



INTA ANNUAL MEETING

London, England | May 2-6, 2026

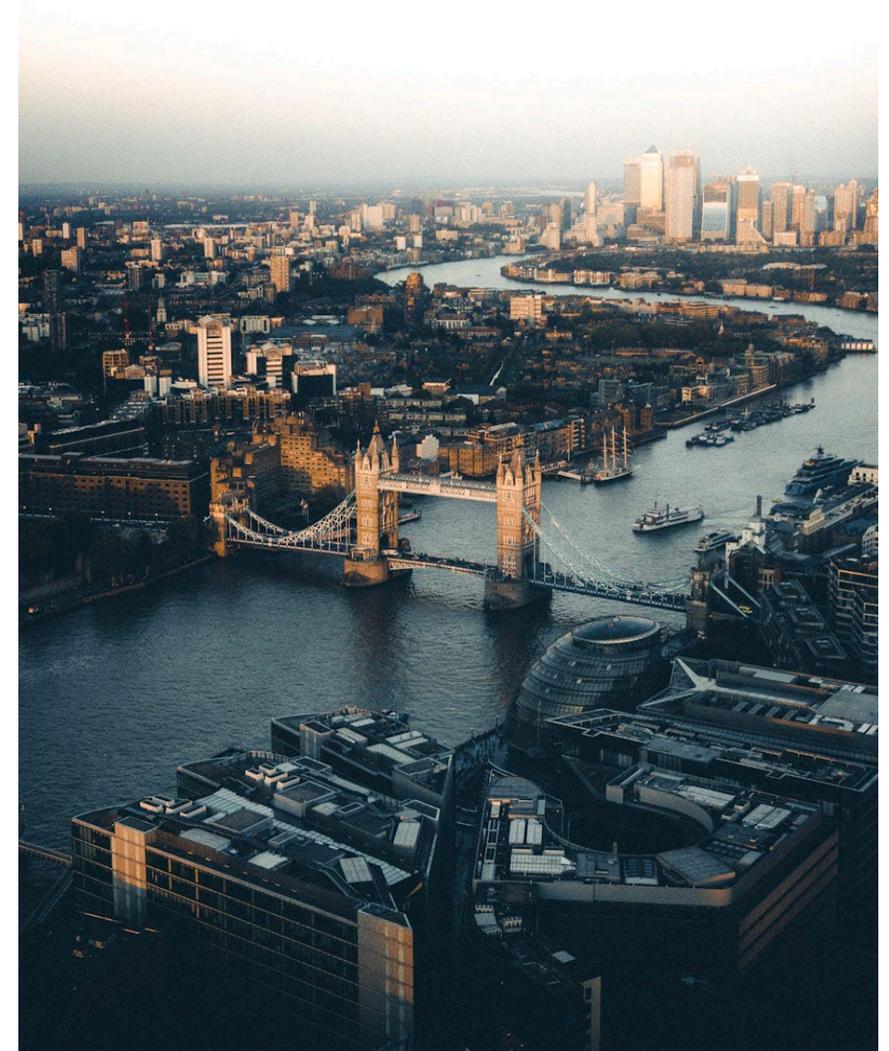
Annual Meeting 2026 | Member Town Hall

February, 2026



Agenda

- Meeting by Numbers
- Meet INTA's President
- Do the Right Thing, Badge Up
- Meet the Co-Chairs
- Overview of the Annual Meeting
- Key Dates, ROI, and Pricing
- Grand Finale and Business Development
- Make London Work for Your Budget
- Where to Find Information
- Share Your Excitement
- Q&A and Post Town Hall Survey
- Appendix





Mentimeter



Meeting by Numbers

2,614

ORGANIZATIONS

— FROM —

132

JURISDICTIONS



Total Registrants

5,060

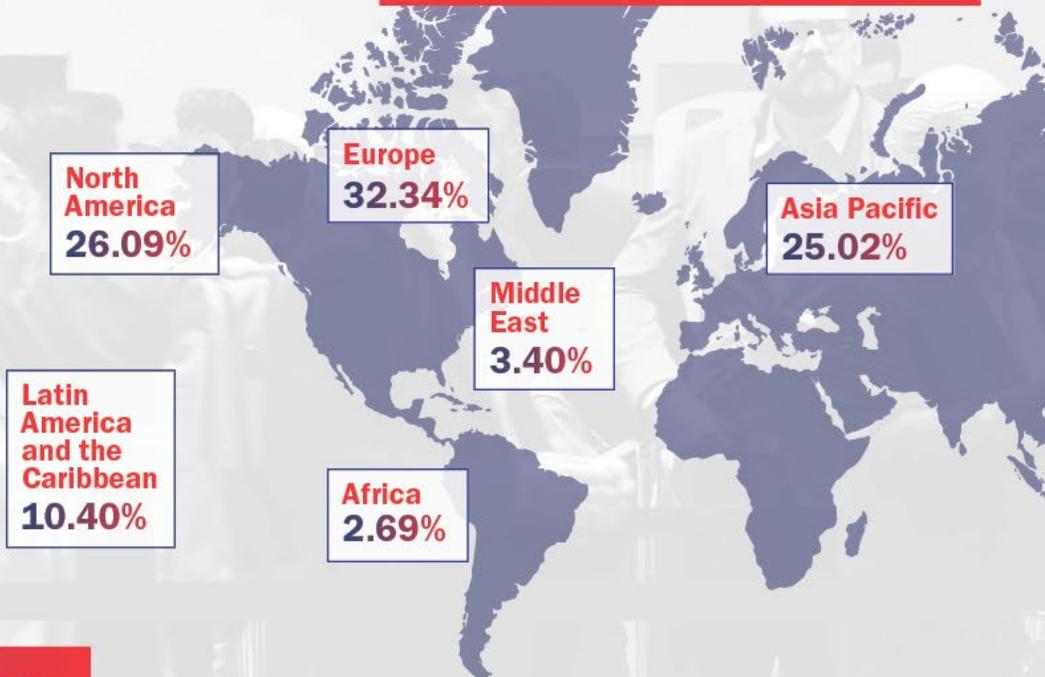
278

CORPORATE ORGANIZATIONS



CORPORATE INDIVIDUALS

455



- United States
- China
- United Kingdom
- Germany
- India
- Japan
- Canada
- Brazil
- Australia
- Switzerland

TOP 10 JURISDICTIONS

INNOVATION MARKETPLACE

ALREADY
150
EXHIBITORS
AND STILL
GROWING!

