

Attendance Justification

2017 INTA Annual Meeting

May 20–24, 2017 | Barcelona, Spain

INTA's Annual Meeting returns to Europe in 2017. With changes in global politics, trade negotiations, and the growth in our global economy, the INTA Annual Meeting provides your global team a forum for connection, dialogue, and engagement on key business issues, including intellectual property and brand strategy.

Who Should Attend the 2017 Annual Meeting

In 2016, 10,000+ registrants from more than 140 countries registered for the INTA Annual Meeting in Orlando, Florida. More than 1,000 professionals from corporations, SMEs, universities, and nonprofits registered for and participated in the 2016 Annual Meeting.

Attendees include brand management professionals, C-level executives, general counsel, government officials, academics, and judges, in addition to trademark and other intellectual property professionals from around the world.

Why Barcelona Was Selected as the Host City for the 2017 Annual Meeting

There are various factors that are considered when choosing a host city for the INTA Annual Meeting:

- **Accessibility and affordability for members:** Barcelona has a world-class international airport that welcomes more than 37 million visitors annually.
- **Quality of hotels and their related amenities:** More than 120 hotel properties, conveniently located in the various Barcelona neighborhoods, have been secured to cater to registrants' needs.
- **Ability to accommodate the size and needs of our meeting:** Barcelona boasts a state-of-the-art convention center that caters for all of the INTA Annual Meeting's needs. Additionally, Barcelona is a cosmopolitan city offering plenty of unique cultural, arts, and culinary adventures for attendees. 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.
- **Membership strength in the region:** More than 7,000 INTA member representatives and prospective member representatives are based in Europe.
- **Local infrastructure:** Barcelona has an excellent public transportation network, and Annual Meeting registrants will be able to travel to the Fira Gran Via, the 2017 Annual Meeting headquarters, daily from all of the hotels in the INTA block.

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Why You Should Register for INTA's 2017 Annual Meeting

Registration gives you and your team the opportunity to:

- **Access** programs developed exclusively for in-house practitioners, including the In-House Practitioners Workshop and Luncheon, Industry Breakouts, Industry Exchanges, and the In-House Practitioners Reception.
- **Earn** CLE and CPD credits from all U.S. jurisdictions, in addition to several international law societies and accrediting organizations.
- **Explore** the Exhibition Hall, with 100+ exhibitors showcasing innovative tools and resources in the trademark field to help you and your company.
- **Network** at more than 30 INTA-hosted networking events, including the Opening Ceremony reception, regional receptions, and the Grand Finale.
- **Conduct** business meetings at exclusive meeting spaces specially designed for INTA corporate members within the Fira Gran Via Convention Center, the headquarters for the 2017 Annual Meeting.
- **Meet** with your counsel registered for the Annual Meeting face to face in one location, saving you the cost of traveling to different parts of the world to meet with them.
- **Receive** a complimentary pass to use on Barcelona's public transit system so that you can avoid long taxi queues.

Learn more about the INTA 2017 Annual Meeting at www.inta.org/2017AM.

Estimated Travel Costs to Barcelona

Traveling From	Roundtrip Flights: Coach Class*
New York City	US \$564
Beijing	US \$629
London	US \$120
Chicago	US \$1,852 (direct) - US \$778 (1 stop)
Washington	US \$792

*Flight pricing data was compiled on October 24, 2016.