



Join hundreds of trademark administrators and practitioners for three days of education and networking.

Being an official event sponsor provides your organization with the opportunity to promote your brand and services to a group of influential trademark professionals from around the world, as well as to learn about key developments in trademark law, best practices in brand protection, and other industry trends. Leave the meeting empowered to positively affect your career and your organization.

**Please direct all communications regarding TMAP sponsorship to
Lyonel Yu, Coordinator, Exhibits & Sponsorships
Email: lyu@inta.org Direct Phone: +1-212-642-1725 Fax: +1-212-768-7796**

Platinum Sponsorship (Exclusive) – US \$8,000 (SOLD)

Exclusive Benefits only for the Platinum Sponsor:

- Two registrations (\$1,750 value)
- One exhibition booth (\$1,600 value)
- One half-page color ad in the *Final Program* (\$500 value)
- Two social media posts that recognize Platinum Sponsorship
- Organization's logo on tent cards in the General Session room
- Organization's logo on signage outside the General Session room
- The exclusive right to place one promotional piece on each seat in the General Session room (subject to INTA approval, some size and weight restrictions apply).

Additional Benefits:

- Recognition before the meeting as a Platinum Sponsor on the TMAP online brochure
- Recognition during the meeting as a Platinum Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session room, on the TMAP portal, and in other designated areas
- Recognition as the Platinum Sponsor on email blasts
- 150-word description and logo with link to the organization's website on the online brochure

- Sponsor ribbons for all attendees from the organization

GOLD SPONSORS (Exclusive) SPONSOR PER CATEGORY (see sponsor levels below)
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Gold-Level Benefits:

- One registration (\$875 value)
- One half-page color ad in the *Final Program* (\$500 value)
- Recognition before the meeting as a Gold Sponsor on the TMAP online brochure
- One promotional piece on the shared marketing table (subject to INTA approval, some size and weight restrictions apply)
- Recognition during the meeting as a Gold Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session room, on the TMAP portal, and in other designated areas
- Recognition as a Gold Sponsor on email blasts
- 75-word description and logo with link to the organization's website on the online brochure
- Sponsor ribbons for all attendees from the organization

In addition to the above recognition, Gold-level sponsors receive the following per category:

Hotel Keycard Sponsorship – US \$5,000 (SOLD)

- Hotel keycards printed with your organization's logo distributed to all attendees checking into the Rosen Plaza hotel

Lanyard Sponsorship – US \$5,000 (SOLD)

- Lanyard with your organization's logo distributed to all attendees

Meeting Bag Sponsorship – US \$6,000 (SOLD)

- Meeting bag with your organization's logo distributed to all attendees
- The exclusive right to place one promotional piece in the meeting bag (subject to INTA approval, some size and weight restrictions apply)

Welcome Reception Sponsorship – US \$5,000

- Organization's logo on signage at reception location
- The exclusive right to place one promotional piece on the shared marketing table at the reception (subject to INTA approval, some size and weight restrictions apply)

Farewell Reception Sponsorship – US \$5,000

- Organization's logo on signage at reception location
- The exclusive right to place one promotional piece on the shared marketing table at the reception (subject to INTA approval, some size and weight restrictions apply)

Notepad Sponsorship – US \$5,000 (SOLD)

- Notepad with your organization's logo distributed to all attendees

Table Topic Sponsorship – US \$5,000

- Right to moderate one Table Topic per day (two days) during the meeting (topic options to be provided by INTA)
- Organization's logo on tent cards on the tables during Table Topics
- Organization's logo on signage at Table Topic location
- The exclusive right to place one promotional piece on the tables during all Table Topics (subject to INTA approval, some size and weight restrictions apply)

SILVER SPONSORS

Silver-Level Benefits:

- Recognition before the meeting as a Silver Sponsor on the TMAP online brochure
- Recognition as a Silver Sponsor on email blasts
- 75-word description and logo with link to the organization's website on the online brochure
- Sponsor ribbons for all attendees from the organization

In addition to the above recognition, Silver-level sponsors receive the following per category:

Continental Breakfast Sponsorship – US \$3,000 per day

- Thursday and/or Friday breakfast
- Organization's logo on signage at breakfast location
- The exclusive right to place one promotional piece in a designated space at the breakfast (subject to INTA approval, some size and weight restrictions apply)

Luncheon Sponsorship – US \$4,000 per day

- Thursday and/or Friday luncheon
- Organization's logo on signage at luncheon location
- The exclusive right to place one promotional piece in a designated space at the luncheon (subject to INTA approval, some size and weight restrictions apply)

Refreshment Break Sponsor – US \$3,000

- Thursday and Friday refreshment break
- Organization's logo on signage at refreshment break location
- The exclusive right to place one promotional piece in a designated space at the refreshment breaks location (subject to INTA approval, some size and weight restrictions apply)