150

EXHIBITORS
from 37
jurisdictions

including
32
FIRST-TIME
EXHIBITORS



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Corporate Organizations Registered

7-Eleven, Inc.
 Aditya Birla Management Corporations Pvt
 Ltd.
 Alcon
 Alibaba
 Alpargatas S.A.
 Alticor Inc.
 Amazon
 Amazon EU Sarl
 AMAZON.COM
 Amazon.com, Inc.
 American Express
 Amgen Inc.
 Anheuser-Busch INBEV S.A.
 Apple and Pear Australia Ltd
 Aristocrat Technologies Australia Pty Ltd
 Aristocrat Technologies, Inc.
 ASICS AMERICA CORPORATION
 Astellas Pharma Europe Ltd.
 AstraZeneca
 AT&T Services, Inc.
 ATARI GAMES INDIA PRIVATE LIMITED
 Autodesk, Inc.
 B V L G A R I / LVMH
 Barry Callebaut
 Bayer Intellectual Property GmbH
 Beiersdorf Middle East

Bellroy
 Biofarma
 BIOMERIEUX
 Blue Cross Blue Shield Association
 BMW AG
 BNY
 Botica Comercial Farmacêutica Ltda.
 Bristol-Myers Squibb
 British American Tobacco Group
 Brooks Sports, Inc.
 CASTEL FRERES
 Caterpillar Inc.
 CCA and B, LLC
 Chanel Limited
 Chanel SAS
 Chanel, Inc.
 Chevron Corporation
 Chick-fil-A, Inc.
 CKE Restaurants Holdings, Inc.
 Comite interprofessionnel du vin de
 Champagne
 Compassion International, Inc.
 Corteva Agriscience LLC
 Cosnova GmbH
 Coty Inc.
 Crocs Europe B.V.
 Crunchyroll LLC

CSL
 Danish Fashion and Textile
 Dentsu International Limited
 DO Innovations SA
 Dropbox, Inc.
 E. & J. Gallo Winery
 Edgewell Personal Care Company
 Epic Games, Inc.
 Etex Services NV
 F. Hoffmann-La Roche AG
 Federation of the Swiss Watch Industry FH
 Ferrara Candy Company
 Ferrero U.S.A. Inc.
 Fidelity Investments
 Fluke Corporation
 Ford Motor Company
 Fortnum & Mason
 Fruit of the Loom
 Genesys Cloud Services, Inc.
 Gigabyte Technology Co., Ltd.
 Gilead Sciences Inc.
 Giorgio Armani SpA
 Grupo AIE
 H. Lundbeck A/S
 Hard Rock International
 Harley-Davidson Europe
 Harley-Davidson Motor Company, Inc.

Corporate Organizations Registered (cont'd)



Harman International Industries,
Incorporated

Harvard University

Heineken International B.V.

Herschel Supply Company Ltd.

Hilti Aktiengesellschaft

Holcim

Holcim Technology Ltd

HP INC.

HUMAN MADE INC.

Humanable

Iconix International Inc.

IICOMBINED Co., Ltd.

Industria De Diseno Textil, S.A. (Inditex, S.
A.)

Intel Corporation

InterContinental Hotels Group

International Olympic Committee

INTERPARFUMS

ISDIN

James Hardie Technology Limited

Johnson & Johnson

Johnson & Johnson

Johnstons of Elgin

JT International S.A.

JTI GBS POLAND Sp. z o.o.

Kenvue

Lacoste Alligator S.A. (MF Brands Group)

Leatherman Tool Group, Inc.

LG Display Co., Ltd

Li & Fung (Trading) Limited

Light & Wonder, Inc.

LinkedIn Corporation

L'Oreal USA, Inc.

LUIGI LAVAZZA SPA

lululemon athletica

Mahindra & Mahindra Limited

Major League Baseball

Marriott International, Inc.

Mars Inc

Mastercard International Incorporated

Mattel, Inc.

McKesson Corporation

Medela AG

Merck & Co., Inc.

MetLife

MF BRANDS GROUP

MGM Resorts International

Microsoft Corporation

Middle Earth Enterprises LLC

Molson Coors Beverage Company

MTN Nigeria

National Optics Institute (INO)

NBA Properties, Inc.

NBC Universal Media, LLC

NBCUniversal

NCFTA

New Balance Athletics, Inc.

New England Biolabs

New Era Cap, LLC

News Corporation

Nike, Inc.

Nintendo of America Inc.

Nokia Corporation

Novartis International AG

Novartis Pharma AG

Olaplex, Inc.

ON AG

Oracle Corporation

Outfit7 Limited

P&G Technical Centre Ltd

Parlux Holdings, Inc

PepsiCo, Inc.

Perry Ellis International, Inc.

Pfizer Inc.

Philips International B.V.- Intellectual Property &
Standards

PIM BRANDS

PING

Pirelli & C. S.p.A

PlanetArt LLC

Corporate Organizations Registered (cont'd)



Procter & Gamble Asia
Procter & Gamble International Operations
SA
Prosus Services B.V.
PZ Cussons (International) Limited
Qualcomm Incorporated
Reckitt Benckiser Corporate Services Ltd
Richemont International Limited
Richemont International SA
Robert Bosch LLC
Rolex, S.A.
RTL Group Markenverwaltungs GmbH
S.C. Johnson & Son, Inc.
Salesforce, Inc.
San Miguel Brewery Inc.
Sanofi
Sartorius Lab Instruments GmbH & Co. KG
Secretlab
Secrid BV
Seiko Group Corporation
Selkirk Sport
Shibumi Shade, Inc.
Societe des Produits Nestlé
Sony Interactive Entertainment LLC
SOREMARTEC S.A.
Spin Master Ltd
Stanley Black & Decker, Inc.

