2020 Sponsorship Opportunities
With the increasing importance of trademarks and brands to consumers, companies, and the global economy, it is no surprise that the INTA Annual Meeting continues to grow.

The 2020 Annual Meeting will offer an action-packed exhibit hall, compelling educational programming, and a premier networking forum in Atlanta.

Along with sponsorship comes the invaluable prestige of industry leadership—which means more prospective sales and more value for your marketing dollar.
Benefits of Platinum Level:

- Recognition as a Platinum Sponsor in the Annual Meeting, 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 bag [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply]
- 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 Ceremony and Keynote Address walk-in slide
- Inclusion as the Platinum Sponsor in our “Know Before You Go” email to registrants
- Premium logo placement on signage
- Platinum sponsor ribbons for all registrants from your organization

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Map Sponsor</td>
<td>US $40,000</td>
</tr>
<tr>
<td>General Room Seat Cover Sponsor</td>
<td>US $40,000</td>
</tr>
<tr>
<td>Meeting Bag Sponsor</td>
<td>US $55,000</td>
</tr>
<tr>
<td>Wi-Fi Sponsor</td>
<td>US $50,000</td>
</tr>
</tbody>
</table>

*SOLD!
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 100-word description and your organization’s logo
- Two [2] social media posts that recognize sponsorship
- Logo placement on signage
- Gold sponsor ribbons for all registrants from your organization

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Sponsorship Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Card Holder Sponsor</td>
<td>US $22,000</td>
</tr>
<tr>
<td>Car Charger Sponsor</td>
<td>US $22,000</td>
</tr>
<tr>
<td>Lanyard Sponsor</td>
<td>SOLD!</td>
</tr>
<tr>
<td>Luggage Tag Sponsor</td>
<td>US $25,000</td>
</tr>
<tr>
<td>Meeting Notebook [Jotter] Sponsor</td>
<td>US $22,000</td>
</tr>
<tr>
<td>Microfiber Cloth Sponsor</td>
<td>US $22,000</td>
</tr>
<tr>
<td>Mouse Pad Sponsor</td>
<td>US $22,000</td>
</tr>
<tr>
<td>Pen Sponsor</td>
<td>US $22,000</td>
</tr>
<tr>
<td>Silicone Wallet Sponsor</td>
<td>US $22,000</td>
</tr>
<tr>
<td>Sticky Notepad Sponsor</td>
<td>US $22,000</td>
</tr>
<tr>
<td>Wall Charger Sponsor</td>
<td>SOLD!</td>
</tr>
</tbody>
</table>

*SOLD! indicates the item is already sponsored.*
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
- A hyperlink to your website on the INTA Annual Meeting website, with a 100-word description and your organization’s logo
- Two [2] social media posts that recognize sponsorship
- Logo placement on signage
- Gold sponsor ribbons for all registrants from your organization

Charging Station Sponsor

Technology is everywhere, and you never know when you’ll need a charge. Sponsor the Charging Stations, where Annual Meeting registrants can charge their cell phones and smart tablets, and get exposure for your organization!

- Logo on two [2] Charging Stations
- Organization can place one [1] promotional item by each Charging Station [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply]

First-Time Registrant Welcome Reception Sponsor

- Recognition as the First-time Registrant Welcome 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 100-word description and your organization’s logo
- Organization can hand out one [1] promotional item as the registrants enter the First-time Registrant Welcome Reception [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply]
- Logo recognition on the Annual Meeting mobile app
- Logo placement on event signage
- Bronze sponsor ribbons for all registrants from your organization
### Grand Finale Sponsor

US $20,000

| non-exclusive |

Be seen at the largest social event of the Annual Meeting. Attracting more than 5,000 registrants, the Grand Finale presents a unique opportunity for powerful brand exposure.

