Experience, walkability, and convenience are just three reasons that INTA picked Seattle, Washington to host the 2018 Annual Meeting, Director of Education Sarah O’Connell tells Aaron McDonald.

INTA’s decision to hold the 2018 Annual Meeting in Seattle, Washington, was made based on the Association’s past positive experience holding a conference there as well as the city’s accessibility, says Sarah O’Connell, INTA’s Director of Education.

“We were in Seattle nine years ago and had a great meeting,” she declares. What makes Seattle stand out from other locations is the ease with which one can travel around the city—whether by public transportation or on foot. An added perk for delegates from Asia is that the West Coast of the United States is relatively easy to access by plane.

The Washington State Convention Center, where most of the activities take place, is centrally located and provides INTA with all the necessary space to produce a successful event. “Because there are so many large hotels nearby within walking distance, we can reduce the hotel block spread and make it convenient for registrants to find each other and to jump around to different meetings,” adds Ms. O’Connell.

The main conference hotels in Seattle will be within a 10-block radius. For those staying a little further afield, there will be a shuttle service to accommodate their needs. In addition, a shuttle service will be available to the Grand Finale block party from the Convention Center.

Among the many features of the Annual Meeting, Ms. O’Connell highlights the Opening Ceremonies on Sunday, May 20, from 4:30 pm to 6:00 pm. This will be the first time that INTA’s current President, Tish Berard (Hearts On Fire Company, LLC, Massachusetts, USA), will be presenting to INTA members. “This is a great opportunity to hear what her vision is for INTA and what she would like to accomplish in her year as President,” says Ms. O’Connell.

INTA is bringing a whole new meaning to having information at your fingertips, with the introduction of a new mobile app for the 2018 Annual Meeting available in early May.

Available only to Annual Meeting registrants, the INTA mobile app will offer quick and easy access to the complete schedule and speakers, as well as instant notifications and the ability to opt into network with other registrants.

This app is all about personalization. Trying to connect with a registrant? In-app emailing makes this simple. For broader engagement, there is an activity stream which functions like many other online communities’ news feeds. You can highlight sessions you’re attending, post and comment on photos from the event, and engage with other registrants—all within this one tool.

If you “star” sessions or speakers, they will appear in your My Favorites section. Have
A Snapshot of Seattle

Home to many household brand names, Seattle is a vibrant economic center with plenty of exciting and interesting activities for visitors. Ed Conlon provides a snapshot of the host city for the 140th Annual Meeting.

Fun Seattle Facts
Some things you may not know:
- Its nickname is the “Emerald City” because of the city’s greenery.
- Its partner towns/cities include Christchurch (New Zealand), Daejeon (South Korea), and Mombasa (Kenya).
- Its current mayor, Jenny Durkan, is the first woman to hold this position since 1920.

Nearly 50 years ago, a billboard appeared with the message: “Will the last person leaving SEATTLE - Turn out the lights.” At the time, unemployment was double the national average and economic prospects were so poor in Seattle that The Economist ran the headline “City of Despair.” The billboard—what would become an iconic saying around the world—was the brainchild of two real estate agents who, despite their humorous approach, were actually champions of Seattle’s economic potential.

Today, the slogan is far from the truth in Seattle. Instead, here’s how Seattle’s Office of Economic Development describes the city: “Seattle’s economic engine is powered by diversity, innovation, and a spirit of adventure.”

Seattle is the largest city in both the state of Washington and the Pacific Northwest region of North America. In June 2017, personal finance website WalletHub found that Washington had the United States’ best economy. The site analyzed 27 key indicators of economic performance and strength, including growth in gross domestic product (GDP), startup activity, and share of jobs in high-tech industries.

This seaport city, which boasts the Port of Seattle, the second-largest harbor in the United States, has a diverse economy and a lower-than-average unemployment rate. The economy experienced an increase of 37.6 percent in GDP between 2009 and 2016, rising from US $240.04 billion to US $330.41 billion, according to Statista, an online statistics portal. Last November, The Atlantic reported that Seattle had added 220,000 jobs over the previous decade (an increase of nearly 15 percent), with Amazon.com “keying that growth.”

Seattle: www.visitseattle.org.

