



2023

**ANNUAL
MEETING**

LIVE+

MAY 16–20, 2023

SINGAPORE

VIRTUAL JUNE 27–29, 2023

**SPONSORSHIP
OPPORTUNITIES**





Join the most influential brand professionals from across the globe and across industries at the largest gathering of its kind! INTA's **Annual Meeting Live+** is bridging the physical and digital divide with an event unlike any other—with options for everyone.

Come away with new perspectives, fresh ideas, and a renewed connection with the trademark community, and embrace myriad opportunities to make lasting memories with colleagues and friends from around the world. Be part of INTA's first Annual Meeting in Asia since 2014!

Why Sponsor

Being a sponsor delivers the opportunity for high impact and visibility leading up to, throughout, and following the Meeting. There is no shortage of exclusive benefits and more opportunities to be seen and heard! Be part of the largest gathering of IP professionals! Whether your organization purchases a proven sponsorship package or creates a fully customized program, our various sponsorship tiers will help your brand deliver experiential relevance and value to our registrants—including industry leaders and decision-makers within corporations and law firms.

Sponsorship Benefits at a Glance

Sponsorship Benefit	PLATINUM	GOLD+	GOLD	SILVER	BRONZE
Complimentary In-Person Registration(s)	Seven (7)	Five (5)	Three (3)	Two (2)	One (1)
Complimentary Virtual Registration(s)	Three (3)	Two (2)	One (1)	One (1)	-
Opted-in Email List(s) for purchase	Yes (discounted)	Yes	Yes	Yes	Yes
Logo on website	Yes	Yes	Yes	Yes	Yes
Company description on website (word count)	100	75	50	25	-
60-second video testimonial	Yes	-	-	-	-
Social media recognition	Yes	-	-	-	-
Written testimonial	Yes	-	-	-	-
First Right of Exclusivity for 2024	Yes	-	-	-	-
Price (USD)	\$75,000	\$50–55,000	\$35,000	\$20–25,000	\$15,000

Don't delay! Contact INTA's Sponsorship Team for more information on how you can be part of the action! SponsorsandExhibitors@inta.org

Hospitality: US \$75,000 (Exclusive)

Be the exclusive sponsor of the highest-traffic area of the Innovation Marketplace! Did you know that registrants spent more time in Hospitality than in any other location at the 2022 Annual Meeting?

Exclusive Benefits:

- An exclusive sponsor-only table in Hospitality for the duration of the meeting.
- Opportunity to provide an eco-friendly giveaway item within the hospitality space (*subject to INTA approval*)
- A video (maximum 60 seconds) from the sponsor for INTA to utilize for promotional proposes (*video content subject to INTA approval; priceless!*)
- Three social media posts that recognize Platinum Sponsorship (one before the Meeting, one during the Meeting, and one after the Meeting)
- **Seven** registrations to the In-Person + Virtual event in Singapore (US \$10K+ value)
- **Three** registrations to the Virtual Only event (US \$1.5K+ value)
- Exclusive opportunity to purchase an "Add-On Sponsorship Opportunity" at a discounted rate:
 - ◇ Opted-In Pre-Event Email List (*after early bird*)—\$5,000 (regular price \$15K)
 - ◇ Post-Event Registration Email List—\$5,000 (regular price \$15K)

Combo: \$7,500

Additional Benefits:

- A testimonial from the sponsor for utilization for the 2023 Annual Meeting
- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Platinum Sponsor on select 2023 Annual Meeting e-blasts
- 100-word description and logo with a link to your organization's website on the online brochure
- Sponsor ribbons for all attendees from your organization
- The first right of exclusivity as Hospitality sponsor for the **2024 Annual Meeting**

Innovation Marketplace Stage: US \$75,000 (Non-Exclusive)

Be part of the most exciting area of the Innovation Marketplace! Moderate a discussion by a panel of experts chosen by your organization!

