



INTA ANNUAL MEETING

London, England | May 2–6, 2026

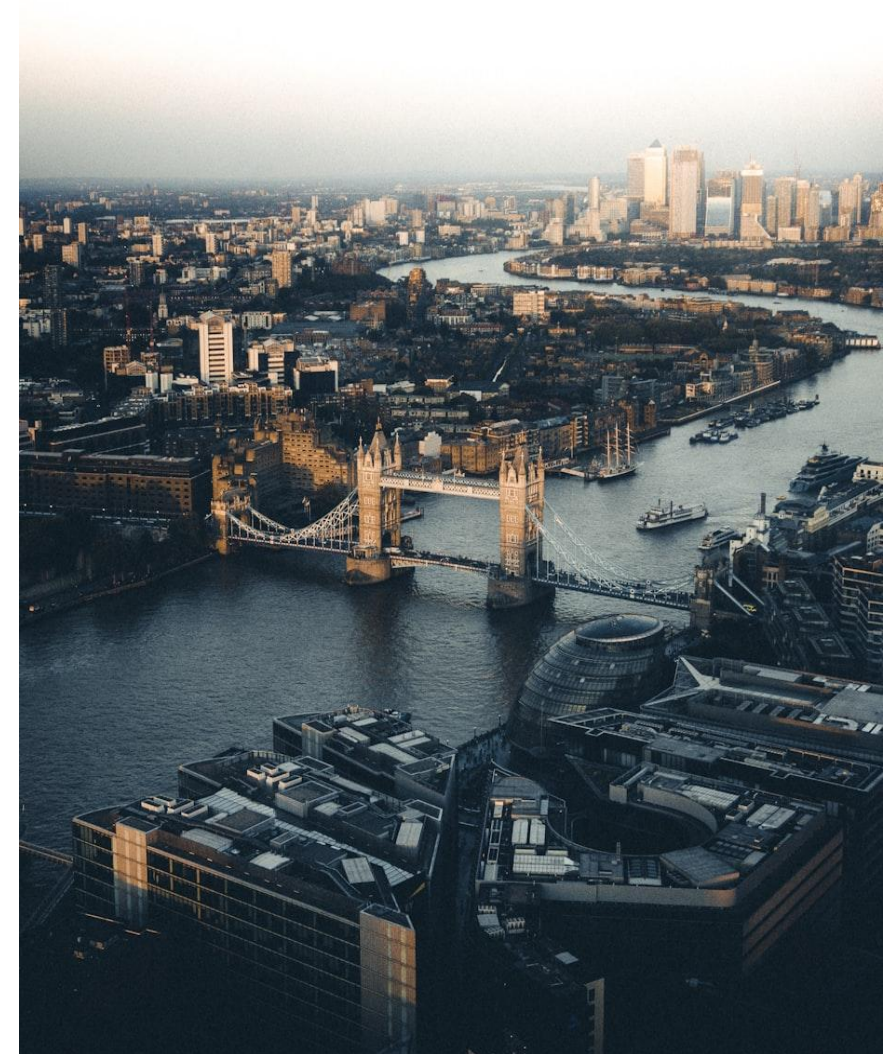
Annual Meeting 2026 | Member Town Hall

December 8, 2025



Agenda

- Meeting by Numbers
- Meet the Co-Chairs
- Overview of the Annual Meeting
- Do the Right Thing, Badge Up
- Key Dates, ROI, and Pricing
- Make London Work for Your Budget
- Safety Tips
- Where to Find Information
- Q&A
- Post Town Hall Survey



An aerial night photograph of London, showing the River Thames winding through the city. The Tower Bridge is visible in the lower left, and the city skyline is illuminated with lights. A semi-transparent dark blue rectangle is overlaid on the lower half of the image, containing the title text.