Chihuly Garden and Glass
This “must-see” attraction includes an eight-gallery exhibition surrounded by a “richly landscaped garden and a centerpiece glasshouse featuring an expansive 100-foot-long sculpture in a color palette of reds, oranges, yellows, and ambers,” according to Visit Seattle.

It looks at the influences on the work of Dale Chihuly, who was born in Tacoma, Washington, in 1941 and was first introduced to glass making while studying interior design at the University of Washington.

Museum of Pop Culture
It might look like a smashed guitar from above, but this museum is not just for music lovers—it caters to a range of popular culture tastes. You may have missed the exhibition on legendary local band Nirvana (it ended in February), but if you’re a Star Trek fan, you can enjoy a special celebration for the franchise’s 50th birthday until May 28.

Pike Place Market
This open-air market is famous for its “fish throwing” tradition where fishmongers toss fish to each other before a customer purchases the seafood. Visit Seattle says you can spend a day (or more) here, noting that the historic market recently added the MarketFront, which features an open-air plaza and fantastic views of Elliott Bay.

Pacific Science Center
Science lovers should head down to the Pacific Science Center, a 30-minute walk from the Convention Center; the cost will depend on how hungry you are.
Looking Ahead to Seattle (continued)

In-House Counsel
For in-house counsel, there are two special workshops and a reception, which will provide a platform to continue learning about “hot trends” in the industry.

The first workshop exclusive to in-house and government officials is an Anticounterfeiting Workshop, scheduled for Saturday, May 19, from 9:00 am to 5:00 pm. On Sunday, May 20, there is an In-House Practitioners Workshop and Luncheon from 9:30 am to 2:30 pm.

On Monday, May 21, from 5:00 pm to 7:00 pm, in-house counsel are invited to join their peers at Amazon’s headquarters for a cocktail reception.

There are also numerous learning and networking opportunities for participants coming from law firms. “There’s so much going on that everyone will find value somewhere,” says Ms. O’Connell.

Match Up
Attending a meeting on the scale of the INTA Annual Meeting for the first time can be a daunting experience. More than 1,000 registrants will be first-timers this year, and INTA has implemented a match system on a first-come, first-served basis.

“It’s something new we’re trying this year,” says Ms. O’Connell. “We’re hoping to gather a handful of interested people and group them with other newcomers so they can explore the meeting together.

“Not everyone is confident enough to walk into a reception by themselves and make all these networking connections. If you have another newcomer with you, you might be encouraged to go to these events and network to the maximum.”

Before attending the event, delegates are encouraged to stay connected with INTA through social media platforms. INTA has a presence on Twitter, Facebook, Instagram, and LinkedIn. The mobile app gives users access to the meeting schedule, as well as to other networking possibilities.

While the Annual Meeting will provide a great networking opportunity and the chance to conduct business, there are lots of options for entertainment as well. “I’m really excited for the Saturday night concert, featuring Joan Jett and the Blackhearts,” says Ms. O’Connell. “Everyone loves rock and roll. It has the potential to be not only a really fun night, but a quality networking event.”

Other Attractions
In addition to the concert, Ms. O’Connell invites registrants to take advantage of one or more of the dozens of organized Networking Excursions in and around Seattle. For example, registrants can indulge in a hands-on cooking class, try indoor skydiving, or take a tour of Seattle’s Underground of intriguing subterranean storefronts and sidewalks. Exercise enthusiasts can sign up for a morning run, boot camp, or yoga.

When registrants aren’t busy at the Convention Center, there is a range of great restaurants, breweries, wineries, and other attractions to explore in Seattle. With more than 10,500 registrants expected from 150+ countries, Seattle’s social scene will no doubt experience a boost over the five-day event.

Meet the 2018 Exhibitors
More than 160 exhibitors await you at the Annual Meeting, so leave plenty of time to visit them.

Expansive. Exciting. Engaging. That’s what this year’s Exhibition Hall is all about.

Plan your visit to the Exhibition Hall, located in Hall 4E/F of the Washington State Convention Center. Here, you’ll find 160+ exhibitors from all around the world. Keep up to date with the latest products and services for IP professionals, and take the opportunity to connect with your colleagues.

To make the best use of your time, consider making appointments with exhibitors in advance of the Annual Meeting and then get together with them on site at an arranged time. Or, browse at your leisure.

