INTA Studies
2020 Sponsorship Opportunities

In-House Practitioners
Benchmarking Study
INTA is conducting an extensive benchmarking research study of close to 5,000 corporate representatives—at over 1,000 of its corporate member organizations—from more than 50 countries to understand the changing roles and responsibilities of in-house trademark teams.

These changing roles are due to a variety of factors including the increased focus on brands and related issues (in addition to traditional trademark management issues), legislative developments (e.g., privacy, brand restrictions, and others), challenges and opportunities posed by next-generation technologies, and changing consumer needs and expectations.

Specifically, the research will focus on:

- The scope and type of work handled by in-house trademark legal teams
- Their budget, headcount, team structure, and workflow
- Where the team fits in their organization’s structure
- Recruitment, advancement, and talent management
- Diversity and inclusion
- Relationships with internal and external business partners
- Business continuity plans
- Alternative work arrangements
- Compensation and benefits
- Hot topics issues facing in-house practitioners and their organization in the future.

INTA would like to collaborate with you on this exciting research through various sponsorship opportunities.
BENEFITS:

**Early and Complimentary Access**
- Early access to data cuts of three industries
- One complimentary digital copy of the final deliverables

**Online Visibility**
- Recognition as the exclusive sponsor of the online data dashboard for survey results
- Prominent logo placement on the study’s download page within INTA’s website
- Prominent logo placement in thank you message from INTA within the study’s survey instrument
- Three posts on INTA’s social media platforms written and published by INTA Staff

**Thought Leadership**
- Authorship of one blog post, up to 1,000 words in length, related to the survey results, which will be published on INTA’s blog

**Visibility in the Final Deliverables**
- Prominent placement of your logo with a link to your company’s website in the digital version of the final deliverables which includes a PowerPoint presentation and an Executive Summary in Word
- 150-word company description in the final deliverables

**Speaking Opportunities**
- One speaking engagement related to the survey results

**Professional Meetings and Conferences**
- Prominent logo placement on signage at an INTA Annual Meeting and Leadership Meeting
- Sponsor recognition ribbons for sponsor representatives at an INTA Annual and Leadership Meeting
- Invitation to attend an exclusive sponsor appreciation reception at an INTA Annual Meeting

**Exclusivity**
- First right of exclusion in the first update of the benchmarking study

1. If the sponsor is not a corporate member, then the sponsor will receive one complimentary digital copy of the final deliverables excluding the section on Compensation and Benefits.
2. The availability of an online data dashboard for survey results is dependent on securing a sponsor.
3. The survey instrument will only be accessible to INTA corporate members and will only be open for four weeks.
4. Blog post is subject to review by INTA.
5. Speaking engagement is subject to INTA’s approval.
GOLD

SPONSORSHIP

$15,000

BENEFITS:

Early and Complimentary Access
- Early access to data cuts of two industries
- One complimentary digital copy of the final deliverables

Online Visibility
- Logo placement on the study's download page within INTA’s website
- Logo placement in thank you message from INTA within the study's survey instrument
- One post on one of INTA’s social media platforms written and published by INTA Staff

Visibility in the Final Deliverables
- Prominent placement of your logo with a link to your company’s website in the digital version of deliverables which includes a PowerPoint presentation and an Executive Summary in Word
- 100-word company description in the final report

Professional Meetings and Conferences
- Prominent logo placement on signage at an INTA Annual Meeting and Leadership Meeting
- Sponsor recognition ribbons for sponsor representatives at an INTA Annual and Leadership Meeting
- Invitation to attend an exclusive sponsor appreciation reception at an INTA Annual Meeting

1. If the sponsor is not a corporate member, then the sponsor will receive one complimentary digital copy of the final deliverables excluding the section on Compensation and Benefits.
BENEFITS:

Early and Complimentary Access
- Early access to data cuts of one industry
- One complimentary digital copy of the final deliverables¹

