



# Sponsorship Opportunities

September 15–17, 2019  
Maritim Hotel Berlin  
Berlin, Germany



Join hundreds of trademark administrators and practitioners for three days of education and networking.

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, as well as to learn about key developments in trademark law, best practices in brand protection, and other industry trends.

### Why Become a Sponsor?

As a sponsor at the International Trademark Association's 2019 Trademark Administrators and Practitioners (TMAP) Meeting, you will:

→ **Connect with the Right People**

- Registrants are the end users of trademark registration products/services, with the majority having 12+ years of experience.

→ **Promote Your Organization**

- Each sponsorship package provides a wealth of recognition before, during, and after the conference—not only for registrants, but others in the intellectual property field.

→ **Leave an Impression**

- Current and potential clients from around the world will note your participation, and learn about the importance of brands and brand protection to your organization.



## Why Berlin?

Berlin is the capital of Germany and the country's largest city by both area and population.

### → Easily accessible

- Berlin serves as a continental hub for air and rail traffic, with several low-cost flights flying into Berlin daily.
- Long-distance rail lines connect Berlin with all of the major cities of Germany and with many cities in neighboring European countries.

### → Multinational Corporations

- Several multinational corporations have offices in Berlin.

### → TMA Attendance

- Registrants from Germany account for the second largest group of European attendees at previous TMAP meetings, and the Annual Meeting TMA Brunch.

### → INTA Membership in Germany

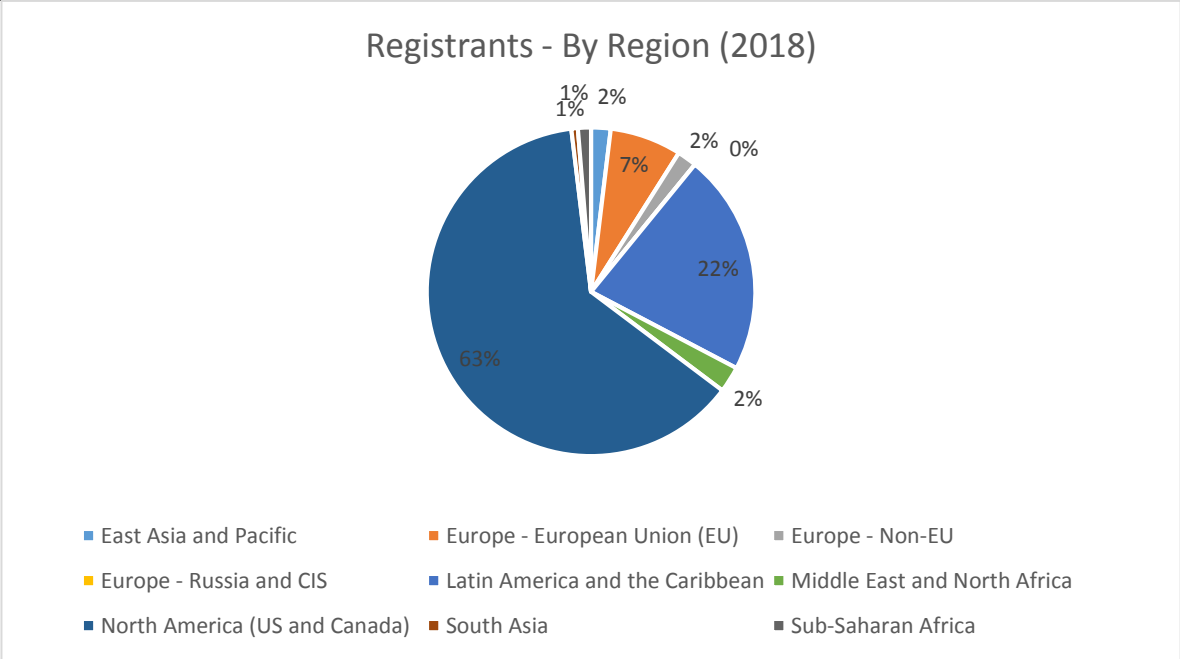
- INTA has 267 member organizations in Germany.
- 28 Corporate Members are based in Germany.



Last Year's 2018 Trademark Administrators and Practitioners (TMAP) Meeting:  
Registrant Demographics

**Total Registrants: 403**

The majority of last year's registrants were from North America (as the event was held in Orlando, Florida, USA). We anticipate that the number of European registrants will increase this year, due to the location of the 2019 event (Berlin, Germany).