Starbucks Coffee Company
Stripe, Inc.
Stussy Inc.
Sumitomo Rubber Industries Ltd
Swiss Pharma International AG
Syngenta Crop Protection AG
T. Rowe Price Associates, Inc.
Takeda Pharmaceuticals International AG
Taylor Made Golf Company
Telefonaktiebolaget L M Ericsson
TelevisaUnivision
Tempur Sealy International, Inc.
TEMU
The Chemours Company FC, LLC
The Coca-Cola Company
The Linux Foundation
The Weir Group PLC
Tiffany & Co.
TUI AG
Turtle Wax, Inc.
Union-Swiss (Pty) Ltd
UPM-Kymmene Corporation
Urumepa
Valvoline Global Products
VERSANT
VGW Holdings Limited
Walmart Inc.

Warner Bros. Discovery, Inc.
WD-40 Company
Wella International Operations Switzerland Sarl
Workday, Inc.
Wyndham Hotels & Resorts, Inc.
Yahoo Inc.
Zippo Manufacturing Company
Zoetis Inc.
Zwilling J.A. Henckels AG

Corporate Registrant Titles



Associate General Counsel
Brand Protection & Enforcement roles (various formulations)
Chief Legal Officer
Co-Head, Intellectual Property
Corporate Counsel
Corporate General Counsel
Director, Business / Legal / IP / Brand Protection
Executive Director & Secretary
General Counsel
Global Chief Legal Officer and Company Secretary
Global Director of Brand Protection
Global Director, Customer Trust
Global IP Counsel / Senior Director, IP Counsel
Head of Intellectual Property
Head of IP / Head of Trademark / Head of Licensing and Enforcement

Head of Trust & Safety
Intellectual Property Director
IP Chief Counsel
IP Legal Director
IP Manager (International / Regional)
Lead Trademark Attorney
Legal Director
Paralegal (Senior / Principal)
President & CEO
Regional Chief of IP – North America
Senior Counsel
Senior Corporate Counsel
Senior Director & Senior Managing Counsel
Senior IP Counsel
Senior Paralegal
Vice President & Associate General Counsel



Meet INTA's President

2026 INTA President



Deborah Hampton

The Chemours Company FC, LLC
USA

- Why is the Annual Meeting important to me?
- How has the Annual Meeting helped me in my career?
- How is Chemours Company participating at this year's Annual Meeting in London?



Do the Right Thing, Badge Up

Why is this Important?

- Direct Revenue Loss **US\$1,675,000** (*in-person early bird fee of US\$1,675 per individual at 1000 people in San Diego unregistered*)
 - Indirect Revenue Loss **US\$123,750*** (*rebate, commission, and reservation fees assuming 1,000 individuals at five nights of hotel stay within INTA's hotel block*)
 - Total Revenue Loss **US\$ 1,798,750**
 - Assuming everything stays the same, in the next 10 years, the estimated revenue loss is **US\$ 17,987,500**
- * Figure provided by INTA's housing partner*



INTA Badging Policy and Committee Participation



All individuals within a member organization attending an INTA event are expected to register for the event and wear their official event badge. Continued committee participation requires that everyone at the organization level respects this policy. If any individual from a member organization attends an event without proper registration and a badge, all committee members from that organization may be removed from their committee assignments.

Thank you for helping us maintain a professional and fair environment for all members. Your commitment strengthens our community and supports INTA's mission.



Meet the Co-Chairs

2026 Annual Meeting Co-Chairs



Tanya Fickenscher

Vice President and Deputy General Counsel
Major League Baseball (MLB)
USA



Lara Kayode

Managing Partner and Founder
O. Kayode & Co.
Nigeria



Overview of the Annual Meeting

Experience Excel London

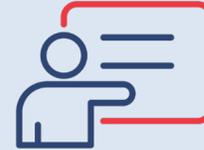


Program Highlights



Overall Program Highlights

- **10 Daily Keynotes:** 15min & 45min sessions, 5 gov't and 5 business-related keynotes – **New!**
- **50+ Educational Sessions** comprised of 45- and 60-min sessions.
- **3 Tracks**
 - Law & Policy
 - Business of Intangibles
 - Technologies Shaping the Future of IP
- **3 Series**
 - Patent Series
 - In-House Practitioners Series
 - Professional Development & Career Advancement Series
- **6 Workshops – Industry and IP Offices Workshop – New!**
- **Law Firm Idea Exchange**
- **Enhanced Academic Offerings**
- **First-Time Orientation/TMA Brunch**
- **Flash Mentoring – New!**



Educational Programming

In-House Practitioners Series— Seven sessions crafted by and for corporate registrants. Topics include:

- *AI-First Legal Leadership in In-House Teams: Myth or Necessary Reality?*
- *IP Value in the Boardroom: Communicating Strategic Importance*
- *AI-Driven Advertising: Copyright in the New Frontier*
- *Global Brand Expansion: Developing and Managing IP in Africa and India*
- *Beyond the Trademark: Navigating Adjacent Legal Issues*
- *M&A and Spin-Offs: Navigating Complexity, Capturing Opportunity for In-House IP Teams*
- *The GC Perspective: Building Legal Strategy from the Inside Out*

Notable Daily Keynotes

Visit our webpage for more featured daily keynotes [here](#)



Sunday, May 3, 4:30 pm - 6:00 pm

Daren Tang

Director General
World Intellectual Property Organization
Switzerland

Additional Daily Keynotes:

- **Anna Jardfelt**
- **Iyinoluwa Aboyeji**
- **Mark Leishman**
- **Tom Athron**
- **Jenny Urquhart**
- **John A. Squires**
- **Adam Williams**
- **Dupsy Abiola**

Tuesday, May 5, 11:15 am - 11:45 am | Importance of IP to Economic Growth

Kanisha Narayan MP

Parliamentary Under-Secretary of State
Department for Science, Innovation and Technology
UK

Notable Speakers

Visit our webpage for more notable speakers [here](#)



In-House Practitioners



Ese Akpogheneta

Trademark Counsel
British American
Tobacco Group
UK



Mohammad Amro

General Counsel
Agthia Group PJSC
UAE



Edward L. Brant

Chief IP Office, Legal
Operations Executive
Chemours
USA



Cécile Cailac

Global Head of
Intellectual Property
Chanel
UK

Business



Dupsy Abiola

Non-Executive
Director
Essentra
UK



Iyinoluwa Aboyeji

Founder and CEO
Future Africa
Nigeria



Jenny Urquhart

Chairman
Johnstons of Elgin
Scotland



David Haigh

CEO and Founder
Brand Finance Plc
UK

Academia, Judges and Non-Profits



Ryan Abbott

Professor of Law and
Health Sciences
University of Surrey
Law School
UK



Sir Richard David Arnold

Lord Justice
Judge of the Court of
Appeal of England and
Wales
UK



António-Serge de Pinho Campinos

President
European Patent
Office (EPO)
Germany



Konstantinos Georgaras

Chief Executive
Officer
Canadian Intellectual
Property Office
Canada



Sir Colin Birss

Chancellor of the High
Court
Royal Courts of Justice
UK



Enrico Bonadio

Professor of Law
City St George's
University of London
UK



Anna Jardfelt

Director General
Swedish Intellectual
Property Office
Sweden



Mark Leishman

Executive Director &
Secretary
Royal Warrant Holders
Association
UK

Anticounterfeiting INTA Director and 2026 Chair



Alastair Gray
INTA Director of Anticounterfeiting
Netherlands



Kristina Schrader
Partner & Anti-Counterfeiting
TeamLeader, Adams & Reese
USA

Anticounterfeiting Sessions



Anticounterfeiting Workshop , Luncheon & Reception
Saturday, May 2, 2026

Enforcement Outside-the-Box: Non-Traditional Strategies to Complement Anticounterfeiting and Brand Protection
Monday, May 4, 2026

From Seizure to Sustainability: Rethinking Counterfeit Destruction Practices
Tuesday, May 5, 2026

China Enforcement Update
Monday, May 4, 2026

The Lifecycle of a Criminal Investigation into Counterfeiting in the United Kingdom
Tuesday, May 5, 2026

Anticounterfeiting and Digital Enforcement: Best Practices and Ideas Exchange
Wednesday, May 6, 2026

Navigating The Program Online

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London, England | May 02 - 06, 2026

88
Days

07
Hours

33
Mins

REGISTER NOW

Home
Registration ▾
Hotels & Travel ▾
Education ▾
Business Development ▾
Innovation Marketplace ▾
Partner With Us ▾
General Info ▾

Search...

Search Results | Showing 0 of 19 in Sessions. Enter a search.

FILTER BY: Date (1) ▾ Category (1) ▾ Series ▾ Track ▾ Access ▾ CLE Eligible ▾

<p>Monday, May 4, 2026 9:45 am – 10:15 am</p>	Daily Keynote	🔔 General Session	View Details
<p>Monday, May 4, 2026 10:00 am – 11:00 am</p>	The GC Perspective: Building Legal Strategy from the Inside Out	🔔 General Session	View Details
<p>Monday, May 4, 2026 10:15 am – 11:15 am</p>	China Enforcement Update	🔔 General Session	View Details
<p>Monday, May 4, 2026 10:15 am – 11:00 am</p>	Daily Keynote A C-Suite Perspective: Investing in What You Can't Touch but Can't Ignore	🔔 General Session	View Details
<p>Monday, May 4, 2026 11:00 am – 12:00 pm</p>	Fireside Chat with Heads of European IP Offices	🔔 General Session	View Details
<p>Monday, May 4, 2026 11:15 am – 12:00 pm</p>	Daily Keynote By Appointment to His Majesty the King: The Royal Warrant as a Living ...	🔔 General Session	View Details
<p>Monday, May 4, 2026 11:30 am – 1:00 pm</p>	All Rise: News from INTA's IP Court	🔔 General Session	View Details
<p>Monday, May 4, 2026 12:15 pm – 1:00 pm</p>	Daily Keynote Franchise, Fame & the Future: Business Guardians of Entertainment's Br...	🔔 General Session	View Details



ROI, Timeline and Pricing



Unmatched ROI

INTA delivers **2X** networking value and **40%** higher educational impact than competitors

Event	Total Registrants	Total Corporate Registrants	Early Bird Price (Excl VAT) USD	Number of Sessions	Duration	Price per Session (USD)	Price-to-Corporate Networking Ratio	Networking Value Index (NVI)	Educational Value Index (EVI)
INTA Annual Meeting	~10,500	~1000	\$1,725	60	5 days	\$28.75	\$1.73	0.5797	0.0348
Competitor Event 1	~2000	~ 500	~\$1,850	~45	4 days	\$41.11	\$3.70	0.2703	0.0243
Competitor Event 2	~1500	~300	~\$2,970	~15	4 days	\$198.00	\$9.90	0.1010	0.0051
Competitor Event 3	~1000	~200	~\$1,250	~25	2 days	\$49.80	\$6.23	0.1600	0.0200





February 13
Early Bird Registration
Closes at 11:59pm
Pacific Time



Pricing



2026 Pricing	Without VAT	With 20% VAT	2026 Deadlines	2025 Pricing
Early Bird Member	\$1,725	\$2,070	Feb 13	\$1,675
Standard Member	\$1,925	\$2,310	Apr 30	\$1,875
Onsite Member	\$2,525	\$3,030	May 6	\$2,475

United Kingdom VAT Information and Recovery

Registrants from organizations in the United Kingdom will not be charged VAT if a valid VAT registration number is provided at the time registration; otherwise, VAT charges will apply. All other registrants must pay VAT. However, VAT can be recovered from the UK tax authorities. Flash, Early Bird, and Standard Registrants: Must file by December 31, 2026, for VAT recovery.

Bulk Discounts

Get 1 free registration for achieving a threshold of full-price registrations under the same umbrella:

Corporate | 1 free for every 3 paid

Associate | 1 free for every 6 paid



Grand Finale and Business Development

Grand Finale 2026 – An Evening at Tate Modern



Venue

Tate Modern, London

7:00 PM – 10:00 PM

Capacity: Up to 4,000 people | RSVP required | Wristband required | Exclusive for Annual Meeting Registrants



Event Vibe

Cultural grandeur meets celebration:

Art + Festivities + Networking



Experience

- Exclusive evening access to Tate Modern
- Opportunity to explore the museum's remarkable collection
- Special experiences curated by **INTA**
- Networking with fellow Annual Meeting attendees

Impact: Iconic venue, unforgettable experiences, and the ultimate networking finale!

Business Development (BD) Explore London, Expand Your Network



Experience London while you connect.

We've curated standout excursions that blend iconic sights, local flavor, and great conversation with fellow registrants. Each outing is designed to spark networking and build meaningful professional relationships.



Two Venues. One Goal: Meaningful Connections.

BD Lounge | Excel London

Your central hub for professional engagement

The Ned | Central London

An exclusive networking extension in a relaxed, elegant setting



Excursions & Tours

Choose from these and many more excursions.

- **Relax, Recharge & Connect** **Spa Day Experience**
- **Churchill's London: Behind the Glass & Beyond**
- **Flavors & Street Art: An East End Discovery Tour**
- **Dine & Drift: A River Thames Networking Experience**
- **Pedals & Pints: A Vintage Cycling Tour of London**
- **Mini Adventures: London in Classic Style**
- **Swing, Sip & Socialize: Crazy Golf at Swingers**

Impact: Iconic venue, unforgettable experiences, and the ultimate networking finale!



Make London Work for Your Budget

10 Top Tips



Lock in before February 13

Register and book your hotel early to protect against FX swings.



Take advantage of INTA travel discounts

Use negotiated partner deals where available.



Ride smart

Elizabeth Line/DLR and Tube are the fastest, most economical routes to Excel London.



Reserve an INTA Business Suite

Available to corporates for free and others at highly subsidized rates, subject to availability. Book early.



Coordinate via WhatsApp onsite

Avoid roaming/SMS fees and keep teams synced by using the WIFI in Excel London.



Use bulk registration discounts

Bring more team members for less.



Book within the official hotel block

Best rates and easy transit on the Elizabeth Line.



Pay less on transport

Use an Oyster card—especially if your credit card charges FX fees.



Eat on-site

Venue dining & hospitality (including *new food trucks*) help avoid pricier off-site meals.



Bonus: Mix your Table Topics & Events

Spread your schedule to maximize new connections (350 Table Topics).

Getting Your Visa to London



Check Your Requirements

- Most visitors need either a visa or an ETA.
- British/Irish citizens and UK residents do **not** need an ETA or visa.

Electronic Travel Authorization (ETA)

- Required for most visa-exempt travelers for short stays (up to 6 months).
- Cost: £16 (valid for 2 years or until passport expiry).
- Apply early—processing usually takes up to 3 working days.
 - [Apply for Your ETA via the UK ETA App](#) (faster application process and faster decision-making process)
 - [Apply for Your ETA Online](#)

Standard Visitor Visa

- For those not eligible for ETA.
- Cost: £127 (up to 6 months).
- Apply up to 3 months before travel; allow 3–6 weeks for processing.
- Use INTA's Visa letter for supporting documentation.

Gather Documents for Standard Visitor Visa:

(passport, Visa letter, proof of funds, accommodation, travel itinerary)

- Use the same passport for travel and application.
- Keep copies of all confirmations.
- For help, use the GOV.UK webform.

Important Reminders

- Apply early to avoid delays.
- Check your email for confirmations and keep emergency contacts handy.

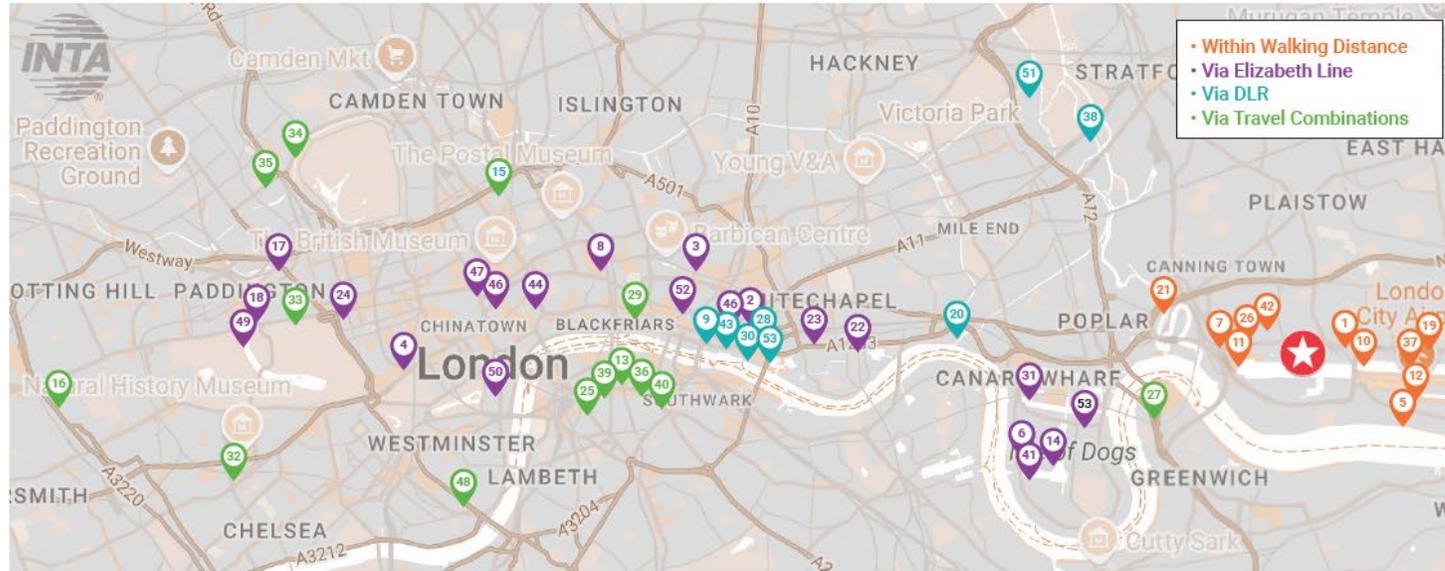
For more info:

- <https://www.gov.uk/browse/visas-immigration>
- <https://www.inta.org/meetings/2026-annual-meeting/travel-to-london/>

Hotels in the Official INTA Block



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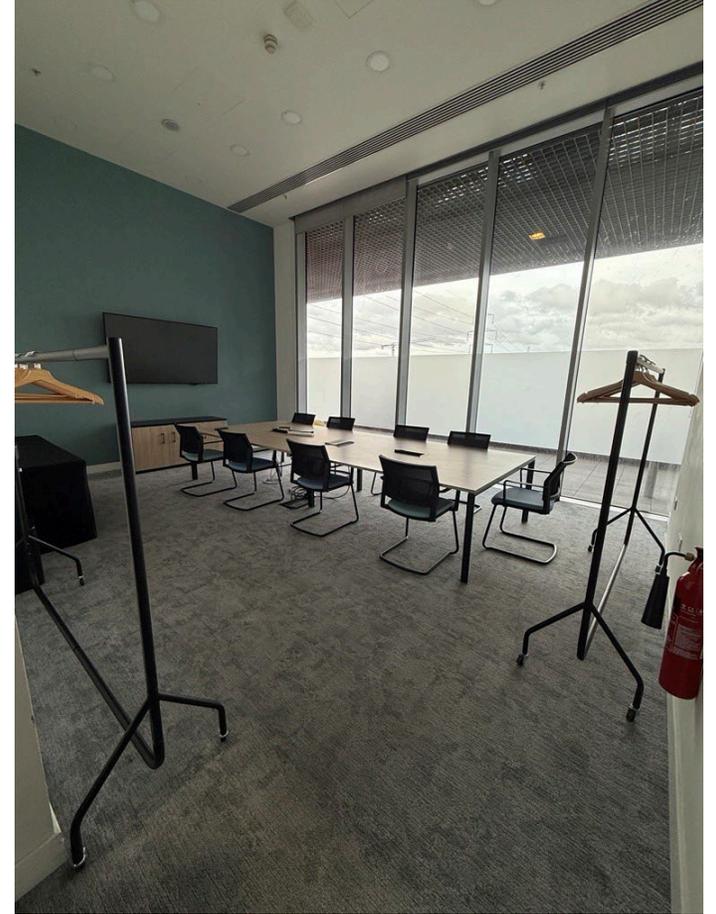


- Our official housing provider is **bnetwork**
- **56** properties
- Multiple ways to search

	<p>9 / DoubleTree by Hilton London-Tower of London</p>	<p>19 / Holiday Inn Express London-Excel, an IHG Hotel</p>	<p>27 / Intercontinental London-The O2, an IHG Hotel</p>	<p>36 / Mercure London Bridge</p>	<p>46 / Radisson Blu Hotel, London Bloomsbury</p>
<p>1 / Aloft London Excel</p>	<p>10 / DoubleTree by Hilton London Excel</p>	<p>20 / Holiday Inn Express London Limehouse</p>	<p>28 / Leonardo Royal London City</p>	<p>37 / Moxy London Excel</p>	<p>47 / Radisson Blu Hotel, Tottenham Court Road</p>
<p>2 / Andaz London Liverpool Street, by Hyatt</p>	<p>11 / Good Hotel London</p>	<p>21 / Holiday Inn Express Royal Docks, an IHG Hotel</p>	<p>29 / Leonardo Royal London St Paul's</p>	<p>38 / Moxy London Stratford</p>	<p>48 / Riu Plaza London Victoria</p>
<p>3 / art'otel London Hoxton, powered by Radisson Hotels</p>	<p>12 / Hampton by Hilton London Docklands</p>	<p>22 / Holiday Inn London - Whitechapel, an IHG Hotel</p>	<p>30 / Leonardo Royal London Tower Bridge</p>	<p>39 / Novotel London Blackfriars</p>	<p>49 / Royal Lancaster London</p>
<p>4 / The Biltmore Mayfair</p>	<p>13 / Hilton London Bankside</p>	<p>23 / Hyatt Place London City East</p>	<p>31 / London Marriott Hotel Canary Wharf</p>	<p>40 / Novotel London Bridge</p>	<p>50 / The Dilly</p>
<p>5 / Courtyard by Marriott London City Airport</p>	<p>14 / Hilton London Canary Wharf</p>	<p>24 / Hyatt Regency London-The Churchill</p>	<p>32 / London Marriott Hotel Kensington</p>	<p>41 / Novotel London Canary Wharf</p>	<p>51 / The Gantry London, Curio Collection by Hilton</p>
<p>6 / Cove-Landmark Pinnacle</p>	<p>15 / Hilton London Euston</p>	<p>25 / ibis London Blackfriars</p>	<p>33 / London Marriott Hotel Marble Arch</p>	<p>42 / Novotel London Excel</p>	<p>52 / The Ned London</p>
<p>7 / Crowne Plaza London Docklands, an IHG Hotel</p>	<p>16 / Hilton London Kensington Hotel</p>	<p>26 / ibis London Excel Docklands</p>	<p>34 / London Marriott Hotel Regents Park</p>	<p>43 / Novotel London Tower Bridge</p>	<p>53 / Tower Suites by Blue Orchid</p>
<p>8 / Crowne Plaza London Kings Cross, an IHG Hotel</p>	<p>17 / Hilton London Metropole</p>	<p>35 / London Marriott Maida Vale</p>	<p>44 / NYX Hotel London Holborn by Leonardo Hotels</p>	<p>45 / Pan Pacific London Hotel</p>	<p>54 / Tribe London Canary Wharf</p>



Reserve a Business Suite at Excel London





See Who Has Booked a Business Suite

Business Suites selling fast—Reserve now!