Exhibition Hall opening times are: Sunday, May 20: 10:00 am–4:00 pm

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Sunday, May 20: 10:00 am–5:00 pm

Monday, May 21: 10:00 am–5:00 pm

Tuesday, May 22: 10:00 am–5:00 pm

Wednesday, May 23: 10:00 am–2:00 pm

Learn more about our 2018 Annual Meeting exhibitors online or through our event mobile app.
Unsung Hero

IP formalities people are the unsung heroes of the IP industry.

We get it.

We build services for brilliant IP formalities professionals. Those who chose their career to do something special. Something that matters.
Lunch and Learn Sessions

The Lunch and Learn sessions offer registrants the opportunity to hear inspirational stories from dynamic speakers while networking over a delicious meal; this year, stories about Colombian guerilla warfare and “connectional intelligence” take center stage.

Monday, May 21
1:15 pm–3:15 pm

Changing the World through Advertising: Guerrillas, Soccer, and Peace

Francisco Samper
Founder and President, MullenLowe SSP3 (Bogota, Colombia) and Regional Director, MullenLowe Latin America

Beginning in 2007, groundbreaking advertising campaigns created by MullenLowe SSP3 (Bogota, Colombia), helped to convince close to 18,000 guerrillas in Colombia to demobilize. Ultimately, they helped influence the end of the country’s 50-year civil war that killed nearly a quarter of a million people.

At this Lunch and Learn, Francisco Samper, Founder and President, MullenLowe SSP3 and Regional Director, MullenLowe Latin America, will explain how the agency developed advertising and design awards. D&AD, an association for creative and advertising play in the increasingly complex Latin American market.

As a standard-bearer for Colombian creativity and a publicist with almost 40 years of experience, Mr. Samper will walk registrants through MullenLowe SSP3’s advertising campaigns related to the civil war—their strategies, phases, and key components, and how they obtained such outstanding results.

Tuesday, May 22
1:15 pm–3:15 pm

Get Big Things Done: The Power of Connectional Intelligence

Erica Dhawan
Founder and CEO, Cotential (New York, USA)

What is “connectional intelligence”? Do you have it? Can you develop it? Erica Dhawan, Founder and CEO of global consultancy Cotential (New York, USA), will answer these questions at this Lunch and Learn.

Success and leadership are typically associated with intelligence, passion, and luck. But in today’s hypercompetitive world, these gifts just aren’t enough.

The game-changer is connectional intelligence. Developing this crucial and thoroughly modern ability can help people maximize their potential and achieve breakthrough performances.

The concept of “emotional intelligence” was radical in the 1990s, but today we know it is key to success.

Much like emotional intelligence, connectional intelligence is turning people into “super connectors” who accelerate innovation, break down silos, and foster breakthrough top and bottom-line impact. It’s the ability to combine knowledge, ambition, and human capital, forging connections on a global scale, which creates unprecedented value and meaning.

Ms. Dhawan’s fast-paced and engaging presentation will help registrants understand the practice of using connectional intelligence as the key to success and leadership in the 21st century. Ms. Dhawan’s fast-paced and engaging presentation will help registrants understand the practice of using connectional intelligence as the key to success and leadership in the 21st century.

Co-author of the bestselling book Get Big Things Done: The Power of Connectional Intelligence, she will explain how to leverage your connections and create contagious positive results, and also provide tactics to address connectional overload in changing turbulent times.

Registrants will learn new tools and insights to accelerate the connected power of teams, drive breakthrough ideas and outcomes, and become more innovative and agile. Ms. Dhawan will outline how leaders displaying connectional intelligence create deep connections of fierce loyalty and respect from their teams and customers, outperform the competition, and create remarkable results.

To add a Lunch and Learn session to your registration, log into the Registrant Portal and click Add Sessions/Events on the top menu, and then click Add Guest/Sessions on the right menu.

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Seats still available for Lunch and Learns! Pre-registration is encouraged. Join us!
Get Ready to Rock With Joan Jett and the Blackhearts

Take a trip back to the 1980s with Joan Jett and the Blackhearts, a Rock and Roll Hall of Fame band, and dance the night away to kick off the INTA Annual Meeting in Seattle.

