

**\*Please add 21% Spanish VAT to all pricing for all non-EU Countries.**

## Platinum Level Sponsorships

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|--|-------------------------|
| <input type="checkbox"/> City Map Sponsor                | <b>US \$37,000-SOLD</b> |
| <input type="checkbox"/> Conference Bag Sponsor          | <b>US \$55,000-SOLD</b> |
| <input type="checkbox"/> Digital Signage Sponsor         | <b>US \$50,000</b>      |
| <input type="checkbox"/> General Room Seat Cover Sponsor | <b>US \$50,000</b>      |
| <input type="checkbox"/> Wi-Fi Sponsor                   | <b>US \$50,000</b>      |

### Benefits of Platinum Level:

- Recognition as a Platinum Sponsor in the Annual Meeting mobile application and on the INTA website.
- Two (2) complimentary meeting registrations.
- One (1) promotional material in the Annual Meeting conference bag. (Some size and weight restrictions apply. Item subject to approval from INTA.)
- A hyperlink to your website on the INTA Annual Meeting website with a 150-word description and your organization's logo.
- Logo placement on signage.
- One-time use of the attendee mailing list (pre- and post-registration). Mailing list includes attendee name, organization name and mailing address (no email addresses).
- Verbal acknowledgement and thank you at the Opening Ceremony & Keynote Address.
- Platinum sponsor ribbons for all attendees from the organization.

## Gold Level Sponsorships

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| <input type="checkbox"/> Aluminum 9-LED Pocket Flashlight | <b>US \$25,000</b> |
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| <input type="checkbox"/> Car Charger Sponsor | <b>US \$20,000</b> |
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Conference Notebook (Jotter) Sponsor

US \$25,000



Custom Puzzle Cube Sponsor

US \$25,000



Ear Bud Sponsor

US \$25,000



Golf or Sport Towel Sponsor

US \$25,000



Hand Sanitizer Sponsor

US \$20,000



Highlighter Sponsor

US \$20,000



Lanyard Sponsor

US \$25,000-SOLD



Lip Balm Sponsor

US \$20,000



**Luggage Tag Sponsor**

**US \$20,000-SOLD**



**NEW- Travel Card Holder Sponsor**

**US \$20,000- \$28,000**

Travel on Barcelona public transport with a single ticket – the Hola BCN! travel card. Annual Meeting attendees will see your organization’s logo on the holder each time they use the metro.



**Mouse Pad Sponsor**

**US \$20,000**



**Pen Sponsor**

**US \$22,000-\$25,000**



**Silicon Phone Pocket Sponsor**

**US \$20,000**



**Sticky Notepad Sponsor**

**US \$22,000-SOLD**



**Wall Charger Sponsor**

**US \$25,000**



**Benefits of Gold Level:**

- Recognition as a Gold Sponsor in the Annual Meeting mobile application and on the INTA website.
- One (1) complimentary meeting registration.
- Logo on the promotional item.
- A hyperlink to your website on the INTA Annual Meeting website with a 100-word description and your organization's logo.
- Logo placement on signage.
- One-time use of the attendee mailing list (pre- and post-registration). Mailing list includes attendee name, organization name and mailing address (no email addresses).
- Gold sponsor ribbons for all attendees from the organization.

**Silver Level Sponsorships**

**Attendee Charging Station Sponsor- SOLD**  
**US \$15,000**

Technology is everywhere, and you never know when you'll need a charge. Sponsor the charging station, where the Annual Meeting attendees can charge their cell phones and smart tablets, and you can get exposure for your organization!

- Logo on charging station.

**Conference Bag Insert Sponsor**  
**US \$10,000 (non-exclusive)**

The Conference Bag Insert is a great way to get your organization's name and message out to all the Annual Meeting attendees.

- One (1) promotional material in the Annual Meeting conference bag.
- Promotional material is subject to approval from INTA. (Some size and weight restrictions apply.)

**Grand Finale Sponsor**  
**US \$20,000 (non-exclusive)**

Be seen at the largest social event of the Annual Meeting. Attracting more than 4,000+ attendees, the Grand Finale presents a unique opportunity for powerful brand

exposure. Organizations will have the opportunity to meet and greet attendees and hand out organization-sponsored collateral or giveaways as the INTA attendees enter the reception.

- Display your organization's promotional material on a table at the Grand Finale.
- Logo on cocktail napkins.