Exclusive Benefits:

- Premier opportunity to moderate a discussion (*Topic/speakers subject to INTA approval*)
- A video (maximum 60 seconds) from the sponsor for INTA to utilize for promotional proposes (*video content subject to INTA approval; priceless!*)
- Three social media posts that recognize Platinum Sponsorship (one before the Meeting, one during the Meeting, and one after the Meeting)
- **Seven** registrations to the In-Person + Virtual event in Singapore (US \$10K+ value)
- **Three** registrations to the Virtual Only event (US \$1.5K+ value)
- Exclusive opportunity to purchase an "Add-On Sponsorship Opportunity" at a discounted rate:
 - ◇ Opted-In Pre-Event Email List (*after early bird*)—\$5,000 (regular price \$15K)
 - ◇ Post-Event Registration Email List—\$5,000 (regular price \$15K)

Combo: \$7,500

Additional Benefits:

- A testimonial from the sponsor for utilization for the 2023 Annual Meeting
- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Platinum Sponsor on select 2023 Annual Meeting email blasts
- 100-word description and logo with a link to your organization's website on the online brochure
- Sponsor ribbons for all attendees from your organization



Lanyard: US \$75,000 (Exclusive) **SOLD!**

Wi-Fi: US \$75,000 (Exclusive) **SOLD!**

Arguably the most requested information of the Annual Meeting! Be the answer to the question: "What is the Wi-Fi password?"

Exclusive Benefits:

- Exclusive customized Wi-Fi password (ex: Name of company as the password)
- Branding on Wi-Fi log-in landing page
- A video (maximum 60 seconds) from the sponsor for INTA to utilize for promotional proposes (*video content subject to INTA approval; priceless!*)
- Three social media posts that recognize Platinum Sponsorship (one before the Meeting, one during the Meeting, and one after the Meeting)
- **Seven** registrations to the In-Person + Virtual event in Singapore (*US \$10K+ value*)
- **Three** registrations to the Virtual Only event (*US \$1.5K+ value*)
- Exclusive opportunity to purchase an "Add-On Sponsorship Opportunity" at a discounted rate:
 - ◊ Opted-In Pre-Event Email List (*after early bird*)—\$5,000 (regular price \$15K)
 - ◊ Post-Event Registration Email List—\$5,000 (regular price \$15K)

Combo: \$7,500

Additional Benefits:

- A testimonial from the sponsor for utilization for the 2023 Annual Meeting
- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Platinum Sponsor on select 2023 Annual Meeting e-blasts
- 100-word description and logo with a link to your organization's website on the online brochure
- Sponsor ribbons for all attendees from your organization
- The first right of exclusivity as the Wi-Fi sponsor for the **2024 Annual Meeting**.

Looking for a higher level of exposure at the Annual Meeting? Would you like to "stand-out from the crowd"?

The INTA Sponsorship team would like to hear from you!

Opportunities are available for a customized package the provides the highest level of visibility and interaction! This is your chance to be in front of top decision-makers and leaders within the IP industry!

Let connect! Sponsorsandexhibitors@inta.org

Badge Pickup Area: \$50,000 (Exclusive)

All registrants must pass through the badge pickup area to pick up their credentials. This is a high-visibility area for the duration of the meeting.

Exclusive Benefits:

- Opportunity to provide an eco-friendly giveaway item within the badge pickup area (*subject to INTA approval*)
- Exclusive signage with logo placement in the badge pickup area
- **Five** registrations to the In-Person + Virtual event in Singapore (US \$7K+ value)
- **Two** registrations to the Virtual Only event (US \$1K+ value)

Additional Benefits:

- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Gold+ Sponsor on select 2023 Annual Meeting e-blasts
- 75-word description and logo with a link to your organization's website on the online brochure
- Sponsor ribbons for all attendees from your organization

Grand Finale: \$50,000 (Exclusive)

Wrap up a week of education and networking and bid farewell to the first Annual Meeting in Asia since 2014!

Exclusive Benefits:

- Exclusive VIP area in venue for sponsor
- DJ recognition at various points during the event
- Signage recognition at the Grand Finale
- Opportunity to provide an eco-friendly giveaway item within the Grand Finale venue (*subject to INTA approval*)
- **Five** registrations to the In-Person + Virtual event in Singapore (US \$7K+ value)
- **Two** registrations to the Virtual Only event (US \$1K+ value)

Additional Benefits:

- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Gold+ Sponsor on select 2023 Annual Meeting e-blasts
- 75-word description and logo with a link to your organization's website on the online brochure
- Sponsor ribbons for all attendees from your organization

Hotel Keycard: \$50,000 (Exclusive)

Keycards deliver one of the highest visibility options available. Have your message seen by all registrants staying at the Marina Bay Sands.

Exclusive Benefits:

- Exclusive opportunity to place branding on the keycard for the **Marina Bay Sands**
- **Five** registrations to the In-Person + Virtual event in Singapore (US \$7K+ value)
- **Two** registrations to the Virtual Only event (US \$1K+ value)

Additional Benefits:

- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Gold+ Sponsor on select 2023 Annual Meeting e-blasts
- 75-word description and logo with a link to your organization's website on the online brochure
- Sponsor ribbons for all attendees from your organization

Interested in being an Exhibitor in our Innovation Marketplace? Please contact us at sponsorsandexhibitors@inta.org.

In-House Practitioners Reception: \$50,000 (Maximum of Two Sponsors)

The most highly anticipated event for all In-House Practitioners. This reception offers exclusive access for the sponsor(s) to attend the reception.

Exclusive Benefits:

- **Two complimentary access passes per sponsor**
- Marketing table to provide eco-friendly giveaway item (*subject to INTA approval*)
- **Five** registrations to the In-Person + Virtual event in Singapore (*US \$7K+ value*)
- **Two** registrations to the Virtual Only event (*US \$1K+ value*)

Additional Benefits:

- The opportunity to purchase additional Meeting registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Gold+ Sponsor on select 2023 Annual Meeting email blasts
- 75-word description and logo with a link to your organization's website on the online brochure
- Sponsor ribbons for all attendees from your organization

Meeting Point: \$50,000 (Exclusive) SOLD!**Patent Professionals Networking Reception: \$50,000 (Exclusive)**

Looking for access to patent professionals in our community? This event is for you!

Exclusive Benefits:

- Logo placement on signage at the reception
- The opportunity to provide an eco-friendly giveaway item at the reception (*subject to approval*)
- **Five** registrations to the In-Person + Virtual event in Singapore (*US \$7K+ value*)
- **Two** registrations to the Virtual Only event (*US \$1K+ value*)

Additional Benefits:

- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Gold+ Sponsor on select 2023 Annual Meeting e-asts
- 75-word description and logo with a link to your organization's website on the online brochure
- Sponsor ribbons for all attendees from your organization

Shuttle Bus to Grand Finale: US \$55,000 (Exclusive)

Be the official sponsor of the preferred transportation option to and from our highly anticipated Grand Finale.

Exclusive Benefits:

- Logo placement on signage at a designated area within the bus stop
- Opportunity to provide an eco-friendly giveaway item on bus seats (*subject to INTA approval*)
- **Five** registrations to the In-Person + Virtual event in Singapore (*US \$7K+ value*)
- **Two** registrations to the Virtual Only event (*US \$1K+ value*)

Additional Benefits:

- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Gold+ Sponsor on select 2023 Annual Meeting e-blasts
- 75-word description and logo with a link to your organization's website on the online brochure
- Sponsor ribbons for all attendees from your organization

Interested in being an Exhibitor in our Innovation Marketplace? Please contact us at sponsorsandexhibitors@inta.org.



Welcome Reception: \$50,000 (Exclusive)

The most anticipated reception of the Annual Meeting. We're getting back together in style; be part of it!