- Amazon.com, Inc.
- Biofarma
- BioNTech
- Blue Cross Blue Shield Association
- Gilead Sciences, Inc.
- Harley-Davidson Motor Company
- Henkel AG & Co. KGaA
- JT International SA
- Kenvue
- Major League Baseball
- Mastercard
- Mattel, Inc.
- MF Brands
- Middle-earth Enterprises, LLC
- New Balance Athletics, Inc.
- Novartis
- PepsiCo, Inc.
- PUMA SE
- Reckitt Benckiser
- Rolex, S.A.
- The Chemours Company FC, LLC
- WD-40 Company
- Zoetis Inc



Business Suites

FREE for Corporate Members

Includes:

- ✓ Basic Furniture
- ✓ Basic Audio/Visual
- ✓ Valued at: \$6,600

35

Corporate Members
have booked a
Business Suite

An aerial night view of New York City, showing the dense urban landscape, the Hudson River, and the East River. The city lights are visible, and the overall scene is dimly lit with a blue tint. A semi-transparent blue overlay covers the lower half of the image, containing the text "Where to Find More Information?".

Where to Find More Information?

Next Steps

- Register before early bird ends this Friday and book your hotel
- Book a Business Suite
- Visit our Annual Meeting webpage at <https://www.inta.org/meetings/2026-annual-meeting/home/>

The screenshot shows the homepage for the INTA 2026 Annual Meeting. At the top left is the INTA logo and the text "2026 ANNUAL MEETING London, England | May 02 - 06, 2026". To the right is a countdown timer showing "148 Days 12 Hours 50 Mins" and a search icon. Below this is a red navigation bar with links: Home, Registration, Hotels & Travel, Education, Business Development, Innovation Marketplace, Partner With Us, and General Info. The main content area features a large image of a stage with a large screen displaying "Humans & AI Shaping the Future of IP". To the right of the image is a "Become a Sponsor" section with the sub-heading "Unlock New Opportunities to Grow Your Business" and a "Read More" button. Below this is a "Hotels & Travel Information" section with a photo of a building and text about discounted hotel rates.

2026 ANNUAL MEETING
London, England | May 02 - 06, 2026

148 Days 12 Hours 50 Mins

Home Registration Hotels & Travel Education Business Development Innovation Marketplace Partner With Us General Info

Become a Sponsor

Unlock New Opportunities to Grow Your Business

Sponsoring INTA's 2026 Annual Meeting isn't just about visibility, it's about impact. With 10,000+ global IP leaders in one venue, this is your chance to elevate your brand, spark real connections, and lead the conversation.

Read More

Hotels & Travel Information

Make the most of your 2026 Annual Meeting experience in London! INTA has secured discounted rates at top hotels near Excel London. Book through bnetwork, our official housing provider, after registering. Need travel guidance? From visa info to local transit tips, we've got you covered. Explore hotel options by price, proximity, and transit access—all in one place.



Share Your Excitement With Us

Message From Our CEO



Etienne Sanz de Acedo • 2nd

INTA CEO

[Visit my website](#)

5d •

Connect ...

[#PROXIMITY](#) vs. [#PARTICIPATION](#)

I'm in London this week meeting CEOs from leading GB companies, and our conversations keep circling back to the INTA Annual Meeting.

People often describe [#INTA](#) Annual Meeting as the largest gathering of IP professionals in the world. That's true — but it's also incomplete.

INTA AM has become the [#Davos](#) of [#IP](#) ✨ ✨ ✨

At the Annual Meeting:

- Private-sector leaders meet with government officials from every region
- All major companies and firms participate in shaping the global IP agenda
- New and established tech providers present the solutions defining the future
- The most important issues — AI, geopolitics, innovation, consumer trust — are debated at the highest level.

And all of this happens INSIDE the Annual Meeting.

This is why the distinction matters.

During May 2–6, you can be in London... but if you are not registered and inside [#ExCeL](#) London, you will miss everything that defines the AM. The strategy, the access, the conversations, the decisions — they all take place within the meeting itself.



✦ Being “in London that week” is NOT the same as being part of the INTA Annual Meeting.

✦ Attending a few receptions or side meetings is NOT the same as participating in the AM.

✦ Trying to “catch people outside” is NOT the same as being in the rooms where the agenda is shaped.

For companies and firms: ensure your teams are registered and present at ExCeL London.

For individuals: don't confuse proximity with participation.

My thanks to Michael Ward, [Harrods](#) Managing Director, [Helen Brocklebank](#), [Walpole](#) CEO, [Phil Lewis](#) & [Chloe Long](#) (ACG) [Lee Davies](#), [Simon Wright](#) & [Neil Lampert](#) (CIPA), [Keven Bader](#) & [Kelly Saliger](#) (CITMA), [Sarah Vaughan](#) (IP Federation) as well as Benjamin Wrigth IP Counsel JLR for meeting with me.

Special thanks to [Eleanor Merrett](#) and [Sally Britton](#) for their support and thank you to [Kilburn & Strode](#) (Richard Howson, Ian Stewart & team) for hosting so graciously INTA & all the associations meeting this am 🍷 🍷 🍷

Everything that matters will happen inside the INTA Annual Meeting.

[#inta](#) [#brands](#) [#innovation](#) [#ip](#) [#London](#)

Town Hall Feedback Survey



Scan the QR-code &
Give Your Feedback

Questions & Town Hall Survey



Appendix

Travel Discounts



	  Global Meetings & Events
	
	
  	 
	

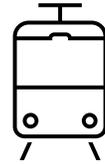
- **14 Airlines and Railway Partners**
- Partnering with INTA to provide **discounts to all registered attendees**
- Travel **discounts vary between 5%-15%***
*Depending on the partner and travel class. Exceptions may apply.

Hotel Neighborhoods and Proximity to Excel London



Hotels located within **walking distance** to Excel London in the **Royal Docks area**.

