Introducing IP Fall Institute: Virtual CLE Programming & Networking Experience. The ABA-IPL Section presents the IP Fall Institute, September 29 – October 2, 2020, a new virtual experience of our educational programming and networking. A new flexible four-day schedule of the exceptional CLE programming and valuable networking events our members expect, now just clicks away.

The IP Fall Institute virtual agenda consists of 16 CLE programs, planned throughout 4 days to accommodate everyone’s busy schedules. Judges, USPTO officials, in-house counsel, professors, and private practitioners—U.S. and global experts coming to attendees virtually to discuss the latest in IP developments and emerging issues.

Program Highlights:

- **Flexible Schedule:** for attendees can choose to attend all programs and networking sessions or select individual programs targeted to their practice; Morning plenary CLE programs followed by two (2) tracks of 60 minute CLE programs in the afternoon; a total of 16 CLE programs.

- **Featured Plenary Speakers:**
  - **Hon. Alan D. Albright**, US District Court Judge, Western District of Texas, Waco, TX
  - **Hon. Philip S. Gutierrez**, US District Court Judge, Central District of California, Los Angeles, CA
  - **Hon. Maryellen Noreika**, US District Court Judge, District of Delaware, Wilmington, DE
  - **Andrei Iancu**, Under Secretary of Commerce for IP and Director of the USPTO, Washington, DC
  - **Heather Cameron**, Director, Legal Risk Mitigation, Getty Images, Inc., Seattle, WA
  - **Dorian Daley**, Executive Vice President and General Counsel, Oracle Corporation, Redwood City, CA
  - **Kirk Goodwin**, Assistant General Counsel, Global Patents, Whirlpool Corporation, Benton Harbor, MI
  - **Dave Green**, Assistant General Counsel, IP Policy Group, Microsoft Corporation, Redmond, WA
  - **Bill Harmon**, Head of IP, Uber Technologies, Inc., Seattle, WA
  - **Judy Jennison**, Partner, Perkins Coie LLP, Seattle, WA
  - **Susan McGahan**, Asst. VP and Senior Legal Counsel, Intellectual Property Group, AT&T, Bedminster, NJ
  - **Stephen McGrath**, Associate General Counsel, Facebook Reality Labs, Menlo Park, CA
  - **Paul R. Morico**, Partner, Baker Botts LLP, Houston, TX
  - **Elizabeth Peters**, Senior Legal Counsel, Steelcase Inc., Chicago, IL
  - **Justin L. Sage**, Head of Patents, Indianapolis Law Department, Roche Diabetes Care, Inc., Indianapolis, IN
• **Networking Events:** Two (2) virtual networking events – Happy Hour in the evening and Coffee Hour in the morning. Interact with attendees in real time by joining a virtual table discussion.

• **Sponsorship Levels:** Three sponsorship levels; Platinum, Diamond, Bronze at various price points for your budget. Ability to develop custom packages designed to fulfill your specific marketing goals.

• **Additional Data:** tracking including attendees per program, survey feedback and more.

• **Host Virtual:** events for additional one-on-one exposure with attendees.

**Sponsorship Provides Opportunities to...**

• **Increase** your visibility through direct digital contact with leading IP practitioners and opinion-makers while highlighting and reinforcing your organization’s position as an industry leader.

• **Gain** maximum exposure through recognition within the event’s promotional materials, reaching nearly 17,000 IP practitioners worldwide.

• **Enhance** your organization’s name and reputation, and differentiate your organization from your competitors, by associating with one of the most respected and largest IP law associations in the world.

• **Market** to an influential and exclusive audience of IP practitioners who are the primary decision-makers for the purchase and use of legal, and legal support, services.

**About the ABA Section of Intellectual Property Law...**

From its strength within the American Bar Association, the ABA-IPL Section advances the development and improvement of intellectual property laws and their fair and just administration. As the forum for rich perspectives and balanced insight on the full spectrum of IP law, the Section furthers the goals of its members—within the profession, before policymakers, and with the public.
Sponsorship Levels

**Platinum Level Sponsor - $3,000**
- One (1) representative to introduce Section Chair and Planning Co-Chairs during the Opening/Kickoff
- Logo with content information on platform waiting room slides. *(exclusive per day; Tuesday-Thursday)*
- Logo/acknowledgement on opening and closing slides of each program. *(exclusive per day; Tuesday-Thursday)*
- Acknowledgement and logo in Two (2) issues of the Section’s monthly e-mail newsletter – ABA-IPL E-News. *(September & October issues; digital circulation of approximately 15,000 Section members. Sponsor must commit by September 1, 2020)*
- Full meeting attendee roster with company name, first name, last name and location with additional lists of attendance by programs.
- Logo/Acknowledgement in the digital brochure and electronic promotions.
- Sponsor logo/acknowledgement on the Section’s IP Fall Institute webpage, with link to Sponsor’s website.
- Logo inclusion with link to Sponsor’s website in at least one (1) e-blast promotion sent by the Section.
- Sponsor logo/acknowledgement of thanks posted to the Section’s social media accounts including Twitter (currently 7.2k+ followers), LinkedIn (currently 11.2k+ members) and Facebook.
- Included in post event survey for attendees to request follow-up and more information from sponsors.
- (25) Complimentary registrations to the entire IP Fall Institute virtual program, which can be used for sponsors or clients.

**Diamond Level Sponsor - $2,250**
- One (1) representative to introduce speakers of one(1) morning plenary session
- Logo/acknowledgement on platform visible throughout entire program. *(exclusive per day; Tuesday-Thursday)*
- Acknowledgement and logo in One (1) issue of the Section’s monthly e-mail newsletter – ABA-IPL E-News. *(October issue; digital circulation of approximately 15,000 Section members. Sponsor must commit by September 15, 2020)*
- Full meeting attendee roster with company name, first name, last name and location with additional lists of attendees by programs.
- Logo/Acknowledgement in the digital brochure and electronic promotions.
- Sponsor logo/acknowledgement on the Section’s IP Fall Institute webpage, with link to Sponsor’s website.
- Logo inclusion with link to Sponsor’s website in at least one (1) e-blast promotion sent by the Section.
- Sponsor logo/acknowledgement of thanks posted to the Section’s social media accounts (currently 7.2k+ followers), LinkedIn (currently 11.2k+ members) and Facebook.
- Included in post event survey for attendees to request follow-up and more information from sponsors.
- (15) Complimentary registrations to the entire IP Fall Institute virtual program, which can be used for sponsors or clients.

**Gold Level Sponsor - $1,250**
- Full meeting attendee roster with company name, first name, last name and location with additional lists of attendees by program.
- Logo/Acknowledgement in the digital brochure and electronic promotions.
- Sponsor logo/acknowledgement on the Section’s IP Fall Institute webpage, with link to Sponsor’s website.
- Logo inclusion with link to Sponsor’s website in at least one (1) e-blast promotion sent by the Section.
- Sponsor logo/acknowledgement of thanks posted to the Section’s social media accounts (currently 7.2k+ followers), LinkedIn (currently 11.2k+ members) and Facebook.
- Included in post event survey for attendees to request follow-up and more information from sponsors.
- (10) Complimentary registrations to the entire IP Fall Institute virtual program, which can be used for sponsors or clients.
Additional Sponsorship Opportunities

Virtual Focus Group/Sweepstakes - $5,000 (Exclusive)
- Host a virtual focus group (10 – 15 mins in length) during the dates of the IP Fall Institute; September 29 – October 2, 2020. Date and time to be approved by the ABA-IPL Section.
- Virtual Networking platform (Remo.co) or through Zoom Breakout rooms to be provided by the ABA-IPL Section for hosting the event with a dedicated ABA-IPL staff member to assist with arranging the technology portion of the event.
- Structure of focus group to be determined by sponsor, but must be approved by the ABA-IPL Section.
- Encourage focus group participation/attendance by organizing a sweepstakes for all that attend. A sweepstake individual prize must be valued below $500 or cumulative value of all prizes valued below $750.
- One (1) dedicated email sent to all ABA-IPL Section Members prior to the event (must be approved and sent by the ABA-IPL Section).
- Full meeting attendee roster with company name, first name, last name and location after the focus group event.
- Logo/Acknowledgement in the digital brochure and electronic promotions.
- Sponsor logo/acknowledgement on the Section’s IP Fall Institute webpage, with link to Sponsor’s website.
- Logo inclusion with link to Sponsor’s website in at least one (1) e-blast promotion sent by the Section.
- (5) Complimentary registrations to the entire IP Fall Institute virtual program, which can be used for sponsors or clients.

Happy Hour Networking Event Sponsor - $3,500 (Up to 6 sponsors)
Wednesday, September 30 – 5:00 pm – 6:00 pm CST
- Event attendee roster before and after the event with company name, first name, last name
- One (1) representative to participate as a table moderator during the event.
- Sponsor ad within networking platform to include sponsor name, logo, YouTube URL or image, a Call to Action Label and a Call to Action Link.
- Dedicated email sent to all networking event attendees after the event (must be approved and sent by ABA-IPL)
- Logo/Acknowledgement in the digital brochure and electronic promotions.
- Sponsor logo/acknowledgement on the Section’s IP Fall Institute webpage, with link to Sponsor’s website.
- Logo inclusion with link to Sponsor’s website in at least one (1) e-blast promotion sent by the Section.
- (5) Complimentary registrations to the entire IP Fall Institute virtual program, which can be used for sponsors or clients.

Coffee Hour Networking Event Sponsor – $3,500 (Up to 6 sponsors)
Friday, October 2 – 9:30 am – 10:30 am CST
- Event attendee roster before and after the event with company name, first name, last name
- One (1) representative to participate as a table moderator during the event.
- Sponsor ad within networking platform to include sponsor name, logo, YouTube URL or image, a Call to Action Label and a Call to Action Link.
- Dedicated email sent to all networking event attendees after the event (must be approved and sent by ABA-IPL)
- Logo/Acknowledgement in the digital brochure and electronic promotions.
- Sponsor logo/acknowledgement on the Section’s IP Fall Institute webpage, with link to Sponsor’s website.
- Logo inclusion with link to Sponsor’s website in at least one (1) e-blast promotion sent by the Section.
- (5) Complimentary registrations to the entire IP Fall Institute virtual program, which can be used for sponsors or clients.
Virtual Focus Group/Sweepstakes - $5,000 (Exclusive)

- Host a virtual focus group (10 – 15 mins in length) during the dates of the IP Fall Institute; September 29 – October 2, 2020. