



Platinum Level Sponsorships

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

Benefits of Platinum Level:

- Recognition as a Platinum Sponsor in the Annual Meeting mobile app, INTA website, and select pre-event marketing
- Three (3) complimentary meeting registrations
- Logo on the promotional item
- One (1) promotional item in the Annual Meeting conference bag (some size and weight restrictions apply; item is subject to INTA approval)
- A hyperlink to your website on the INTA Annual Meeting website, with a 100-word description and premium logo placement
- Premier exposure as Platinum Sponsor, with logo prominently displayed in Opening Ceremonies and Keynote Address walk-in slide
- Three (3) to five (5) social media posts that recognize sponsorship
- Inclusion as the Platinum Sponsor in our Know Before You Go Email to attendees
- Premium logo placement on all relevant event signage
- Platinum sponsor ribbons for all attendees from the organization

Gold Level Sponsorships

<input type="checkbox"/> Business Card Holder Sponsor	US \$22,000—SOLD
<input type="checkbox"/> Car Charger Sponsor	US \$22,000
<input type="checkbox"/> Conference Notebook (Jotter) Sponsor	US \$22,000
<input type="checkbox"/> Hand Sanitizer Sponsor	US \$20,000

<input type="checkbox"/> Lanyard Sponsor	US \$25,000—SOLD
<input type="checkbox"/> Lip Balm Sponsor	US \$20,000
<input type="checkbox"/> Luggage Tag Sponsor	US \$20,000
<input type="checkbox"/> Microfiber Cloth Sponsor	US \$20,000—SOLD
<input type="checkbox"/> Mouse Pad Sponsor	US \$20,000
<input type="checkbox"/> Pen Sponsor	US \$22,000
<input type="checkbox"/> Pop Socket Sponsor	US \$20,000
<input type="checkbox"/> Silicone Wallet Sponsor	US \$20,000
<input type="checkbox"/> Sticky Notepad Sponsor	US \$22,000
<input type="checkbox"/> Wall Phone Charger Sponsor	US \$22,000

Benefits of Gold Level:

- Recognition as a Gold Sponsor in the Annual Meeting mobile app, INTA website, and select pre-event marketing
- One (1) complimentary meeting registration
- Logo on the promotional item
- A hyperlink to your website on the INTA Annual Meeting website, with a 75-word description and your organization’s logo
- Two (2) social media posts that recognize sponsorship
- Logo placement on signage
- Gold sponsor ribbons for all attendees from the organization

Silver Level Sponsorships

- Attendee Charging Station Sponsor**
US \$20,000

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 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 item in the Annual Meeting conference bag (Promotional material is subject to INTA approval; some size and weight restrictions apply)

Annual Meeting Program Guide Sponsor—NEW!
US \$15,000 (limited to 2 sponsors)

Sponsors will have their logos displayed on the front cover of the Annual Meeting Program Guide, which welcomes the attendee and provides valuable information.

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

Be seen at the largest social event of the Annual Meeting. Attracting more than 5000+ attendees, the Grand Finale presents a unique opportunity for powerful brand exposure. Organizations will have the chance to meet and greet Annual Meeting attendees and hand out organization-sponsored collateral or giveaways as the attendees enter the reception.

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

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 Room Drop Sponsor
US \$10,000 (per hotel)

One (1) promotional item is delivered to rooms of INTA attendees at the hotel of your choice. Sponsor is responsible for the cost of promotional material.

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.

Hydration Sponsor—NEW!
US \$20,000

The hydration sponsorship is the perfect opportunity for maximum brand awareness. A branded water bottle will be placed in every meeting bag.

- Logo on water bottle

Internet Station Sponsor
US \$20,000

INTA attendees need to stay connected at the Annual Meeting. The Internet station provides computers that attendees may use to check email, to print documents, and to keep up to date with the latest information and Annual Meeting news.

- Logo placement on signage and on the computer screen

Networking Lounge Sponsor—NEW!
US \$20,000 (per lounge)

INTA attendees can relax in this casual environment with lounge seating provided by your organization.

- Display your organization's promotional material in the Networking Lounge
- Logo placement on signage in the Networking Lounge

Opening Ceremonies and Keynote Address Sponsor
US \$20,000

Associate your business with the first Keynote Address that opens the Annual Meeting on Sunday.

- Sponsorship will include the ability to introduce the keynote speaker
- Display your organization's promotional material to the attendees at the Keynote Address

Registration Sponsor—NEW!
US \$20,000

Be the official sponsor of attendee registration at the Annual Meeting. Your company logo will be on all registration counters.

Registration Confirmation Banner Sponsor
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.

Shuttle Bus Sponsor—NEW!
US \$20,000

The best way to maximize your brand in Seattle is by advertising on the shuttle buses. Thousands will **see your logo on the bus signage** as they move through the city.

Thought Leader Theater Sponsor—NEW!
Pricing TBD

Your organization can rent this space to showcase your brand's thought-leadership by holding a presentation/seminar (subject to INTA approval).

