**Top Ten Reasons to Register**

1. **GET THE GLOBAL PERSPECTIVE** Stay on top of important trends and emerging issues impacting brand owners and trademark and intellectual property professionals at the industry’s largest and most influential gathering of the year—10,000+ registrants expected from 140 countries!

2. **BUILD YOUR NETWORK—IN ASIA AND AROUND THE WORLD** More than 75 percent of registrants at the 2019 Annual Meeting met 10 to 50+ new contacts during the course of the event.

3. **MEET WITH COUNSEL, CLIENTS, AND LOCAL AUTHORITIES FROM ASIA** INTA’s 2020 Annual Meeting will attract more professionals from Asia than ever before, which means you can meet everyone you need to meet on one trip and under one roof. (Corporate and law firm members outside of Asia reported that meeting clients and counsel from Asia was the #1 benefit of INTA’s 2014 Annual Meeting in Hong Kong.) Business Hubs and exclusive Corporate Meeting Space are available at the Sands Expo and Convention Centre.

4. **GENERATE NEW BUSINESS** Rated Asia’s most innovative country, one of the world’s easiest places to do business, and an easy gateway to the rest of Asia’s dynamic markets, Singapore will provide you with an unbeatable introduction to how business gets done in the world’s fastest-growing consumer and IP market. Take advantage of specific educational sessions on “doing business in the region.”

5. **GAIN VALUABLE KNOWLEDGE** During 300+ cutting-edge educational sessions, workshops, Table Topics, and a pre-Meeting course led by industry experts, you’ll gain insights and ideas to incorporate into your daily work now and in the future, and you’ll have the chance to participate in discussions that showcase your own expertise. Of note: several sessions will be conducted in Chinese.

6. **LEARN ABOUT THE LATEST INNOVATIONS AND PRACTICAL TOOLS** Explore the Exhibit Hall, which will feature 160 service providers dedicated to providing solutions and tools to meet challenges and opportunities in the ever-changing IP field.

7. **BE PART OF A COMMUNITY** Surround yourself with peers—old and new friends—who return year after year to the Annual Meeting to mingle and enjoy a sense of camaraderie.

8. **BENCHMARK WITH YOUR COLLEAGUES** In-house counsel have numerous opportunities to meet each other and collaborate! The Annual Meeting offers exclusive education and networking opportunities for in-house professionals, as well as a new Corporate Lounge, which will be available to all in-house professionals who are also INTA members.

9. **BUILD YOUR PROFESSIONAL CREDENTIALS** Earn up to a year’s worth of CLE credits and CPD points from the qualified sessions you attend.

10. **EXPERIENCE SINGAPORE** Singapore is one of the most lauded business destinations in Asia. With flights from 400 cities in 100 countries and territories, Singapore is easily accessible from anywhere around the world. And on the ground, its fast and efficient public transport system makes it easy to get around.*

*Singapore Tourism Board

For more information, visit [www.inta.org/2020AnnualMeeting](http://www.inta.org/2020AnnualMeeting)