**Hospitality Sponsor**  
**US \$10,000 (per day)**

The Hospitality area is open to all Annual Meeting attendees; attendees can enjoy a complimentary continental breakfast as well as snacks and beverages throughout the day. The Hospitality area's easily accessible location in the Exhibition Hall makes it a convenient place for attendees to conduct their business meetings.

- Display your organization's promotional material on a table in the Hospitality area.

**Hotel Room Keycard Sponsor**  
**US \$10,000 (per hotel)**

- Hotel keycards printed with your organization's logo or artwork.

**Hotel Welcome Letter Sponsor**  
**US \$10,000 (per hotel)**

Be the first to greet each INTA attendee with an official "Welcome Letter," sponsored by your organization, upon the attendee's check-in at the hotel. The letter will contain your logo and a welcome message from your organization.

**NEW- Registration Confirmation Banner Sponsor**  
**US \$15,000 (3 spaces available)**  
**US \$10,000 (3 spaces available)**

As attendees confirm their registration online, your organization's brand will accompany them through a banner on the Annual Meeting's official registration confirmation. Once the attendees have completed their registration process, an email confirmation will be sent to them; included in the email will be your organization's banner advertisement.

**Internet Station Sponsor**  
**US \$15,000**

INTA attendees need to stay connected at the Annual Meeting. The Internet station provides computers that attendees may use to check email, print documents and stay connected.

- Logo placement on signage and on the computer screens.

☐ **Shoe Shine Station Sponsor**  
**US \$20,000**

Achieve branding visibility by hosting the shoe shine station at the Annual Meeting. When attendees see your organization's logo on the shoe shine station, they will associate your brand with a luxurious and pampered experience they won't soon forget.

- Display your organization's promotional material at the shoe shine station.

☐ **Shuttle Bus Sponsor**  
**US \$15,000 (non-exclusive)**

The best way to maximize your brand in Barcelona is by advertising on the shuttle buses. Thousands of attendees will use the buses to travel from the Grand Finale to their hotels.

- Your company logo will be displayed on all shuttle bus signage.

☐ **Welcome Reception Sponsor**  
**US \$15,000 (non-exclusive)**

This is a great event to sponsor and welcome attendees to the city and meeting. The Welcome Reception, attended by 4,000+ people, is a premier networking opportunity to meet and greet INTA attendees as they enter the reception. The attendees will be greeted and surrounded by your organization's logo at this fun and important event.

- Display your organization's promotional material on a table at the Welcome Reception.

**Benefits of Silver Level:**

- Recognition as a Silver Sponsor in the Annual Meeting mobile application and on the INTA website.
- A hyperlink to your website on the INTA website with a 75-word description and your organization's logo.
- One (1) complimentary meeting registration.
- Logo placement on signage.
- One-time use of the attendee mailing list (pre- and post-registration). Mailing list includes attendee name, organization name and mailing address (no email addresses).
- Silver sponsor ribbons for all attendees from the organization.

## **Bronze Level Sponsorship**

### **☐ In-House Practitioners Luncheon Sponsor US \$5,000 (non-exclusive)**

- Recognition as the In-House Practitioners Luncheon Sponsor in the Annual Meeting mobile application and on the INTA website.
- A hyperlink to your website on the INTA Annual Meeting website with a 50-word description and your organization's logo.
- Two (2) complimentary registrations for the In-House Practitioners Luncheon. The sponsoring organization is not allowed to actively promote itself during the luncheon.
- Display one (1) promotional material at the event (at the organization's own expense and subject to approval from INTA).
- Logo placement on signage.
- Bronze sponsor ribbons for all attendees from the organization.

### **☐ Mobile App Sponsor US \$8,000 (Non-Exclusive)**

Users will have an easier meeting because of you. In 2016, more than 3,000 INTA attendees downloaded the mobile app before and during the Annual Meeting, and we expect even more to use it in 2017. Your organization's logo will appear on the application, and it can be linked to your website.

- Recognition as the Mobile App Sponsor in the Annual Meeting mobile application and on the INTA website.
- A hyperlink to your website on the INTA Annual Meeting website with a 50-word description and your organization's logo.
- Logo recognition on the Annual Meeting mobile app.
- Logo placement on signage.
- Bronze sponsor ribbons for all attendees from the organization.