Meeting by Numbers

1,149

ORGANIZATIONS

— FROM —

101

JURISDICTIONS



Total Registrants 2,024

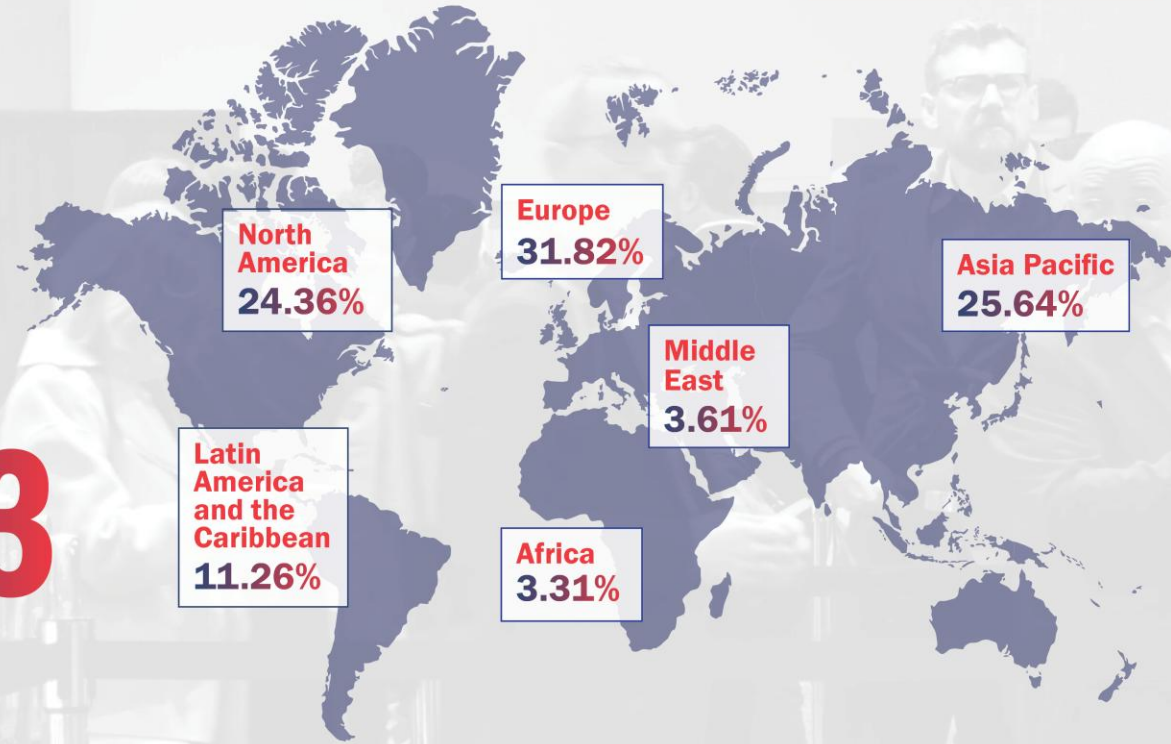
81

CORPORATE
ORGANIZATIONS



133

CORPORATE
INDIVIDUALS



- | Flag | Country |
|------|----------------|
| | United States |
| | United Kingdom |
| | Germany |
| | China |
| | India |
| | Canada |
| | Australia |
| | Japan |
| | Mexico |
| | Switzerland |

TOP 10 JURISDICTIONS

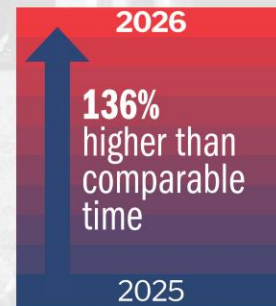
62%

OF THE
INNOVATION
MARKETPLACE
FLOOR HAS
BEEN SOLD!

Registrant Sectors
Represented

- | | |
|----|---------------------------------------|
| 8% | Consumer & Household Goods |
| 7% | Food & Beverage Apparel & Accessories |
| 7% | Healthcare & Pharmaceuticals |
| 7% | Music/Media/Arts/Entertainment |
| 6% | Computer Hardware & Software |
| 5% | Communications & Telecommunications |
| 5% | Electronics |
| 5% | Retail |
| 5% | Internet |
| 5% | Recreation/Sports/Toys |
| 4% | Manufacturing |
| 4% | Alcohol & Tobacco |
| 4% | Jewelry & Luxury Goods |
| 4% | Travel & Hospitality |
| 4% | Motor Vehicles |
| 4% | Chemical/Petroleum/Refining |
| 4% | Associations & Non-profits |