- Aloft London Excel
- Courtyard by Marriott London City Airport
- Crowne Plaza London Docklands
- DoubleTree by Hilton London - Excel
- Good Hotel London
- Hampton by Hilton London Docklands
- Holiday Inn Express London - Excel
- Ibis London Excel Docklands
- London Marriott Hotel Canary Wharf
- Moxy London Excel
- Novotel London Excel



Public Transportation Travel Time to Excel London

- **Liverpool Street:** 12-minute ride (Elizabeth Line)
- **Tottenham Court Road:** 16-minute ride (Elizabeth Line)
- **Bond Street:** 18-minute ride (Elizabeth Line)
- **Paddington:** 21-minute ride (Elizabeth Line)
- **Tower Gateway:** 18-minute ride (DLR)

Top Tips for Booking Your Hotel



- **Know our official partner** – there is ONLY one – bnetwork.
- **Use the link in your confirmation email** – it's the ONLY way to secure your room.
- **Your link is non-shareable** – those not registered will not be able to access the hotel portal
- Didn't get the registration confirmation email?
 - **Check your spam/junk folder** before reaching out.
- **Traveling solo?** Choose single occupancy to avoid unnecessary charges for an extra guest.
- **Enable MFA** (Multi-Factor Authentication) – keeps your booking and payment secure.
- **Know the hotel cancellation policy** – hotel cancellations must be done separately from the event registration cancellation

bnetwork accommodation team

Phone: +34 93 550 03 50

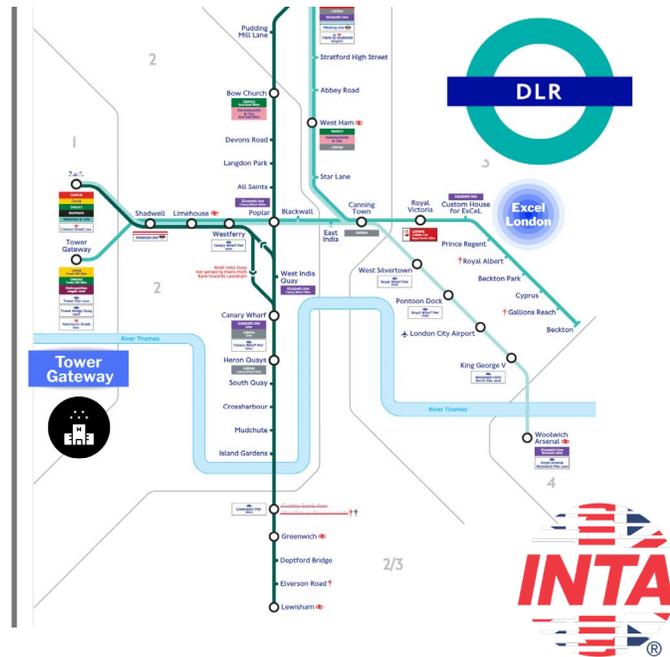
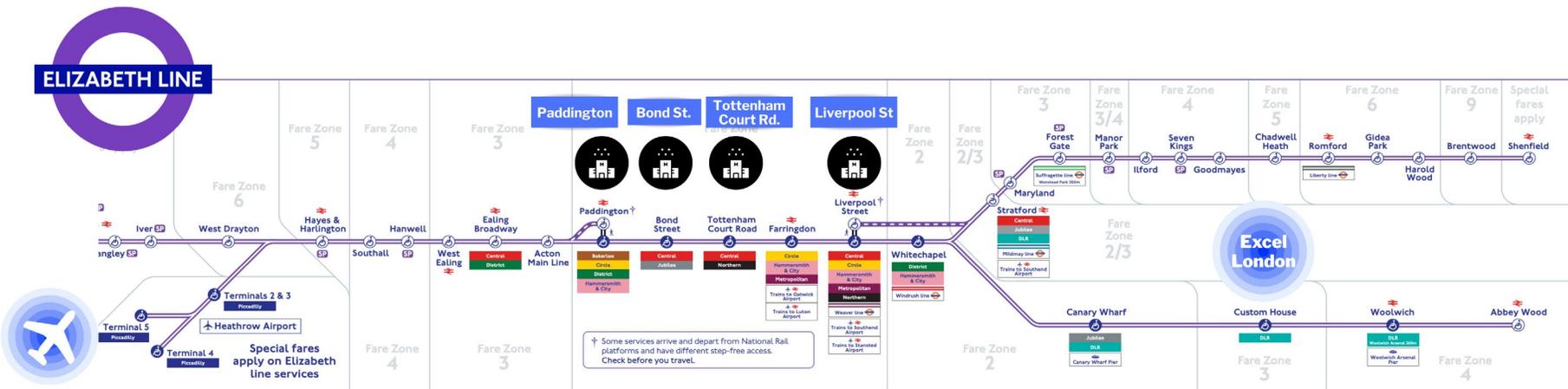
Email: intahotels@bnetwork.com



Ride Smart



- Your quickest route:
Elizabeth Line + Docklands Light Rail (DLR) for hassle-free travel to Excel London.
- The Elizabeth Line connects Heathrow Airport directly with Excel London.
- Member queries on where to stay depends on their criteria.
- Use your credit card to tap in and tap out instead of buying a ticket.



Plan Ahead



Getting Around London

There are multiple methods to travel around London and to Excel.



You can use an Oyster Card or one-week travel card to prepay tickets.



- **Plan ahead** to ensure you're on time for meetings
 - Use apps like **CityMapper** or **TfL Go** to plan your journey and get real-time updates on public transport.
- **Give yourself time** to travel between meetings, don't schedule back-to-back meetings in different locations.
- **Plan your evenings** near reception hubs for convenience.



Safety Tips

Travel & City Safety

Personal Safety

- Keep valuables secure and bags in sight.
- Avoid walking alone late at night.
- Stick to well-lit streets.

Transport Tips

- Use licensed taxis or ride-hailing apps.
- Avoid unlicensed minicabs.
- Plan routes via
 - <https://tfl.gov.uk/maps/tfl-go-app>
 - <https://citymapper.com/london>

Emergency Contacts

- Police, Ambulance, Fire: 999 or 112
- Non-emergency police: 101
- Non-emergency medical: 111
 - <https://www.gov.uk/contact-police>

Quick Checklist

- ✓ Carry photo ID and your event badge.
- ✓ Keep emergency numbers handy.
- ✓ Use official transport and avoid shortcuts.
- ✓ Follow venue signage and staff instructions.