BRONZE SPONSORS

Bronze-Level Benefits:

- Recognition before the meeting as a Bronze Sponsor on the TMAP online brochure
- Recognition as a Bronze Sponsor on email blasts
- Sponsor ribbons for all attendees from the organization

In addition to the above recognition, Bronze-level sponsors receive the following per category:

Welcome Letter Sponsorship – US \$3,000

- 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 Rosen Plaza hotel. The letter will contain your logo and a welcome message from your organization (subject to INTA approval)
- One promotional piece on the shared marketing table (subject to INTA approval, some size and weight restrictions apply)

Website Banner Sponsorship – US \$2,000

- The exclusive placement of your organization’s banner on all pages of the TMAP website
- One promotional piece on the shared marketing table

Charity Activity Sponsorship (registrants volunteer to sort and bag produce at Second Harvest Food Bank) – US \$2,000 (Non-Exclusive)

- Opportunity to leave one marketing piece per seat aboard transportation to event
- One promotional piece on the shared marketing table at TMAP (subject to INTA approval, some size and weight restrictions apply)

Room Drop Sponsorship – US \$2,000 per day

- Thursday and/or Friday room drops
- One promotional piece delivered to rooms of INTA attendees at the Rosen Plaza hotel on Thursday and/or Friday. Sponsor is responsible for the cost of promotional material (subject to INTA approval, some size and weight restrictions apply)

“We Run the World” Workout Session Sponsorship – US \$1,000 (Non-Exclusive)

- Opportunity to give out one marketing piece/giveaway per event registrant (subject to INTA approval, some size and weight restrictions apply)
- One promotional piece on the shared marketing table at TMAP (subject to INTA approval, some size and weight restrictions apply)

ADVERTISING OPPORTUNITIES –TMAP Printed Final Program
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|--------------|---|
| • US \$500 | Half-page color ad in the <i>Final Program</i> (inside) |
| • US \$750 | Full-page color ad in the <i>Final Program</i> (inside) |
| • US \$1,000 | Half-page color ad in the <i>Final Program</i> (top; inside back cover) |
| • US \$1,000 | Half-page color ad in the <i>Final Program</i> (bottom; inside back cover) |
| • US \$1,250 | Half-page color ad in the <i>Final Program</i> (top; inside front cover) |
| • US \$1,250 | Half-page color ad in the <i>Final Program</i> (bottom; inside front cover) |
| • US \$1,500 | Half-page color ad in the <i>Final Program</i> (top; back cover) |
| • US \$1,500 | Half-page color ad in the <i>Final Program</i> (bottom; back cover) |

EXHIBITOR OPPORTUNITIES

Exhibition booths are available on a first-come-first-serve basis. Each 10x10 booth is \$1,600 and includes two registrations to the Meeting.



Organization Name: _____ Contact Name: _____

Title: _____ Email: _____

Sponsorship Selection:

Platinum – US \$8,000

Gold

- Hotel Keycard – US \$5,000 (SOLD)
- Lanyard – US \$5,000 (SOLD)
- Meeting Bag – US \$6,000 (SOLD)
- Notepad – US \$5,000 (SOLD)
- Table Topic – US \$5,000
- Welcome Reception – US \$5,000
- Farewell Reception – US \$5,000

Silver

- Continental Breakfast – US \$3,000
- Thursday Friday
- Luncheon – US \$4,000
- Thursday Friday
- Refreshment Break – US \$3,000
- Thursday Friday

Bronze

- Charity Activity – US \$2,000
- Room Drop – US \$2,000
- Thursday Friday
- “We Run the World” – US \$1,000
- Website Banner – US \$2,000
- Welcome Letter – US \$3,000

Advertisement

- Half-page color ad in the *Final Program* (inside) – US \$500
- Full-page color ad in the *Final Program* (inside) – US \$750
- Half-page color ad in the *Final Program*
 - (inside front cover; two slots) – US \$1,250 each slot;
 - (inside back cover; two slots) – US \$1,000 each slot
- Half-page color ad in the *Final Program* (back cover; two slots) – US \$1,500 each slot

Exhibition Booth

One 10x10 booth (includes two registrations) – US \$1,600

Payment: CHECK AMEX DISCOVER MASTERCARD VISA

Card Number: _____ Exp. Date: _____ CVV #: _____

Name of Card Holder: _____

Signature of Card Holder: _____

Sponsor

International Trademark Association

 Authorized Signature

 Lyonel Yu, Coordinator, Exhibits & Sponsorships

Sponsorship Terms: Sponsorships are not considered secured until INTA has received full payment and countersigned this agreement. No refunds or cancellations on Sponsorships.