As a producer, Ms. Jett has overseen albums by Bikini Kill and Circus Lupus, as well as the Germs’ LA punk masterpiece, “GI.” Ms. Jett has acted in movies and television, including 1987’s Light Of Day, and in the Tony-nominated Broadway musical, The Rocky Horror Show. She has appeared on television shows such as Oprah (the last season) and Law and Order. In addition, her music is heard in countless films and TV shows, including Easy A, Kick-Ass, The Runaways, Shrek, and Baby Mama. Since co-founding The Runaways, the pioneering all-girl punk quintet, at age 15, the singer’s determination and drive have kept her in the public eye. Her story was told in The Runaways, the film based on Currie’s book “Neon Angel,” starring Kristen Stewart as Ms. Jett and her fellow A-lister Dakota Fanning as Currie. Ms. Jett served as an executive producer on the project.

Ms. Jett’s independent record label, Blackheart Records, was founded in 1980 after she was rejected by no less than eight platinum and gold albums and nine Top 40 singles, including “Bad Reputation,” “I Love Rock ‘N Roll,” “I Hate Myself For Loving You,” and “Crimson and Clover.” Joan Jett and the Blackhearts released their latest album, “Unvarnished,” in 2013 and continue touring the globe to throngs of adoring fans.

Joan Jett

She has spent her lifetime breaking barriers and challenging expectations. Her music has become a permanent force in mainstream culture. “I’ve had a blessed career,” she says in an official press release. “I consider myself so lucky to have been able to do things my own way.”

The Saturday Night Concert will take place from 8:00 pm to 11:00 pm at The Showbox, an art-deco gem that first opened its doors in downtown Seattle in 1939. The storied ballroom has hosted shows representing all genres of music, from Jazz Age icons such as Duke Ellington to Grunge-era, Seattle rock band Pearl Jam. Now it’s time for Joan Jett and the Blackhearts to rock the stage.

Tickets are being sold in advance (you can log into the Registrant Portal and add it to your registration), as well as at On-site Registration at the Convention Center and at the door, beginning at 8:00 pm on the night of the event. The ticket price, US $130, includes an open bar, appetizers, DJ dance party, and the concert.

The dress code for the evening is casual, but we encourage you to wear your best 80s outfit to be eligible for a prize.

Guiding You Through the 2018 Annual Meeting

With so much going on during the 2018 Annual Meeting, we want to make sure you take it all in and capture the excitement. Below is some basic information to help you navigate the week.

Things to Remember

- Pick up your badge. You will need your badge to access all the functions in the Convention Center, official Annual Meeting off-site events, and the Annual Meeting daily shuttles.
- Download the Annual Meeting app for the most current information, schedules, room locations, and alerts.
- Pick up the INTA Daily News at various spots around the Convention Center for interesting articles and the daily schedule.
- Plan ahead. When you create your schedule, give yourself enough time between meetings to get from one place to the next.
- Wear comfortable shoes, bring a light jacket or sweater, and get enough sleep.
- As with any city, be aware of your surroundings and put away your badge when you are out and about.
Get Educated: Academic Series 2018

INTA’s 2018 Annual Meeting will feature unique programming and networking opportunities geared towards the academic community, including a practitioner/professor debate and a professor luncheon. Aislinn Burton gives a rundown of what to expect.

This year’s Academic Series at the Annual Meeting will offer a unique program of discussions, presentations, and networking opportunities reflecting the latest trademark developments from around the world.

INTA’s Academic Committee works throughout the year to identify key topics, develop the sessions, and execute the events at the Annual Meeting. Most events in the series are available to all registrants, including the two educational sessions on Sunday, May 20, and the world’s first Trademark Scholarship Symposium and the Adjunct Professor Panel on Tuesday, May 22. The Professor Luncheon on Monday, May 21 is limited to full-time professors.

Students have their own day of programming on Saturday, May 19, Career Development Day, which includes several sessions developed with law students in mind. The day offers opportunities for students to hone their skills and learn more about careers in intellectual property (IP) and trademarks. Students are also encouraged to attend the other open academic sessions.

To kick off the Academic Series this year, on Sunday, May 20, legal and marketing academics from Northeastern University (Massachusetts, USA), the University of Massachusetts (Massachusetts, USA), and Santa Clara’s High Tech Law Institute (California, USA) will discuss how social media and influencers are affecting brand marketing on the panel CSU21 Influencer Marketing: Insights on ROI from Marketing and Legal.

The panel of academic thought leaders will provide insight about the return on investment in using an influencer marketing strategy. They will discuss the strategy’s associated costs and effectiveness—as well as whether combining the different perspectives of marketing and legal academics can provide a truer evaluation of that return.

Also on Sunday will be INTA’s annual Professor vs. Practitioner Debate, which is always a favorite among registrants. This year’s debate centers on the law and policy regarding trademarks in the cannabis industry. Megan Carpenter, Dean of the University of New Hampshire School of Law (New Hampshire, USA) and co-director of the university’s Franklin Pierce Center for Intellectual Property, will be moderating the debate, which features Shabnam Malek (Brand & Branch LLP, California, USA) and Professor Robert Mikos (Vanderbilt University, Tennessee, USA).

On Monday, May 21, full-time professors will continue INTA’s tradition of Academic Luncheon speakers, joining together to discuss the impact of legal developments on brand owners and their in-house counsel. The speakers will focus on social media and digital communications, covering topics such as the trademark law doctrine of reverse confusion (risks and realities), corrective advertising remedies, and the challenges of a reverse confusion claim from an in-house counsel perspective.

A guaranteed highlight of the Academic Series is INTA’s ninth annual Trademark Scholarship Symposium, which will take place on Tuesday, May 22. The Symposium offers academics and practitioners from across the globe an unrivaled chance to partake in intimate group discussions of scholarly works-in-progress in trademarks, unfair competition law, and other related areas. The Symposium’s workshop format makes for an ideal setting to engage in discussion with academics from around the world.

The Adjunct Professor Panel: Crossing the Interdisciplinary Bridge will also take place on Tuesday, featuring practitioners and academics who will offer well-rounded perspectives on the special challenge of teaching and learning. Speakers from Northeastern University and the University of New Hampshire School of Law will be accompanied by practitioners from Taylor Wessing (United Kingdom) and Aumento Law Firm (Philippines) to discuss the unique position of intellectual property in relation to other fields of study, and how to foster collaboration between law schools and other academic institutions.

Mobile App: The Personal Touch (continued)

A comment about the Annual Meeting? There is a built-in survey functionality so you can provide feedback on the event, which INTA staff will review after the Annual Meeting.

The app’s push notification functionality will provide a vital means of staying up-to-date on special announcements such as the start of key events or room changes.

In addition, there’s a game within the app—so get ready to play. You can earn points for standard Annual Meeting activities such as attending sessions, networking, and visiting the Exhibition Hall, as well as for add-on events, and watch for daily updates and opportunities to earn additional points.

INTA will post a running tally in the Exhibition Hall and award a prize to the user with the most points at the end of the 2018 Annual Meeting.

Wider Reach

The app will be the way to engage not only with your fellow registrants, but also with the city of Seattle. In addition to maps for the Washington State Convention Center and Exhibition Hall, the app includes Google-integrated maps of Seattle with pinned locations for easy traveling and coordination. Plus, INTA has packed the app with information about the best places to check out in the city—from restaurants and coffee shops to hiking trails and art studios.

With this new technology comes a need to have more personalized security. The majority of the app’s functionalities will begin as default “off,” so if you are looking to use the app to its fullest be sure to check out which features you want to activate. These features include messaging, the activity stream, and the game.

Developed by Eventbase for INTA, the app runs on Android and Apple mobile phones and tablets. While much of the app’s functionality is accessible offline, registrants should connect to the Internet to take advantage of the app’s full potential.

The app will be arriving in Apple and Google Play app stores in early May. Be sure to download it before the 2018 Annual Meeting so you can set up your schedule, preferences, and contacts. Then, simply log in with your email address and password connected to your INTA account.

Have any questions?

Contact Kensey Cybul, Senior Coordinator, Education and Academic Competitions, kcybul@inta.org

If you need assistance, contact INTA’s Member Operations team at memberoperations@inta.org
Transport: Getting Around Seattle

Whether you want to walk, use the monorail system, or select other methods of transport, there are numerous ways to navigate Seattle.

How can you get from point A to point B in Seattle?