- Organization will have the chance to meet and greet Annual Meeting registrants as the registrants enter the Grand Finale
- Organization can place one [1] promotional item on a table at the Grand Finale [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply]
- Logo on cocktail napkin at the Grand Finale

### Hydration Sponsor

US $20,000

| exclusive |

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

### In-House Lounge Sponsor

US $20,000

| exclusive |

- Recognition as the In-House Lounge 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 100-word description and your organization’s logo
- Organization can hand out one [1] promotional item in the lounge [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply]
- Organization can display a small banner stand in the lounge
- Logo recognition on the Annual Meeting mobile app
- Logo placement on event signage
- Gold sponsor ribbons for all registrants from your organization

### Internet Station Sponsor

US $20,000

| sold |

INTA registrants need to stay connected at the Annual Meeting. The Internet Station provides computers that registrants 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
### Gold Level

**Meeting Point Sponsor**  
US $15,000

Get noticed as registrants meet their clients and colleagues at the designated meeting point in The Sands Expo & Convention Centre. Registrants 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!

<table>
<thead>
<tr>
<th><strong>Opening Ceremonies and Keynote Address Sponsor</strong></th>
<th>US $20,000 [exclusive]</th>
</tr>
</thead>
</table>
| Associate your business with the first Keynote Address that opens the Annual Meeting on Sunday.  
- Opportunity to introduce the keynote speaker [INTA will provide the language for the introduction]  
- Display your organization’s promotional material to the attendees at the Keynote Address. |

<table>
<thead>
<tr>
<th><strong>Shuttle Bus Sponsor</strong></th>
<th>US $20,000–$50,000 [various options available]</th>
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</thead>
</table>
| The best way to maximize your brand in Singapore is by sponsoring the Annual Meeting shuttle buses.  
- Logo on shuttle bus signage |

<table>
<thead>
<tr>
<th><strong>Welcome Reception Sponsor</strong></th>
<th>US $15,000 [non-exclusive]</th>
</tr>
</thead>
</table>
| This is a great event to sponsor and welcome registrants to Singapore and to the Annual Meeting. The Welcome Reception, attended by more than 4,000 people, is a premier networking opportunity to meet and greet INTA Annual Meeting registrants as they enter the reception.  
- Organization can hand out one [1] promotional item as the registrants enter the Welcome Reception [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply]  
- Logo on cocktail napkin distributed at the Welcome Reception |
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 Annual Meeting 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 registrants from your organization

**Exhibit Hall Highboy Tables Sponsor**

You can have your organization’s logo on ten [10] highboy tables in the Exhibit Hall.

- Logo on highboy tables
- Organization can place one [1] promotional item by the highboy tables [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply]

**Hospitality Sponsor**

The Hospitality Area is where Annual Meeting registrants can enjoy a complimentary continental breakfast as well as snacks and beverages throughout the day. The Hospitality Area’s easily accessible location in the Exhibit Hall makes it a convenient place for registrants to conduct their business meetings.

- Organization can place one [1] promotional item on a table in the Hospitality Area [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply]

**Hotel Room Keycard Sponsor**

- Hotel keycards printed with your organization’s logo or artwork
- Sponsor can select their hotel of choice from INTA’s block of hotels
Meeting Bag Insert Sponsor | US $10,000 [non-exclusive]

The Meeting bag insert is a great way to get your organization’s name and message out to all Annual Meeting registrants.

- One [1] promotional item* in the Annual Meeting bag [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply].

Registration Confirmation Banner Sponsor | US $10,000 [non-exclusive / 3 available]

Once registrants confirm their registration online, your organization’s brand will be showcased on a banner on the Annual Meeting’s official registration confirmation email.

- Logo on INTA’s registration confirmation email to the Annual Meeting registrants.

Selfie Center Sponsor | US $10,000 [non-exclusive / 3 available]

The Selfie Center includes a co-branded background with the INTA logo and the sponsor’s logo. When Annual Meeting registrants take their photos at the Selfie Center, this custom background will provide visibility for your brand—and will multiply when registrants share photos with others on social media or the like.

- Organization can place one [1] promotional item by the Selfie Center [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply].
### In-House Practitioners Luncheon Sponsor

- 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]
- Organization can place one [1] promotional item on a shared table in the In-House Practitioners luncheon [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply]
- Logo placement on event signage
- Bronze sponsor ribbons for all registrants from your organization

### New! INTA Newcomers Match Program

The Newcomers Match program, successfully introduced at the 2018 Annual Meeting, pairs a first-time registrant with a fellow newcomer so neither has to navigate the meeting alone.

- Recognition as the Newcomers Match 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
- Organization can hand out one [1] promotional item at the Newcomers Match area [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply]
- Logo placement on event signage
- Bronze sponsor ribbons for all registrants from your organization

### New! Lunch and Learn Sponsor

- Recognition as the Lunch and Learn 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 Lunch and Learn [at your organization’s own expense and subject to INTA approval]
- Logo placement on all relevant event signage
- Bronze sponsor ribbons for all attendees from your organization
Regional Reception Sponsor

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 event signage
- Bronze sponsor ribbons for all attendees from your organization

New! Patent Reception Sponsor

- Recognition as the Patent 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

Regional Reception Sponsor

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 your organization

Speed Networking Sponsor

- 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
- Organization can place one [1] promotional item at the Speed Networking area [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply]
- Logo placement on event signage
- Bronze sponsor ribbons for all registrants from your organization

Mobile App Sponsor

Users will have an easier meeting because of you. The mobile app is a useful tool, not only while you are attending the Annual Meeting, but before, during, and after the Annual Meeting 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 event signage
- Bronze sponsor ribbons for all registrants from your 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 only while you are attending the Annual Meeting, but before, during, and after the Annual Meeting 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 event signage
- Bronze sponsor ribbons for all registrants from your organization

New! Patent Reception Sponsor

US $6,000

- Recognition as the Patent 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

Regional Reception Sponsor

US $6,000

- 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

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
- Organization can place one [1] promotional item at the Speed Networking area [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply]
- Logo placement on event signage
- Bronze sponsor ribbons for all registrants from your organization
<table>
<thead>
<tr>
<th>Bronze Level</th>
</tr>
</thead>
</table>

**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
- Organization can place one [1] promotional item at the Table Topics area [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply]
- Logo placement on event signage
- Bronze sponsor ribbons for all registrants from your 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
- Organization can place one [1] promotional item on a shared table at the TMA Brunch [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply]
- Logo placement on event signage
- Bronze sponsor ribbons for all registrants from your 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
- Organization can place one [1] promotional item on a shared table at the TMA Brunch [at your organization’s own expense and subject to INTA approval; some size and weight restrictions may apply]
- Logo placement on event signage
- Bronze sponsor ribbons for all registrants from the organization

Promotional item inserted into the Annual Meeting bag cannot be a bag or any items listed in the Exclusive Platinum and Gold level sponsorships. INTA has to approve the promotional item.
<table>
<thead>
<tr>
<th>Member Pricing</th>
<th>US $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Member Pricing</td>
<td>US $6,000</td>
</tr>
</tbody>
</table>

More than 10,000 registrants 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 web pages dedicated to the Annual Meeting.

**Spec:** The banner size is 158 x 543 pixels [non-animated] jpg, gif, or png.
Don’t miss the world’s largest gathering of brand owners and professionals.

Join us!

Exhibit opportunities and advertising opportunities in the Daily News are also available.

For more information contact:
Paula Lee at: plee@inta.org
Tel: +1-212-642-1721 Fax: +1-212-768-7796
Today's Date: ..........................................................

Organization: ........................................................................................................................................................................

Contact Person: ........................................................................................................................................................................

Title: ...........................................................................................................................................................................................

Mailing Address: ........................................................................................................................................................................

City: .............................................................. State: ........................................ Zip Code: .................................................................

Phone: ......................................................................................................................................................................................

Fax: .........................................................................................................................................................................................

Email: .....................................................................................................................................................................................

Company Website / URL: .........................................................................................................................................................

Payment:  □ Check [Make check payable to International Trademark Association]

□ AMEX  □ DISCOVER  □ MASTERCARD  □ VISA

Total Amount: ........................................ Sponsorship Type: ..........................................................

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

2020 Annual Meeting Sponsor

International Trademark Association

Authorized Signature

Paula Lee
Senior Manager, Exhibits & Sponsorship

Sponsorship Policy:
• Sponsorships are not considered secured until INTA has received full payment.
• Sponsorships are non-refundable.
• Past sponsors have right of first refusal.

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