### **☐ Speed Networking Sponsor US \$5,000 per day**

- Recognition as the Speed Networking Sponsor in the Annual Meeting mobile application and on the INTA website.
- A hyperlink to your website on the INTA Annual Meeting website with a 50-word description and your organization's logo.
- Display your organization's promotional material at the Speed Networking area.
- Logo placement on signage.
- Bronze sponsor ribbons for all attendees from the organization.

□ **Table Topic Sponsor**  
**US \$5,000 per day**

- Recognition as the Table Topic Sponsor in the Annual Meeting mobile application and on the INTA website.
- A hyperlink to your website on the INTA Annual Meeting website with a 50-word description and your organization's logo.
- Display your organization's promotional material on a table at the Table Topic Sessions.
- Logo placement on signage.
- Bronze sponsor ribbons for all attendees from the organization.

□ **TMA Brunch Sponsor**  
**US \$3,000 (non-exclusive)**

- Recognition as the TMA Brunch Sponsor in the Annual Meeting mobile application and on the INTA website.
- A hyperlink to your website on the INTA Annual Meeting website with a 50-word description and your organization's logo.
- Two (2) complimentary registrations for the TMA Brunch.
- Display one (1) promotional material at the event (at your organization's own expense and subject to approval from INTA).
- Logo placement on signage.
- Bronze sponsor ribbons for all attendees from the organization.

□ **TMA Brunch Speaker Sponsor-SOLD**  
**US \$5,000 (Exclusive)**

- Recognition as the TMA Brunch Speaker Sponsor in the Annual Meeting mobile application and on the INTA website.
- A hyperlink to your website on the INTA Annual Meeting website with a 50-word description and your organization's logo.
- Three (3) complimentary registrations for the TMA Brunch.
- Introduce the Keynote Speaker at the TMA Brunch.
- Display one (1) promotional material at the event (at your organization's own expense and subject to approval from INTA).
- Logo placement on signage.
- Bronze sponsor ribbons for all attendees from the organization.

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|----------------------------------|
| <b>Convention Center Signage</b> |
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□ **Column Wrap Sponsor**  
**US \$20,000**

Gain the attention of the Annual Meeting attendees with custom column wraps in the Fira Gran Via.

- Sponsor's artwork on column of your choice.



- **Double Sided Banners**  
**US \$10,000 per banner**

Another great opportunity to get your message to the Annual Meeting attendees!

- Sponsor's artwork on banner located in the Fira Gran Via.



- **Illuminated Aluminum Frames**  
**US \$10,000 per frame**

Invest your marketing dollars with a single-sided advertisement on this illuminated frame at the Annual Meeting! Get your message to the Annual Meeting attendees!

- Sponsor's artwork on illuminated aluminum frame.



- **Escalator**  
**US \$15,000 (per logo) Unlimited Sponsors**

**Moving Walkway**  
**US \$10,000 (per logo) Unlimited Sponsors**

Your logo will be visible on this moving walkway or the escalator.



**Meeting Point Sponsor**  
**US \$15,000 (Per Meeting Point)**

Get noticed as attendees meet their clients and colleagues at the designated Meeting Points in the Fira Gran Via. The attendees will have an easier meeting because of you, and your organization's logo can be a beacon for a rendezvous point located in a high-traffic area of the Fira Gran Via!

- Recognition as the Meeting Point Sponsor in the Annual Meeting mobile application and on the INTA website.
- A hyperlink to your website on the INTA Annual Meeting website with a 100-word description and your organization's logo.
- Display your organization's promotional material at the designated area (at the organization's own expense and subject to approval from INTA).
- Logo placement on signage in the designated Meeting Point that you are sponsoring.
- One (1) complimentary meeting registration.
- Silver sponsor ribbons for all attendees from the organization.

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| <b>Attendee Mailing List Rental Sponsorship</b> |
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**Attendee Mailing List Rental Sponsor**  
**US \$3,500**

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



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**139<sup>th</sup> ANNUAL MEETING  
MAY 20–24, 2017  
Barcelona, Spain**

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: \_\_\_\_\_

2016 Annual Meeting Sponsor

International Trademark Association

\_\_\_\_\_  
Authorized Signature  
Print Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Phone: \_\_\_\_\_

\_\_\_\_\_  
Paula Lee, CMP  
Manager, Exhibits & Sponsorship

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**Sponsorship Terms:** Sponsorships are not considered secured until INTA has received full payment.

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