SPONSORSHIP SALES



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Corporate Organizations Registered



7-Eleven, Inc.
Alpargatas S.A.
American Express
Apple and Pear Australia Ltd
Arcus Biosciences, Inc.
Aristocrat Technologies Australia Pty Ltd
Aristocrat Technologies, Inc.
AstraZeneca
B V L G A R I / LVMH
Bellroy
Biofarma
BIOMERIEUX
BioNTech UK Ltd
Bristol-Myers Squibb
British American Tobacco Group
CASTEL FRERES
Caterpillar Inc.
Coty Inc.
Crunchyroll LLC
Danish Fashion and Textile
DENIC Services GmbH & Co. KG
Dropbox, Inc.
Edgewell Personal Care Company

Genesys Cloud Services, Inc.
Gigabyte Technology Co., Ltd.
Gilead Sciences Inc.
Haier Group
Harley-Davidson Europe
Harley-Davidson Motor Company, Inc.
HomeVestors of America, Inc.
Humanable
IICOMBINED Co., Ltd.
ISDIN
Kenvue
Mahindra & Mahindra Limited
Major League Baseball
Marriott International, Inc.
Mars Inc
Mattel, Inc.
medmix
Merck & Co., Inc.
Middle Earth Enterprises LLC
National Optics Institute (INO)
NBC Universal Media, LLC
Nike, Inc.
Olaplex, Inc.

Omya
ON AG
OpenAI
PepsiCo, Inc.
PING
Prosus Services B.V.
PZ Cussons (International) Limited
RDS (Rosli Dahlan Saravana Partnership)
S.C. Johnson & Son, Inc.
San Miguel Brewery Inc.
SD-3C LLC
Secretlab SG Pte. Ltd.
Seiko Group Corporation
Starbucks Coffee Company
Stussy Inc.
Takeda Pharmaceuticals International AG
Trove Brands
Turtle Wax, Inc.
VGW Holdings Limited
Worldpay
Zippo Manufacturing Company
Zoetis Inc.
Zwilling J.A. Henckels AG

An aerial night photograph of London, showing the River Thames winding through the city. The Tower Bridge is visible in the lower left, and the city skyline is illuminated with lights. A semi-transparent blue rectangle is overlaid on the lower half of the image, containing the text "Meet the Co-Chairs".

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

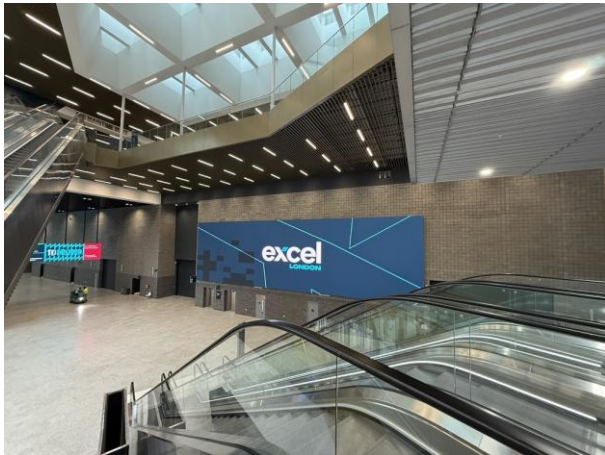


Overview of the Annual Meeting

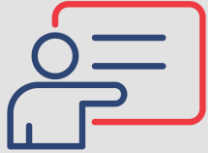
Experience Excel London



Experience Excel London



Program Highlights



Educational Programming

- **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!**



Business Engagement + Meeting Space

- 100+ Committee Meetings
- Corporate Lounge – **New!**
- INTA Business Suites
- Hospitality
- Advertisers
- Exhibitors at the Innovation Marketplace
- Sponsors



Business Development + Networking Events

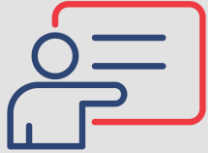
- 350 Table Topics
- 100+ Affiliate Events
- BD Excursions
- BD Lounge
- Community Networking
- 10 Speed Networking
- 10+ Receptions