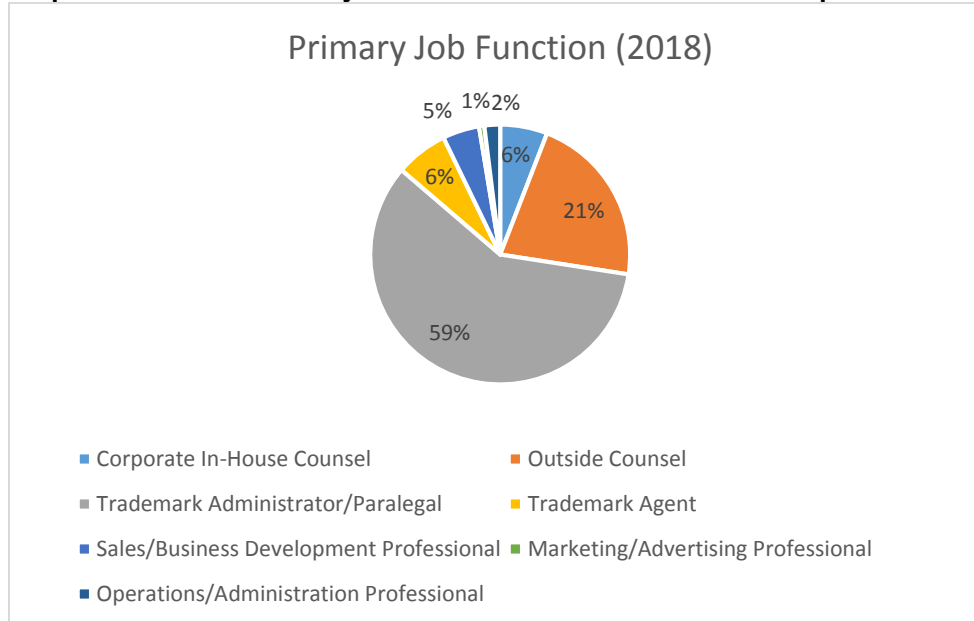




Last Year's 2018 Trademark Administrators and Practitioners (TMAP) Meeting:  
Registrant Demographics

**Total Registrants: 403**

**The core demographic profile of last year's meeting was trademark administrators/paralegals. These professionals are the primary end users of most trademark-related products/services. They are the decision makers in terms of product functionality/investment.**

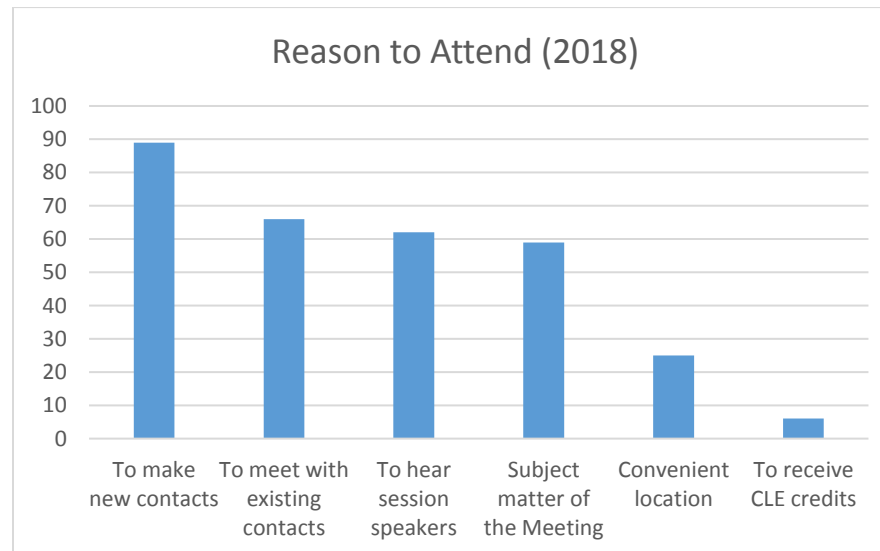




Last Year's 2018 Trademark Administrators and Practitioners (TMAP) Meeting:  
Registrant Demographics

**Total Registrants: 403**

**Networking is at the heart of this event. Registrants look forward to solidifying existing relationships, while establishing new ones, within a friendly and relaxed atmosphere. Sponsors/exhibitors will have an opportunity to reach a new audience that's eager to experience new technology and practices.**





### INTA Social Media Reach



 150,984 average monthly organic impressions



 30,500 average monthly organic impressions





Thank you to 2018 Trademark Administrators and Practitioners (TMAP) Meeting Sponsors!



