



## Looking Beyond Trademarks

2018 Asia-Pacific Conference

October 11-12 | Sydney, Australia



With brands often being a business's most valuable asset, it's more important than ever to look beyond traditional trademark protection and enforcement strategies and start considering a range of related IP issues and how these impact brand value.

Being an official event sponsor provides your organization with the opportunity to promote your brand and services to a group of influential trademark professionals from around the world.

**Please direct all communications regarding Asia-Pacific Conference sponsorship to  
Paula Lee, Manager, Exhibits & Sponsorships  
Email: [plee@inta.org](mailto:plee@inta.org) Direct Phone: +1-212-642-1721 Fax: +1-212-768-7796**

### Platinum Sponsorship (Non-Exclusive) – US \$5,000

#### **Platinum-Level Benefits:**

- Two registrations (*\$1750 value*)
- One half-page color ad in the *Final Program* (*\$500 value*)
- Two social media posts that recognize Platinum Sponsorship
- One promotional piece on the shared marketing table (subject to INTA approval, some size and weight restrictions apply)
- Organization's logo on tent cards in the General Session room
- Organization's logo on signage outside the General Session room
- Recognition before the meeting as a Platinum Sponsor on the Asia-Pacific Conference online brochure
- Recognition during the meeting as a Platinum Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session room, on the Asia-Pacific Conference portal, and in other designated areas
- Recognition as the Platinum Sponsor on email blasts
- 100-word description and logo with link to the organization's website on the online brochure
- Sponsor ribbons for all attendees from the organization

## **GOLD SPONSORS (Non-Exclusive) US \$4,000**

### **Gold-Level Benefits:**

- One registration (\$875 value)
- One promotional piece on the shared marketing table (subject to INTA approval, some size and weight restrictions apply)
- Organization's logo on signage outside the General Session room
- Recognition before the meeting as a Gold Sponsor on the Asia-Pacific Conference online brochure
- Recognition during the meeting as a Gold Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session room, on the Asia-Pacific Conference portal, and in other designated areas
- Recognition as a Gold Sponsor on email blasts
- 75-word description and logo with link to the organization's website on the online brochure
- Sponsor ribbons for all attendees from the organization

## **SILVER SPONSORS (Non-Exclusive) US \$3,000**

### **Silver-Level Benefits:**

- One promotional piece on the shared marketing table (subject to INTA approval, some size and weight restrictions apply)
- Organization's logo on signage outside the General Session room
- Recognition before the meeting as a Silver Sponsor on the Asia-Pacific Conference online brochure
- Recognition during the meeting as a Silver Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session room, on the Asia-Pacific Conference portal, and in other designated areas
- Recognition as a Silver Sponsor on email blasts
- 50-word description and logo with link to the organization's website on the online brochure
- Sponsor ribbons for all attendees from the organization

## **Lanyard Sponsorship (Exclusive Platinum Sponsor) – US \$6,000**

### **Lanyard Sponsor Benefits:**

- Lanyard with your organization's logo distributed to all attendees
- One registration (\$875 value)
- One half-page color ad in the *Final Program* (\$500 value)
- Two social media posts that recognize Platinum Sponsorship
- One promotional piece on the shared marketing table (subject to INTA approval, some size and weight restrictions apply)
- Organization's logo on tent cards in the General Session room
- Organization's logo on signage outside the General Session room
- Recognition before the meeting as a Platinum Sponsor on the Asia-Pacific Conference online brochure
- Recognition during the meeting as a Platinum Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session room, on the Asia-Pacific Conference portal, and in other designated areas

- Recognition as the Platinum Sponsor on email blasts
- 100-word description and logo with link to the organization's website on the online brochure
- Sponsor ribbons for all attendees from the organization

<b>ADVERTISING OPPORTUNITIES - Printed Final Program</b>
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- US \$500      Half-page color ad in the *Final Program* (inside)
- US \$750      Full-page color ad in the *Final Program* (inside)
- US \$1,000    Full-page color ad in the *Final Program* (inside front cover)
- US \$1,000    Full-page color ad in the *Final Program* (inside back cover)
- US \$1,500    Full-page color ad in the *Final Program* (back cover)

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Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

## Sponsorship Selection:

Platinum – US \$5,000     Gold – US \$4,000     Silver – US \$3,000

## Platinum- Exclusive

Lanyard – US \$6,000

## Advertisement

- Half-page color ad in the *Final Program* (inside) – US \$500
- Full-page color ad in the *Final Program* (inside) – US \$750
- Full-page color ad in the *Final Program* (inside front cover) – US \$1000
- Full-page color ad in the *Final Program* (inside back cover) – US \$1000
- Full-page color ad in the *Final Program* (back cover) – US \$1500

**Payment:**    CHECK     AMEX     DISCOVER     MASTERCARD     VISA

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

Name of Card Holder: \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

Sponsor

International Trademark Association

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Paula Lee, Manager, Exhibits &  
Sponsorships

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**Sponsorship Terms:** Sponsorships are not considered secured until INTA has received full payment and countersigned this agreement. No refunds or cancellations on Sponsorships.