Upon arrival at Sea-Tac Airport, there are several modes of transportation to make your way to downtown Seattle. First, Sound Transit’s Link light rail is a rapid transit system, with adult fares ranging from US $2.25 to $3.25. The ride takes about 40 minutes, and service runs every 7 to 15 minutes from 5:00 am to 1:00 am on Monday through Saturday and from 6:00 am to midnight on Sundays and holidays. Metered taxis, as well as Lyft and Uber are also options. In addition, your hotel may offer an airport shuttle, so be sure to check before your trip.

Seattle is a very compact city and is easy to navigate with lots of options to get around. The Washington State Convention Center, where most of the Annual Meeting activities take place, is located in the heart of downtown Seattle. The Convention Center is close to most of the hotels in INTA’s hotel block, with lots of restaurants, shops, and goings-on within walking distance. INTA will provide a limited daily shuttle service, with morning and evening schedules, from and to hotels that are further from the Convention Center.

For the don’t-miss Grand Finale on Wednesday, May 23 at the Seattle Center, INTA will offer a continuous shuttle during the evening from and to specific locations. Or, you can ride the historic Seattle Center Monorail, which provides a direct link between downtown’s Westlake Center, at 5th Avenue and Pine Street, and Seattle Center Station, adjacent to the Space Needle. Please note that you must have your Annual Meeting badge to access the shuttle or the monorail.

For more details about transport, including shuttle schedules, download the 2018 Annual Meeting app—coming in early May.

Drop Off Donations for Dress for Success Seattle

As part of its commitment to corporate social responsibility, INTA is collecting donations of used and new clothes to help empower female job seekers.

Imagine what it must feel like to land a job interview only to worry about not having the appropriate outfit to wear.

You can help! Bring some gently used or new women’s clothes to the 2018 Annual Meeting, where INTA will be collecting these donations for Dress for Success Seattle.

Dress for Success Seattle’s mission is to empower women to achieve economic independence by providing a network of support, professional attire, and the development tools to help women thrive in work and in life. By giving clothing to job seekers, the nonprofit organization hopes to help boost their confidence during an interview.

The clothing drive is part of INTA’s commitment to corporate social responsibility (CSR), which includes giving back to the local community where the Annual Meeting takes place. INTA staff and the Seattle Convention and Visitors Bureau and its local member partners are also participating in this effort.

So, what’s in your closet? Dress for Success Seattle desk on the Skybridge on the fourth floor of the Washington State Convention Center, where volunteers will be available during registration hours to collect the clothing donations as well as monetary contributions via credit card. Dress for Success Seattle has 501(c) (3) tax status from the U.S. Internal Revenue Service, making all donations tax-deductible to the extent allowed by law.

With 10,000+ registrants at the Annual Meeting, just think of how many people we can help if each of us brings just one item—or even more. Let’s show Seattle women we’ve got their backs, and let’s show people we can help if each of us brings just one item—or even more. Let’s show Seattle women we’ve got their backs, and let’s help them “Dress for Success”!

To learn more about Dress for Success and its affiliate programs worldwide, visit https://seattle.dressforsuccess.org/

Plan Your Own Events

Hospitality tables and private meeting spaces are convenient ways for registrants to conduct business, and there may still be time to book a slot.

INTA is always looking for ways to enhance your experience and facilitate networking opportunities at the Annual Meeting.

This year there are convenient ways for registrants to conduct business in the Washington State Convention Center: hospitality tables and private meeting spaces. By using these options, meeting hosts and their guests will have the ease of being only steps away from sessions, committee meetings, and the Exhibition Hall, and can minimize time spent on moving to less convenient locations to get together.

Gone are the days of having to arrive at INTA’s Annual Meeting venue early to lock down a hospitality table for the day. You can now reserve a table in a semi-private area for the day in advance and come and go as you please. Not only is this convenient for you as the meeting host, it is also an easy way for your guests to find you.

Interested in locking down a table in advance? Some Reserved Hospitality Tables may still be available for hire.

INTA is also pleased to offer complimentary meeting space to corporate members to hold meetings at the Convention Center, making it easily accessible for their outside counsel. More than 40 corporate member organizations have taken advantage of this popular option and will be holding on-site meetings throughout the week. Keep an eye out in 2019 for this option–space tends to go quickly.

Outside the Convention Center, registrants have organized more than 250 invite-only events, including meetings, receptions, dinners, and hospitality suites, around the city throughout the week.
Getting the Most Out of Your First INTA Annual Meeting

INTA has organized two ice-breaking programs for the 2018 Annual Meeting to help newcomers find their feet.