Knobbe Martens



PARTRIDGE | PARTNERS

SMART & BIGGAR





All communications regarding sponsorship should be directed to Lyonel Yu.  
Email: [Lyu@inta.org](mailto:Lyu@inta.org) Direct Phone: + 1-212-642-1725 Fax: + 1-212-768-7796

## Platinum Sponsorship and Recognition

### Platinum Sponsorship (Exclusive) – US \$8,000 **SOLD**

- Two registrations (*US \$1,750 value*)
- One exhibition table (*US \$1,600 value*)
- One full-page ad in the printed *Final Program* (*US \$750 value*)
- Four 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)
- Premier placement of the organization's logo on tent cards in the General Session room
- Premier placement of the organization's logo on signage outside the General Session room
- Recognition before the meeting as the Platinum Sponsor on the 2019 TMAP Meeting online brochure
- Recognition during the meeting as the Platinum Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session room, on the 2019 TMAP Meeting portal, and in other designated areas
- Recognition as the Platinum Sponsor on 2019 TMAP Meeting email blasts
- 150-word description and logo with link to the organization's website on the online brochure
- Sponsor ribbons for all attendees from the organization

## Gold Sponsorship Levels and Recognition

### Farewell Reception Sponsorship (Exclusive) – US \$5,000

- **Organization's logo on signage at Farewell Reception location**
- **The exclusive right to place one promotional piece at Farewell Reception location (subject to INTA approval; some size and weight restrictions apply)**
- **One registration (US \$875 value)**
- Three social media posts that recognize Gold 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 Gold Sponsor on the 2019 TMAP Meeting 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 2019 TMAP Meeting portal, and in other designated areas
- Recognition as a Gold Sponsor on 2019 TMAP Meeting 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

### Hotel Keycard Sponsorship (Exclusive) – US \$5,000 **SOLD**

- **Hotel keycards printed with your organization's logo distributed to all attendees checking into the Maritim Hotel Berlin**
- **One registration (US \$875 value)**
- Three social media posts that recognize Gold 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 Gold Sponsor on the 2019 TMAP Meeting 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 2019 TMAP Meeting portal, and in other designated areas
- Recognition as a Gold Sponsor on 2019 TMAP Meeting 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

**Lanyard Sponsorship (Exclusive) – US \$6,000 SOLD**

- **Lanyard with your organization's logo distributed to all registrants**
- **One registration (US \$875 value)**
- Three social media posts that recognize Gold 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 Gold Sponsor on the 2019 TMAP Meeting 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 2019 TMAP Meeting portal, and in other designated areas
- Recognition as a Gold Sponsor on 2019 TMAP Meeting 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

**Meeting Badge Sponsorship (Exclusive) – US \$6,000 (NEW!)**

- **Meeting badge with your organization's logo worn by all attendees**
- **One registration (US \$875 value)**
- Three social media posts that recognize Gold 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 Gold Sponsor on the 2019 TMAP Meeting 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 2019 TMAP Meeting portal, and in other designated areas
- Recognition as a Gold Sponsor on 2019 TMAP Meeting 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

**Meeting Bag Sponsorship (Exclusive) – US \$6,000 SOLD**

- **Meeting bag with your organization's logo distributed to all attendees**
- **The exclusive right to place one promotional piece in the meeting bag (subject to INTA approval; some size and weight restrictions apply)**
- **One registration (US \$875 value)**
- Three social media posts that recognize Gold 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 Gold Sponsor on the 2019 TMAP Meeting 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 2019 TMAP Meeting portal, and in other designated areas
- Recognition as a Gold Sponsor on 2019 TMAP Meeting 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

**Welcome Reception Sponsorship (Maximum of two Sponsors) – US \$5,000 (1 spot remaining)**

- **Organization's logo on signage at Welcome Reception location**
- **The exclusive right to place one promotional piece at Welcome Reception location (subject to INTA approval; some size and weight restrictions apply)**
- **One registration (US \$875 value)**
- Three social media posts that recognize Gold 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 Gold Sponsor on the 2019 TMAP Meeting 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 2019 TMAP Meeting portal, and in other designated areas
- Recognition as a Gold Sponsor on 2019 TMAP Meeting 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 Sponsorship Recognition**

