dinner/Reception Hosts to use on their own Affiliated Dinner/Reception–related marketing material and signage

* One (1) member of the host organization must be registered for the conference in order to be eligible to host an Affiliated Dinner/Reception. The Affiliated Dinner/Reception Host is solely responsible for all arrangements and costs associated with the approved Affiliated Dinner/Reception (all food/beverage, reservations, travel arrangements, etc.). Affiliated Dinner/Reception requests are subject to INTA approval.

ADVERTISING IN THE FINAL PROGRAM

☐ US $500 Half-page black-and-white ad in the Final Program (inside)
☐ US $750 Full-page black-and-white ad in the Final Program (inside)
☐ US $1,000 Full-page color ad in the Final Program (inside front cover)
☐ US $1,000 Full-page color ad in the Final Program (inside back cover)
☐ US $2,000 Full-page color ad in the Final Program (back cover)
# VAT Pricing Chart

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price</th>
<th>VAT (14%)</th>
<th>Total*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday Networking Luncheon</td>
<td>$4,500</td>
<td>$630</td>
<td>$5,130</td>
</tr>
<tr>
<td>Lanyard</td>
<td>$5,000</td>
<td>$700</td>
<td>$5,700</td>
</tr>
<tr>
<td>Networking Reception</td>
<td>$5,000</td>
<td>$700</td>
<td>$5,700</td>
</tr>
<tr>
<td>Thursday Networking Luncheon</td>
<td>$4,500</td>
<td>$630</td>
<td>$5,130</td>
</tr>
<tr>
<td>Platinum Non-Exclusive</td>
<td>$4,000</td>
<td>$560</td>
<td>$4,560</td>
</tr>
<tr>
<td>Networking Break</td>
<td>$3,000</td>
<td>$420</td>
<td>$3,420</td>
</tr>
<tr>
<td>Networking Morning Coffee</td>
<td>$3,000</td>
<td>$420</td>
<td>$3,420</td>
</tr>
<tr>
<td>Gold Non-Exclusive</td>
<td>$2,500</td>
<td>$350</td>
<td>$2,850</td>
</tr>
<tr>
<td>Silver Non-Exclusive</td>
<td>$1,500</td>
<td>$210</td>
<td>$1,710</td>
</tr>
<tr>
<td>Bronze Non-Exclusive</td>
<td>$750</td>
<td>$104</td>
<td>$854</td>
</tr>
<tr>
<td>Affiliated Dinner Host</td>
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<td>$210</td>
<td>$1,710</td>
</tr>
<tr>
<td>Half-Page Final Program</td>
<td>$500</td>
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<tr>
<td>Full-Page Final Program</td>
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<tr>
<td>Inside Front Cover Final Program</td>
<td>$1,000</td>
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</tr>
<tr>
<td>Inside Back Cover Final Program</td>
<td>$1,000</td>
<td>$140</td>
<td>$1,140</td>
</tr>
<tr>
<td>Back Cover Final Program</td>
<td>$2,000</td>
<td>$280</td>
<td>$2,280</td>
</tr>
</tbody>
</table>

* Pricing is in U.S. Dollars.
Building Africa with Brands  
Thursday, September 1 – Friday, September 2, 2016  
Cape Town, South Africa

| Organization: | __________________________________________________________ |
| Contact Person: | __________________________________________________________ |
| Title: | __________________________________________________________ |
| Mailing Address: | __________________________________________________________ |
| City: | __________________________ State: __________________________ ZIP: ________________ |
| Phone: | _______________ Fax: _______________ Website: ________________________________________________ |
| Email Address: | __________________________________________________________ |

**Payment:**  
☐ CHECK (Make check payable to International Trademark Association)  
☐ AMEX ☐ DISCOVER ☐ MASTERCARD ☐ VISA

**Amount:** ___________  
*(plus 14% VAT) = ___________*

**Sponsorship Level:** ____________________________________________

| Card Number: | __________________________ Exp. Date: __________ CVV #: __________ |
| Name of Card Holder: | __________________________________________ |

**Sponsor**  
International Trademark Association

| Authorized Signature | Ken King |
| Print Name: | Coordinator, Exhibitions & Sponsorship |
| Title: | Date |
| Phone: | |
| Email: | |

**Sponsorship Terms:** Sponsorships are not considered secured until INTA has received full payment and countersigned this agreement. All marketing collateral or giveaway material is subject to INTA approval.

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**All communications regarding sponsorship should be directed to Ken King**  
**Email:** kking@inta.org  **Direct Phone:** +1-212-642-1731  **Fax:** +1-212-768-7796