Exclusive Benefits:

- Logo placement on signage
- Marketing table to provide eco-friendly giveaway item (*subject to INTA approval*)
- **Five** registrations to the In-Person + Virtual event in Singapore (*US \$7K+ value*)
- **Two** registrations to the Virtual Only event (*US \$1K+ value*)

Additional Benefits:

- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Gold+ Sponsor on select 2023 Annual Meeting e-blasts
- 75-word description and logo with a link to your organization's website on the online brochure
- Sponsor ribbons for all attendees from your organization

Non-Platinum Level Sponsorship Add-Ons (for purchase):

- Opted-In Pre-Event (after early bird) or Post-Event Registration Email List— \$15,000 each

Combo: \$25,000

Business Development (BD) Lounge: \$35,000 (Exclusive)

Exclusive space within the convention center to hold small meetings, and to welcome registrants with activities and events coordinated by INTA.

Exclusive Benefits:

- **Exclusive sponsor-only table within the lounge**
- Opportunity to provide an eco-friendly giveaway item within the space (subject to INTA approval)
- **Three** registrations to the In-Person + Virtual event in Singapore (US \$4K+ value)
- **One** registration to the Virtual Only event (US \$525 value)

Additional Benefits:

- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Gold Sponsor on select 2023 Annual Meeting e-blasts
- 50-word description and logo with a link to your organization's website on the online brochure
- Sponsor ribbons for all attendees from your organization

Eco-Friendly Notepad: \$35,000 (Exclusive)

Branded notepad to be available to registrants at strategic points within the convention center.

Exclusive Benefits:

- Logo on eco-friendly notepad available to all registrants
- **Three** registrations to the In-Person + Virtual event in Singapore (US \$4K+ value)
- **One** registration to the Virtual Only event (US \$525 value)

Additional Benefits:

- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Gold Sponsor on select 2023 Annual Meeting e-blasts
- 50-word description and logo with a link to your organization's website on the online brochure
- Sponsor ribbons for all attendees from your organization

Table Topics: \$35,000 (Exclusive)

Table topics often sell out and are a highly sought-after activity at every Annual Meeting. Be the only sponsor to be recognized at the event.

Exclusive Benefits:

- **Five complimentary Table Topic tickets (max of 1 representative per table)**
- Logo placement on signage at the entrance to the room
- **Three** registrations to the In-Person + Virtual event in Singapore (US \$4K+ value)
- **One** registration to the Virtual Only event (US \$525 value)

Additional Benefits:

- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Gold Sponsor on select 2023 Annual Meeting e-blasts
- 50-word description and logo with a link to your organization's website on the online brochure
- Sponsor ribbons for all attendees from your organization

First-Time Registrant Orientation & Reception: \$25,000 (Exclusive)

Be one of the first to welcome first-time registrants to the Annual Meeting.
Great opportunity to develop new connections.

Exclusive Benefits:

- Logo placement on signage
- Verbal recognition by host
- Opportunity to provide an eco-friendly giveaway item within the space (*subject to INTA approval*)
- **Two** registrations to the In-Person + Virtual event in Singapore (US \$2K+ value)
- **One** registration to the Virtual Only event (US \$525 value)

Additional Benefits:

- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Silver Sponsor on select 2023 Annual Meeting e-blasts
- 25-word description and logo with a link to your organization's website on the online brochure

Registration Confirmation Banner: \$20,000 (Non-Exclusive; Limit Three)

Your banner will be seen by all registrants. Initialize your branding before the meeting even begins!

Exclusive Benefits:

- Clickable banner added to all INTA registration confirmation emails
- **Two** registrations to the In-Person + Virtual event in Singapore (US \$2K+ value)
- **One** registration to the Virtual Only event (US \$525 value)

Additional Benefits:

- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides.
- Recognition as a Silver Sponsor on select 2023 Annual Meeting e-blasts
- 25-word description and logo with a link to your organization's website on the online brochure

Speed Networking: \$20,000 (Non-Exclusive; All Days)

One of the most popular networking activities! Join registrants for a fast-paced "networking-focused" event!