**Welcome Coffee Sponsorship (Exclusive) – US \$3,500 (per day)**

- **Monday and/or Tuesday coffee**
- **Organization's logo on signage at coffee location**
- **The exclusive right to place one promotional piece in a designated space at the coffee (subject to INTA approval; some size and weight restrictions apply)**
- Two social media posts that recognize Silver 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 Silver Sponsor on the 2019 TMAP Meeting 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 2019 TMAP Meeting portal, and in other designated areas
- Recognition as a Silver Sponsor on 2019 TMAP Meeting 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

<p><b>Luncheon Sponsorship (Non-Exclusive) – US \$4,000 (per day)</b></p>
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- **Monday and/or Tuesday luncheon**
- **Organization's logo on signage at luncheon location**
- **The exclusive right to place one promotional piece in a designated space at the luncheon (subject to INTA approval; some size and weight restrictions apply)**
- Two social media posts that recognize Silver 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 Silver Sponsor on the 2019 TMAP Meeting 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 2019 TMAP Meeting portal, and in other designated areas
- Recognition as a Silver Sponsor on 2019 TMAP Meeting 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

<p><b>Networking Break Sponsorship (Non-Exclusive) – US \$3,500 (per day)</b></p>
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- **Monday and/or Tuesday networking break**
- **Organization's logo on signage at networking break location**
- **The exclusive right to place one promotional piece in a designated space at the networking breaks location (subject to INTA approval; some size and weight restrictions apply)**
- Two social media posts that recognize Silver 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 Silver Sponsor on the 2019 TMAP Meeting 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 2019 TMAP Meeting portal, and in other designated areas
- Recognition as a Silver Sponsor on 2019 TMAP Meeting 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

### **Registration Desk Sponsorship (Exclusive) – US \$3,500 (NEW!)**

- **Organization's logo on signage at registration location**
- **The exclusive right to place one promotional piece in a designated space at the registration counter (subject to INTA approval; some size and weight restrictions apply)**
- Two social media posts that recognize Silver 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 Silver Sponsor on the 2019 TMAP Meeting 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 2019 TMAP Meeting portal, and in other designated areas
- Recognition as a Silver Sponsor on 2019 TMAP Meeting 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

## **Bronze Sponsorship Recognition**

### **Idea Exchange Sponsorship (Exclusive) – US \$2,000 (NEW!) SOLD**

- **Organization's logo on tent cards on the tables during session**
- **Organization's logo on signage at session location**
- **The exclusive right to place one promotional piece on each table, at the session location (subject to INTA approval; some size and weight restrictions apply)**
- Recognition during the meeting as a Bronze Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session room, on the 2019 TMAP Meeting portal, and in other designated areas
- Recognition as a Bronze Sponsor on 2019 TMAP Meeting email blasts
- 25-word description and logo with link to the organization's website on the online brochure
- Sponsor ribbons for all attendees from the organization



**Room Drop Sponsorship (Non-Exclusive) – US \$2,000 (per day) (Monday- SOLD)**

- **Monday and/or Tuesday room drops**
- **One promotional piece delivered to rooms of INTA attendees at the Maritim Hotel Berlin on Monday and/or Tuesday. Sponsor is responsible for the cost of promotional material (subject to INTA approval; some size and weight restrictions apply)**
- Recognition during the meeting as a Bronze Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session room, on the 2019 TMAP Meeting portal, and in other designated areas
- Recognition as a Bronze Sponsor on 2019 TMAP Meeting email blasts
- 25-word description and logo with link to the organization's website on the online brochure
- Sponsor ribbons for all attendees from the organization

**Tour of Berlin Sponsorship (Non-Exclusive) – US \$2,000 (NEW!)**

- **Opportunity to leave one marketing piece per seat aboard event transportation (subject to INTA approval; some size and weight restrictions apply)**
- Recognition during the meeting as a Bronze Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session room, on the 2019 TMAP Meeting portal, and in other designated areas
- Recognition as a Bronze Sponsor on 2019 TMAP Meeting email blasts
- 25-word description and logo with link to the organization's website on the online brochure
- Sponsor ribbons for all attendees from the organization

**Website Banner Sponsorship (Non-Exclusive) – US \$3,000**

- **The exclusive placement of your organization's banner on all pages of the TMAP website**
- Recognition during the meeting as a Bronze Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session room, on the 2019 TMAP Meeting portal, and in other designated areas
- Recognition as a Bronze Sponsor on 2019 TMAP Meeting email blasts
- 25-word description and logo with link to the organization's website on the online brochure
- Sponsor ribbons for all attendees from the organization