Online Visibility
- Organization name included on the study’s download page within INTA’s website
- Organization name included in thank you message from INTA within the study’s survey instrument

Visibility in the Final Deliverables
- Name of organization included in the digital version of deliverables which includes a PowerPoint presentation and an Executive Summary in Word

Professional Meetings and Conferences
- Prominent logo placement on signage at an INTA Annual Meeting and Leadership Meeting
- Sponsor recognition ribbons for sponsor representatives at an INTA Annual and Leadership Meeting
- Invitation to attend an exclusive sponsor appreciation reception at an INTA Annual Meeting

¹ If the sponsor is not a corporate member, then the sponsor will receive one complimentary digital copy of the final deliverables excluding the section on Compensation and Benefits.
Set your organization apart as a thought leader.

**SUPPORT OUR RESEARCH!**

For more information contact:

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Date: ..................................................

Sponsorship Type: ☐ Platinum  ☐ Gold  ☐ Silver

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

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

Mailing Address: ..........................................................................................................................................
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City: .......................................................... State: .................. Zip Code: ........................

Phone: .............................................................. Fax: ................................................................................

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

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

All communications regarding sponsorship should be directed to Renee Garrahan.
   Email: rgarrahan@inta.org  /  Direct Phone: +1-212-646-1724

Sponsorship Policy:
• Sponsorships are not finalized until INTA has received full payment
  and the sponsorship agreement has been signed.
• Sponsorships are non-refundable.
INTA has published six studies which have been well received by the IP community and beyond.

On that score, according to report published from research firm Frontier Economics this February and commissioned by the International Trademark Association (INTA) and the International Chamber of Commerce, it has been estimated that counterfeiting and piracy could rise to $2.3 trillion by 2022.

2019 Latin America Study Media Coverage (As of December 1, 2019)
- 76 pieces of coverage
- 1.51K social shares
- 8 interviews
- 123M online readership
- 252K estimated coverage views
- 46 average domain authority
- 567K circulation
- 23 press releases
- 1.51K social shares

Article published by Forbes (October 24, 2017)
21,000+ views online

Article published by Jing Daily (October 24, 2019)
Discusses Gen Z Insights Study

Article published by WWD (July 23, 2019)
Discusses Gen Z Insights Study

What China’s Gen Z Really Thinks of the Fake Luxury Market

New Research Finds Aspirational Gen Z Caught in Counterfeit Cycle
Some 79 percent of respondents have purchased counterfeit products in 2018 and only 52 percent expect to purchase fewer in the future.

By Tanya Zheng on July 23, 2019
GEN Z Insights:
Brands and Counterfeit Products

MEET GEN Z:
Around the World

GEN Z’s
IDENTITY
is defined by 3 characteristics

Individuality
meaning growing up in digital

Morality
more than rules

Freedom
less than society

GEN Z &的品牌 &
counterfeit
products

93 PERCENT
have a list of
brands they
rely on

85 PERCENT
have a list of
brands they
wouldn’t
associate
with

80 PERCENT
believe that brands
should ensure the
environment

79 PERCENT
believe that
counterfeit
products are
bad practices

52 PERCENT
expect to purchase
counterfeit products
in the future

www.inta.org

TRADEMARKS IN LATIN AMERICA:
Economic Impact in 10 Latin America and Caribbean Countries (LAC)

IMPACT OF TRADEMARK-INTENSIVE SECTORS
ON ECONOMIC ACTIVITY

EMPLOY 35 MILLION PEOPLE

CONTRIBUTE 31 PERCENT
of the GDP (average)

22 PERCENT
of the total workforce (average)

IMPACT OF TRADEMARK-INTENSIVE SECTORS
ON WAGE PREMIUMS

IMPACT OF TRADEMARK-INTENSIVE SECTORS
IN INTERNATIONAL TRADE

EXPORTS
IMPORTS

LAC
US
EU

ASIPi
International Trademark Association

for the Complete Study, visit
www.inta.org/inta/unfiltered or www.inta.org/trademarkstudy