Corporate Social Responsibility + Philanthropy

- Climate Partners Carbon Offset Donation
- Foundation Donation
- Open Innovation Challenge
- Unreal Campaign Presentation/s to Students
- Young Professionals Career Development Opportunities

Exclusive for Corporate Registrants



Educational Programming

In-House Practitioners Series— Eight 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*
- *Cross-Border IP and Content Governance: Entertainment, Media, Telecom, and the Legal Tightrope*



Business Engagement + Meeting Space

- Corporate Lounge – ***New!***
- INTA Business Suites valued at US\$6,600) (***Free***)



Workshops + Networking Events

- Anticounterfeiting Workshop (fees apply)
- In-House Practitioner's Workshop & Luncheon (***Free***)
- Dedicated In-House Reception (***Free***)
- Industry and IP Office Workshop – ***New!*** (***Free***)



In-House Series Project Team Members

- Cécile Cailac, CHANEL, United Kingdom
- Chehrazade Chemcham, United Kingdom
- Randall Collins, HP, United States
- Jill Goldman, United States
- Obianuju Otudor, MTN Nigeria
- Samir Singh, Birla Group, India
- Welly Tantonio, Secret Lab, Singapore

An aerial night photograph of London, showing the city's lights reflecting on the River Thames. The Tower Bridge is visible in the lower center, and the city skyline extends to the horizon. A semi-transparent blue rectangle is overlaid on the lower half of the image, containing the text.

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**

** Figure provided by INTA's housing partner*

Estimated Loss in 10 Years

- Assuming everything stays the same, in the next 10 years, the estimated revenue loss is **US\$ 17,987,500**
- Loss of better deals with future host cities due to lower economic impact projections that INTA brings to the city
- Non-financial implications



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.

“Do the Right Thing, Badge Up” Campaign



Key Highlights



Objective:

Encourage registrations & attendance at Excel London



Timeline:

Dec – mid-Feb (early-bird close)



Format:

15–30 sec videos featuring INTA leaders



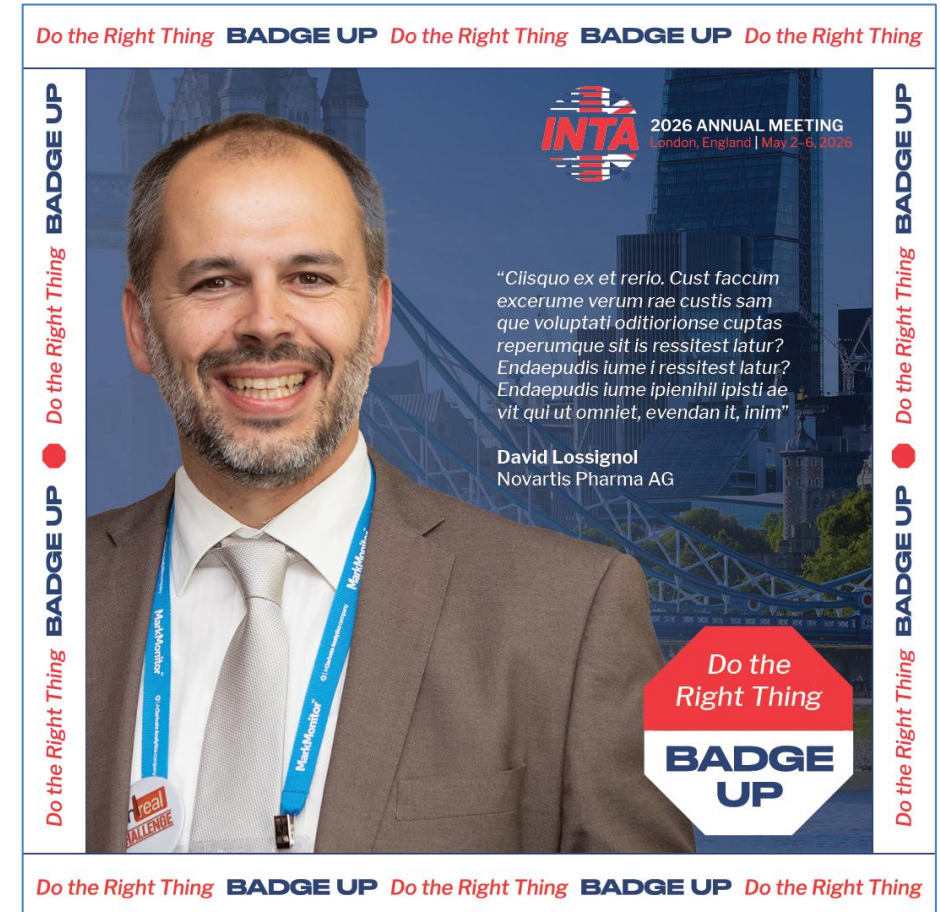
Participants:

Presidents, Board, Corporate Members



Channels:

Social media, eBlasts, INTA Bulletin



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ROI, Timeline and Pricing

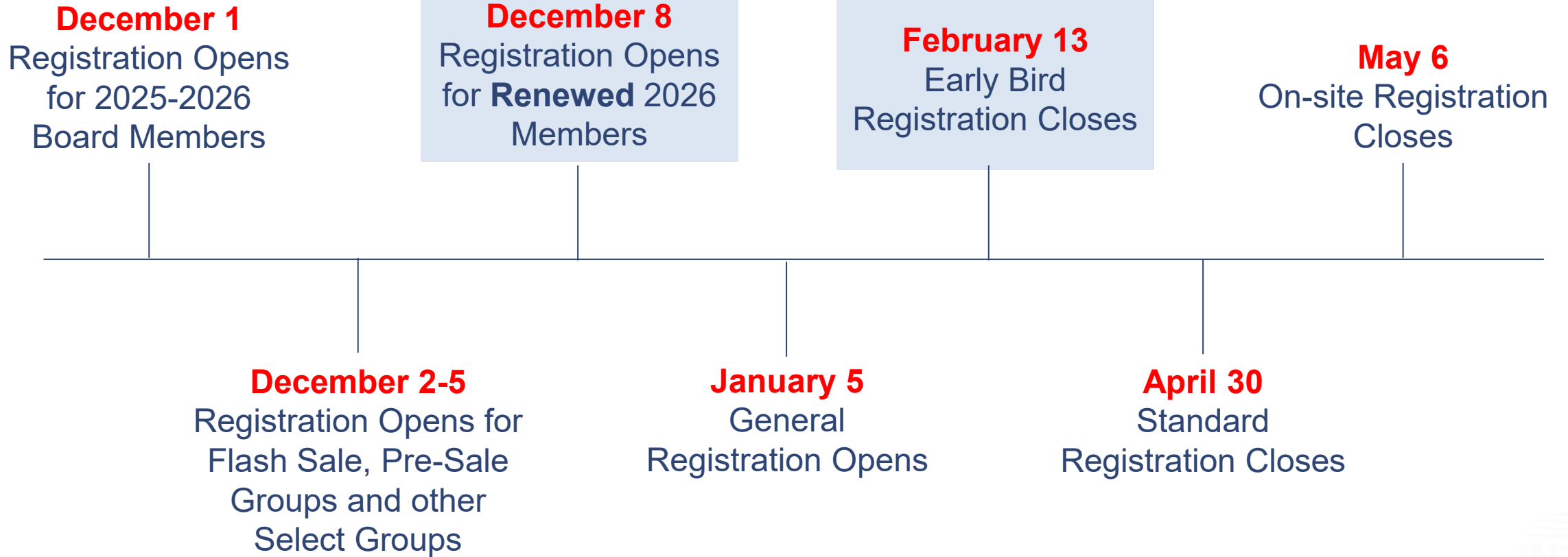
Unmatched ROI



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

Timeline



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

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Make London Work for Your Budget

10 Top Tips



Lock in now

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.