**Website Countdown Clock Sponsorship (Exclusive) – US \$3,000 (NEW!)**

- **The exclusive placement of your organization's logo on the official countdown clock on all pages of the TMAP website**
- Recognition during the meeting as a Bronze Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session room, on the 2019 TMAP Meeting portal, and in other designated areas
- Recognition as a Bronze Sponsor on 2019 TMAP Meeting email blasts

- 25-word description and logo with link to the organization's website on the online brochure
- Sponsor ribbons for all attendees from the organization

<b>Welcome Letter Sponsorship (Exclusive) – US \$3,000</b>
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- **Be the first to greet each INTA attendee with an official “Welcome Letter” sponsored by your organization upon the attendee’s check-in at the Maritim Hotel Berlin. The letter will contain your logo and a welcome message from your organization (subject to INTA approval).**
- Recognition during the meeting as a Bronze Sponsor in the printed *Final Program*, in the PowerPoint slide shown in the General Session room, on the 2019 TMAP Meeting portal, and in other designated areas
- Recognition as a Bronze Sponsor on 2019 TMAP Meeting email blasts
- 25-word description and logo with link to the organization's website on the online brochure
- Sponsor ribbons for all attendees from the organization

### ADVERTISING OPPORTUNITIES—Printed Final Program and Mobile App

- US \$1,500 Final Program Full-page ad—back cover **(SOLD)**
- US \$1,250 Final Program Full-page ad—inside front cover (per slot)
- US \$1,000 Final Program Full-page ad—inside back cover (per slot) **(SOLD)**
- US \$750 Final Program Full-page ad—inside
- US \$500 Final Program Half-page ad—inside
  
- US \$3,500 Mobile App Push Notification (Exclusive) **(NEW!)**
  - A push notification is similar to a text message, but sent through the mobile app itself to all attendees who opt-in to receive push notifications.
  - Maximum of two push notifications per day on September 15, 16, and 17.
  - Message must be sent in advance of the meeting.
  - Message(s) subject to INTA approval.
  
- US \$2,000 Mobile App Interstitial Screen Advertisement (Exclusive) **(NEW!)**
  - A full screen ad will be displayed for a specific duration every time the event schedule loads onto the user’s device (with Skip Ad option for user).
  - Make a strong first impression with an advertisement that is visible to attendees when they open the app.

- US \$1,000 Mobile App Rotating Banner Advertisement (Non-Exclusive) **(NEW!)**
  - Display on the listing screens (schedules, speakers, attendees, etc.) of the app, at the top of the list.
  - Highlight your brand, products, etc. with a banner advertisement displayed in the mobile app.



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

Contact Person: \_\_\_\_\_ Email Address: \_\_\_\_\_

**Sponsorship Selection:**

Platinum – US \$8,000- **(SOLD)**

**Gold**

- Farewell Reception – US \$5,000
- Hotel Keycard – US \$5,000- **(SOLD)**
- Lanyard – US \$6,000- **(SOLD)**
- Meeting Badge – US \$6,000
- Meeting Bag – US \$6,000- **(SOLD)**
- Welcome Reception – US \$5,000
- (1 of 2 slots sold)**

**Silver**

- Coffee – US \$3,500 per day
- Monday  Tuesday
- Luncheon – US \$4,000 per day
- Monday  Tuesday
- Networking Break – US \$3,500 per day
- Monday  Tuesday
- Registration Desk – US \$3,500

**Bronze**

- Idea Exchange – US \$2,000- **(SOLD)**
- Room Drop – US \$2,000 per day
- Monday **(SOLD)**  Tuesday
- Tour of Berlin – US \$2,000
- Website Banner – US \$3,000
- Website Countdown Clock – US \$3,000
- Welcome Letter – US \$3,000

**Advertisement**

- Half-page ad in the *Final Program* (inside) – US \$500
- Full-page ad in the *Final Program* (inside) – US \$750
- Half-page ad in the *Final Program*
  - (inside front cover; two slots) – US \$1,250 each slot;  (inside back cover; two slots) – US \$1,000 each slot
- Half-page ad in the *Final Program* (back cover; two slots) – US \$1,500 each slot **(SOLD)**

- Mobile App Push Notification (Exclusive) – US \$3,500
- Mobile App Interstitial Screen Advertisement (Exclusive) – US \$2,000
- Mobile App Rotating Banner Advertisement (Non-Exclusive) – US \$1,000

**Exhibition Table**

- One exhibition table (includes two registrations) – US \$1,600

**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

\_\_\_\_\_  
Lyonel Yu, Coordinator, 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. All ads are subject to approval by INTA.

Customer liable to account for VAT under the Reverse Charge Mechanism.