



Picture yourself here!
83rd Annual Meeting
Sponsorship Opportunities

September 23-25, 2009
St. John's, Newfoundland and Labrador

INTELLECTUAL PROPERTY INSTITUTE OF CANADA



IPIC's Annual Meeting is the most important IP conference in Canada. It is the opportunity for members of the IP community to learn about the hot button issues and to network with colleagues and fellow practitioners. Come be part of the crowd!

About the Intellectual Property Institute of Canada

The Intellectual Property Institute of Canada (IPIC) is Canada's pre-eminent association of professionals who specialize in various areas of IP. Committed to the protection and promotion of IP in the Canadian economy, IPIC's objectives include ensuring high levels of knowledge, training, and ethics in Canadian IP practitioners, helping shape the developments of intellectual property laws in Canada and representing the interest of Canadian IP practitioners.

IPIC's membership totals 1,700 individuals, consisting of practitioners in law firms and agencies of all sizes, sole practitioners, in-house corporate intellectual property professionals, government personnel, and academics.

About IPIC's Annual Meeting

IPIC holds a 2-day conference each year on various subjects in IP combined with great social events. This year we will hold our 83rd meeting in one of the oldest cities of North America, St. John's, Newfoundland and Labrador, from September 23 to 25, 2009.

Why Sponsor?

Reaching your target audience has never been so easy! IPIC's Annual Meeting usually attracts between 180 and 250 delegates from all over the country. Meet various IP professionals from Canada's major law firms, patent and trade-mark agencies, corporations, government and universities.

Sponsoring this event is a great way to reach members of the IP community. Why not showcase your products and services or network with potential clients at this great event?



Don't forget...
confirm your sponsorship
before March 16, 2009 and
have your logo displayed in
the Annual Meeting brochure!

Program Sponsor – only 1 available!

\$ 9,500

Participate as the Annual Meeting's official sponsor and have your logo displayed on all Annual Meeting print material and be seen by over 1,700 IP professionals.

Benefits

- Receive enhanced recognition as a proud sponsor of the program on all print material and throughout the event
- Have your material distributed to all delegates
- Draw conference website viewers to your site by creating a direct link from IPIC's website to yours
- Display your products and services

Visibility

- Logo placement on the cover of the program brochure mailed to all members*
- Logo placement on advertisement in the IPIC Bulletin
- Logo placement next to the program on the IPIC website with a direct link to your website
- Logo placement inside the final program
- Logo placement on on-site conference signage
- Complimentary insertion of material in delegate kits**
- Complimentary exhibit
- Complimentary full page ad in the Bulletin
- Two (2) complimentary registrations
- Mention as a Program Sponsor during the opening remarks
- Mention of appreciation in the IPIC Bulletin

Host Sponsor – 12 available

\$ 3,000 – \$ 5,000

Host an event or a meal for the conference delegates and take advantage of key networking opportunities.

You can sponsor one of the following functions:

- Break, Breakfast or Lunch
- Welcome Reception
- Thursday evening social event
- Friday Gala Dinner

Benefits

- Receive enhanced recognition as a host sponsor during your sponsored function
- Have your logo displayed during the function

Visibility

- Mention as a Host Sponsor on function tables
- Mention as a Host Sponsor next to the event in the program brochure mailed to all members*
- Opportunity to send invitations to members prior to the conference**
- Logo placement inside the final program
- Logo placement on on-site function signage
- Complimentary insertion of material in delegate bags** **New!**
- Mention as a Host Sponsor during the opening remarks
- One (1) complimentary registration
- Mention of appreciation in the IPIC Bulletin

Exhibiting Sponsor – only 4 available!

\$ 3,250

Display your products and services in the networking break area to actual and potential clients, and take advantage of all the meeting's networking opportunities.

Benefits

- Increase your visibility and make your products and services known or better known to the conference delegates
- Opportunity to exhibit in the networking break area

Visibility

- A booth exhibit of 8 by 10 feet in the networking break area
- Logo placement inside the program brochure* and the final program
- Mention as an Exhibiting Sponsor during the opening remarks
- Mention of appreciation in the IPIC Bulletin
- One (1) complimentary registration
- Complimentary insertion of material in delegate bags** **New!**
- Preferred registration fee for booth staff

Delegate Bags Sponsor – 1 available

\$ 2,500

Have your logo displayed on all delegates bags distributed to attendees at the beginning of the meeting.

Benefits

- Increase your visibility by having your logo displayed on delegate bags
- Have your products and services known by inserting material that will be distributed to all delegates

Visibility

- Logo placement on delegate bags (*bags provided by sponsor***)
- Logo placement inside the program brochure* and the final program
- Complimentary insertion of material in delegate bags**
- Mention as a Sponsor during the opening remarks
- One (1) complimentary registration
- Mention of appreciation in the IPIC Bulletin

Sponsor – New category!

\$ 1,250

Participate in the Annual Meeting's success by having your name and logo displayed during the conference and by reaching all attendees with an insertion in the meeting's delegate bags.

Benefits

- Increase your visibility by having your logo displayed during the conference and in the conference material
- Have your products and services known by inserting material that will be distributed to all delegates

Visibility

- Logo placement inside the final program
- Mention as a Sponsor during the opening remarks
- Mention of appreciation in the IPIC Bulletin
- Complimentary insertion of material in delegate bags**
- Preferred registration rate

Interested in being a sponsor or need more information?

Contact Véronique Patry, Communications Officer, at 613-234-0516 or at vpatri@ipic.ca.

* In order to have your logo included in the program brochure, you will need to confirm your participation by March 16, 2009.

** Subject to format rules and approval by IPIC.