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 more than 4,000+ people, is a premier networking opportunity to meet and greet INTA Annual Meeting attendees as they enter the reception.

- Display your organization's promotional material on a table at the Welcome Reception
- Your organization's logo will be prominently featured at this fun and important event

Benefits of Silver Level:

- Recognition as a Silver Sponsor in the Annual Meeting mobile app, INTA website, and select pre-event marketing
- One (1) complimentary meeting registration
- A hyperlink to your website on the INTA website, with a 75-word description and your organization's logo
- One (1) social media post that recognizes sponsorship
- Logo placement on signage
- 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 app 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 of one (1) piece of promotional material at the event (at the organization's own expense and subject to INTA approval)
- Logo placement on signage
- Bronze sponsor ribbons for all attendees from the organization

Message Station Sponsor
US \$10,000 (per day)

Achieve branding visibility by hosting the Message Station at INTA's Annual Meeting. Your organization's logo will be on the station, and attendees will associate your business with a luxurious experience they won't soon forget.

- Recognition as the Message Station Sponsor in the Annual Meeting mobile app 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 of your organization's promotional material at the Message Station area
- Logo placement on signage
- Bronze sponsor ribbons for all attendees from the organization

Mobile App Sponsor
US \$8,000–\$20,000 (various advertising options)

Users will have an easier meeting because of you. The mobile app is a useful tool, not just for the actual conference dates but before, during, and after the conference as well.

- Recognition as the Mobile App Sponsor in the Annual Meeting mobile app 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

Regional Reception Sponsor
US \$6,000

Sponsor one of our Regional Receptions: Africa, Asia Pacific, China, India, Latin America, or Middle East.

- Recognition as the Regional Reception Sponsor in the Annual Meeting mobile app 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

□ **Shoe Shine Sponsor**
US \$6,000 (per day)

Achieve branding visibility by hosting the Shoe Shine Station at INTA's Annual Meeting.

- Recognition as the Shoe Shine Sponsor in the Annual Meeting mobile app 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 of your organization's promotional material at the Shoe Shine Station area
- 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 app 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 of your organization's promotional material at the Speed Networking area
- Logo placement on signage
- Bronze sponsor ribbons for all attendees from the organization

□ **Table Topics Sponsor**
US \$5,000 (per day)

- Recognition as the Table Topics Sponsor in the Annual Meeting mobile app 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 of your organization's promotional material on a table at the Table Topics 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 app 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 of one (1) piece of promotional material at the event (at your organization's own expense and subject to INTA approval)
- Logo placement on signage
- Bronze sponsor ribbons for all attendees from the organization

TMA Brunch Speaker Sponsor
US \$5,000 (exclusive)

- Recognition as the TMA Brunch Speaker Sponsor in the Annual Meeting mobile app 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
- Introduction of the Keynote Speaker at the TMA Brunch
- Display of one (1) piece of promotional material at the event (at your organization's own expense and subject to INTA approval)
- Logo placement on signage
- Bronze sponsor ribbons for all attendees from the organization

Convention Center Signage

Agenda at a Glance Leader Board
US \$10,000 (limited to 2 Sponsors)

The leader board is very popular with attendees, giving them a full-size standing view of the agenda at a glance. Your organization's logo will be featured on the leader board, which will be placed in a prominent area in the convention center and will be noticed by all attending.

Banners (various locations)
US \$10,000 (non-exclusive)

Get attendees excited before they hit the show floor with one of our many banner locations throughout the convention center.

Escalator Sponsor (various locations)
US \$10,000–\$20,000

Your logo or artwork will be visible on the escalator.

- Show Floor Signage (various locations)**
US \$7,500

Place your logo on high-impact graphics on the Annual Meeting Show floor!

- 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 Washington State Convention Center. 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 convention center!

Attendee Mailing List Rental Sponsorship

- Attendee Mailing List Rental Sponsor**
US \$3,500

- The pre-conference attendee mailing list provided in Excel format, including attendee name, organization name, and mailing address (no email addresses) (Available for use only to promote relevant products or services and/or your organization's participation at the Annual Meeting, and to be used one time for a single marketing mail)
- Marketing material (subject to INTA approval)

Web Banner Advertisement

- Member Pricing US \$5,000**
- Non-Member Pricing US \$6,000**

More than 10,000+ attendees use the Annual Meeting website to register for the Meeting, check hotels, view the program, check the schedule, etc.

The Web Banner will hold a prominent left-side position throughout all pages of the Annual Meeting webpage.



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inta.org | info@inta.org

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 #: _____

Please select: () Charge Card in December 2017 () Charge in January 2018

Name of Card Holder: _____

2018 Annual Meeting Sponsor

International Trademark Association

Authorized Signature

Paula Lee, CMP
Manager, Exhibits & Sponsorship

Print Name: _____

Title: _____

Sponsorship Cancellation Policy:

- Sponsorships are not considered secured until INTA has received full payment
- Sponsorships are non-refundable

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