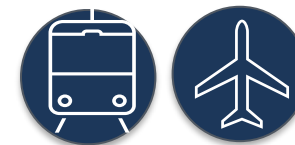
Important Reminders

- 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/>

Travel Discounts



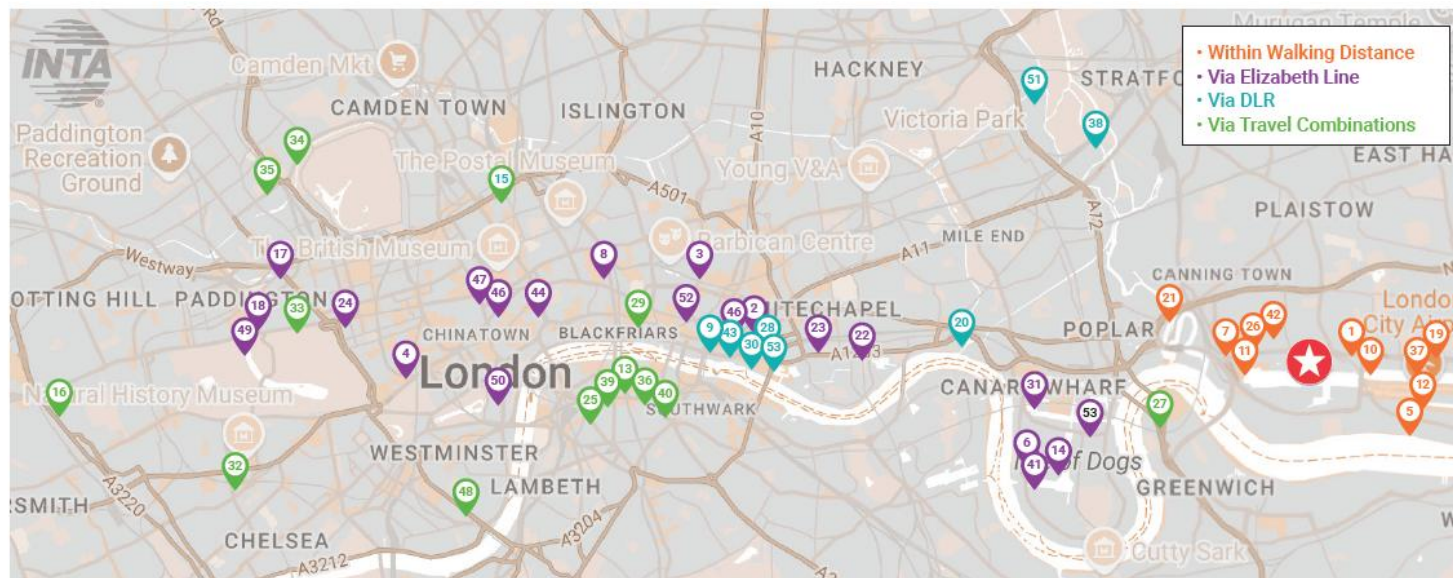
 AIR CANADA	AIRFRANCE   KLM Global Meetings & Events
AIR INDIA 	SINGAPORE AIRLINES 
 DELTA	 eurostar
Austrian 	 Lufthansa
brussels AIRLINES 	 SWISS
Eurowings 	
QATAR AIRWAYS  القطرية	UNITED 

- **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.

Hotels in the Official INTA Block



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



- 1 / Aloft London Excel
- 2 / Andaz London Liverpool Street, by Hyatt
- 3 / art'otel London Hoxton, powered by Radisson Hotels
- 4 / The Biltmore Mayfair
- 5 / Courtyard by Marriott London City Airport
- 6 / Cove-Landmark Pinnacle
- 7 / Crowne Plaza London Docklands, an IHG Hotel
- 8 / Crowne Plaza London Kings Cross, an IHG Hotel

- 9 / DoubleTree by Hilton London-Tower of London
- 10 / DoubleTree by Hilton London Excel
- 11 / Good Hotel London
- 12 / Hampton by Hilton London Docklands
- 13 / Hilton London Bankside
- 14 / Hilton London Canary Wharf
- 15 / Hilton London Euston
- 16 / Hilton London Kensington Hotel
- 17 / Hilton London Metropole
- 18 / Hilton London Paddington

- 19 / Holiday Inn Express London-Excel, an IHG Hotel
- 20 / Holiday Inn Express London Limehouse
- 21 / Holiday Inn Express Royal Docks, an IHG Hotel
- 22 / Holiday Inn London - Whitechapel, an IHG Hotel
- 23 / Hyatt Place London City East
- 24 / Hyatt Regency London-The Churchill
- 25 / ibis London Blackfriars
- 26 / ibis London Excel Docklands