Calling all Annual Meeting first-timers!

Participating in an event that draws 10,000+ may seem overwhelming, even intimidating, especially for those attending their first Annual Meeting. Recognizing this, INTA has organized two great programs for the 2018 Annual Meeting to help registrants break the ice and get oriented.

First-timers can learn what to expect from their five days in Seattle at the Annual Meeting Registrant First-Time Orientation and Reception on Saturday, May 19, from 3:00 pm to 5:00 pm at the Washington State Convention Center.

Hear from veteran registrants about the many opportunities available for education and networking, and benefit from their tips on how to navigate the hundreds of sessions, exhibits, and receptions in order to get the most out of the experience. Afterwards, registrants can start mingling and building relationships with peers during a special reception.

To complement the Orientation and Reception, INTA is introducing a Newcomers Match program for the 2018 Annual Meeting. It will help foster a connection right from the start by pairing a first-time registrant with another newcomer so neither has to go it alone. The partners will connect via email in advance of the Annual Meeting, and then will meet up to go to the Orientation and Reception and attend one or more educational sessions or other activities together.

In addition to having company, peers can share impressions and experiences. Matches will be based on a short online survey, taking into consideration, where possible, similarities such as similar roles, organizations, and regions. Program space is limited so sign up today.

In addition to these specific activities for first-timers, newcomers and experienced registrants can kick relationship building into high gear with INTA’s well-known Speed Networking. Taking place in the Exhibition Hall on a first-come, first-served basis, Speed Networking connects participants to exchange contact details and business information in fast-moving, three-minute stints. Bring business cards—and smile!

A Snapshot of Seattle (continued)

The Seattle Center, but just 43 seconds to reach the observation level via elevator.

The deck is open from 10:00 am to 7:00 pm from Sunday to Thursday and for an extra hour on Friday and Saturday. Price US $22.50*; only cash is accepted.

How to Get Around

If you are not keen on walking around the city, in addition to the monorail, other transportation options are available. These include the Link light rail, Regional Day Pass, Seattle Streetcars, and taxis. You can read more about them on page 8.

Restaurants

The Seattle Metropolitan Chamber of Commerce calls Seattle’s many restaurants as “richly diverse as the region’s people.” Cuisines include Moroccan, Indian, Asian, French, and Thai, or visitors could treat themselves to fresh seafood—“a signature of Northwest dining.” the Chamber of Commerce says.

Whatever your tastes, you’re sure to find something to savor in Seattle, with the city’s diverse population and historical ties to international cities ensuring excitement for every palate.

*Admission fee is at the time of writing.

For more ideas on how to spend your time outside of the Annual Meeting, head to https://www.visitsaattle.org/site/inta2018/. We hope you enjoy Seattle.
INTA’s Pre-Annual Meeting Receptions are planned exclusively for INTA members and non-members to learn more about INTA’s 2018 Annual Meeting in Seattle, Washington. Attendees brought friends, co-workers, and prospective members to find out more about INTA’s 2018 Annual Meeting and to discover all the benefits INTA offers.

INTA values and appreciates the hard work and efforts of the following hosts, who planned 24 receptions in 20 countries between January and April 2018.

### Networking Around the World: INTA Pre-Annual Meeting Reception Roundup

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<tr>
<th>RECEPTION DATE</th>
<th>HOST FIRM</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>January 26, 2018</td>
<td>Schwarz Schönherr Rechtsanwälte</td>
<td>Vienna, Austria</td>
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<tr>
<td>February 16, 2018</td>
<td>Gün + Partners</td>
<td>Istanbul, Turkey</td>
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<td>February 28, 2018</td>
<td>Di Blasi, Parente &amp; Associados</td>
<td>Rio de Janeiro, Brazil</td>
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<td>February 28, 2018</td>
<td>Gowling WLG and the American Chamber of Commerce in Russia</td>
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<td>March 1, 2018</td>
<td>Spoor &amp; Fischer</td>
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<td>March 6, 2018</td>
<td>Grünecker</td>
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<td>March 8, 2018</td>
<td>Hanson Bridgett LLP</td>
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<td>Simmons &amp; Simmons LLP</td>
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<td>Coblenz, Patch, Duffy &amp; Bass, LLP</td>
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