Exclusive Benefits:

- Logo placement on signage
- Opportunity to provide an eco-friendly giveaway item within the space (*subject to INTA approval*)
- **Two** registrations to the In-Person + Virtual event in Singapore (US \$2K+ value)
- **One** registration to the Virtual Only event (US \$525 value)

Additional Benefits:

- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Silver Sponsor on select 2023 Annual Meeting e-blasts
- 25-word description and logo with a link to your organization's website on the online brochure

Non-Platinum Level Sponsorship Add-Ons (for purchase):

- Opted-In Pre-Event (after early bird) or Post-Event Registration Email List— \$15,000 each
- Combo: \$25,000**

Regional Reception: \$15,000 each (Non-Exclusive)

Showcase your experience in a region and gain new contacts.

Exclusive Benefits:

- Logo placement on signage
- The opportunity to provide an eco-friendly giveaway item at the reception (*subject to approval*)
- **One** registration to the In-Person + Virtual event in Singapore (*US \$1K+ value*)

Additional Benefits:

- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Bronze Sponsor on select 2023 Annual Meeting e-blasts.
- Logo with a link to your organization's website on the online brochure

Networking Excursion: \$15,000 each (One Sponsor per Excursion)

Join fun activities and be recognized at the same time!

Exclusive Benefits:

- One complimentary ticket to sponsored excursion
- Signage recognition at Networking Excursion table
- Opportunity to provide an eco-friendly giveaway item within the space (*subject to INTA approval*)
- **One** registration to the In-Person + Virtual event in Singapore (*US \$1K+ value*)

Additional Benefits:

- Opportunity to purchase additional registrations at the early-bird rate until the close of online registration
- Recognition during the Meeting on session walk-in slides
- Recognition as a Bronze Sponsor on select 2023 Annual Meeting email blasts
- Logo with a link to your organization's website on the online brochure

Non-Platinum Level Sponsorship Add-Ons (for purchase):

- Opted-In Pre-Event (after early bird) or Post-Event Registration Email List— \$15,000 each
- Combo: \$25,000**

VIRTUAL JUNE 27-29, 2023

PLATINUM

Virtual Platform: US \$25,000 (Non-Exclusive)

- **Logo and recognition on virtual platform only**
- **Four** registrations to the Virtual Event only (*US \$2K+ value*)
- Opportunity to purchase additional virtual registrations at the early-bird rate until the close of online registration
- Recognition during the virtual meeting on session walk-in slides
- Recognition as a Platinum Sponsor on select 2023 Annual Meeting e-blasts
- 100-word description and logo with a link to your organization's website on the online brochure

GOLD

Virtual Platform: \$15,000 (Non-Exclusive)

- **Logo and recognition on virtual platform only**
- **Three** registrations to the Virtual Only event (*US \$1.5K+ value*)
- Opportunity to purchase additional virtual registrations at the early-bird rate until the close of online registration
- Recognition during the virtual meeting on session walk-in slides
- Recognition as a Gold Sponsor on select 2023 Annual Meeting e-blasts
- 50-word description and logo with a link to your organization's website on the online brochure

SILVER

Virtual Platform: \$5,000 (Non-Exclusive)

- **Logo and recognition on virtual platform only**
- **Two** registrations to the Virtual Only event (*US \$1K+ value*)
- Opportunity to purchase additional virtual registrations at the early-bird rate until the close of online registration
- Recognition during the Virtual Meeting on session walk-in slides
- Recognition as a Silver Sponsor on select 2023 Annual Meeting e-blasts
- 25-word description and logo with a link to your organization's website on the online brochure.

BRONZE

Virtual Platform: \$2,500 (Non-Exclusive)

- **Logo and recognition on virtual platform only**
- **One** registration to the Virtual Only event (*US \$525 value*)
- Opportunity to purchase additional virtual registrations at the early-bird rate until the close of online registration
- Recognition during the virtual meeting on session walk-in slides
- Recognition as a Bronze Sponsor on select 2023 Annual Meeting email blasts
- 100-word description and logo with a link to your organization's website on the online brochure

Thank you in advance for your
support as we hold our **first**
Annual Meeting in Asia
since 2014!