- 27 / Intercontinental London-The O2, an IHG Hotel
- 28 / Leonardo Royal London City
- 29 / Leonardo Royal London St Paul's
- 30 / Leonardo Royal London Tower Bridge
- 31 / London Marriott Hotel Canary Wharf
- 32 / London Marriott Hotel Kensington
- 33 / London Marriott Hotel Marble Arch
- 34 / London Marriott Hotel Regents Park
- 35 / London Marriott Maida Vale

- 36 / Mercure London Bridge
- 37 / Moxy London Excel
- 38 / Moxy London Stratford
- 39 / Novotel London Blackfriars
- 40 / Novotel London Bridge
- 41 / Novotel London Canary Wharf
- 42 / Novotel London Excel
- 43 / Novotel London Tower Bridge
- 44 / NYX Hotel London Holborn by Leonardo Hotels
- 45 / Pan Pacific London Hotel

- 46 / Radisson Blu Hotel, London Bloomsbury
- 47 / Radisson Blu Hotel, Tottenham Court Road
- 48 / Riu Plaza London Victoria
- 49 / Royal Lancaster London
- 50 / The Dilly
- 51 / The Gantry London, Curio Collection by Hilton
- 52 / The Ned London
- 53 / Tower Suites by Blue Orchid
- 54 / Tribe London Canary Wharf

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

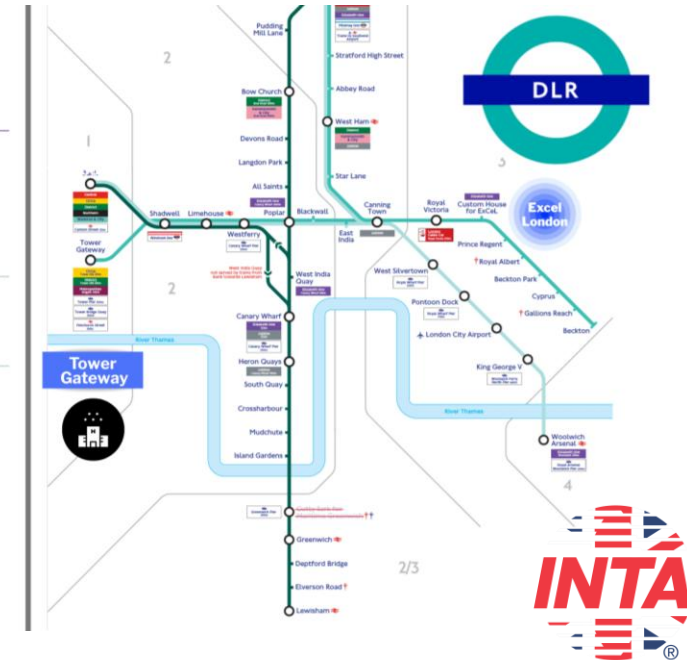
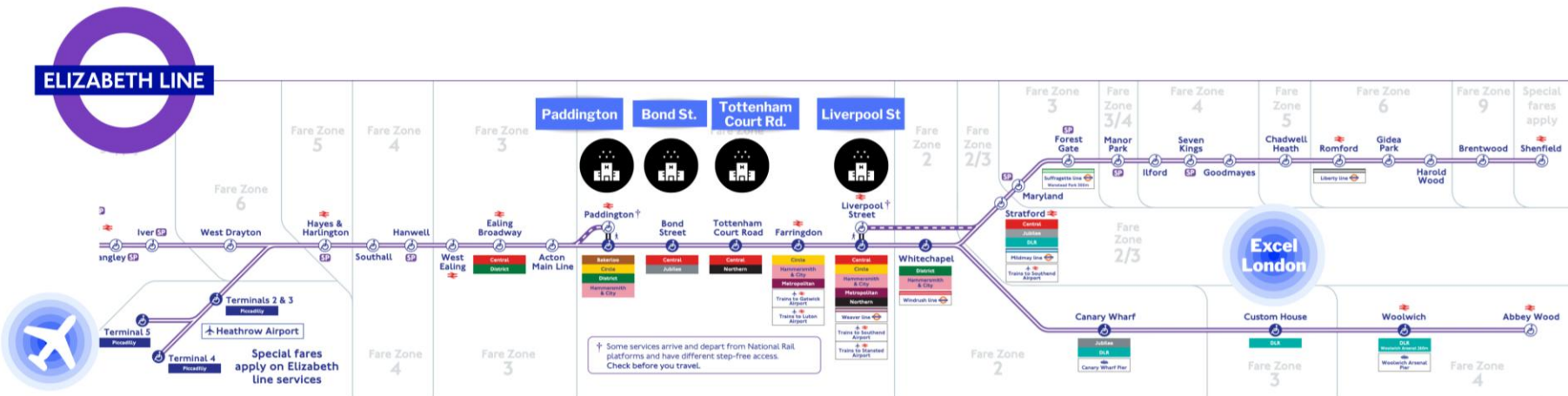
Email: intahotels@bnetwork.com



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.

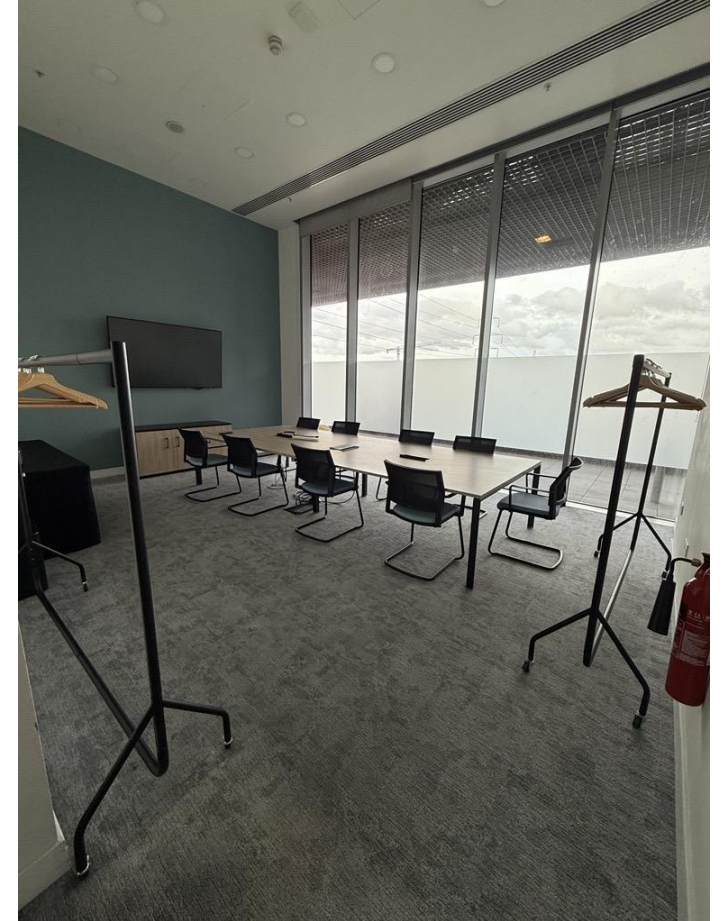


You can use an Oyster Card or one-week travel card to prepay tickets.



- **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.

Reserve a Business Suite at Excel London



Reserve a Business Suite at Aloft Excel London* | Crowne Plaza London Docklands*



Aloft Excel London



Crowne Plaza London Docklands



Contact Sophie Van de Vorst (svandevorst@inta.org) for more information.

*Available for rent at an additional cost for both Corporate and Associate registrants.

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

28

Corporate Members
have booked a
Business Suite

An aerial night photograph of London, showing the River Thames winding through the city. The Tower Bridge is visible in the lower left, and the city skyline with numerous lit-up buildings extends to the horizon. A semi-transparent dark blue rectangle is overlaid on the lower left portion of the image, containing the text "Safety Tips".

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.

Visitor safety guide: <https://www.visitlondon.com/traveller-information/essential-information/staying-safe-in-london>


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Where to Find More Information?

Next Steps




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

**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.



Scan the QR-code &
Give Your Feedback

Questions & Town Hall Survey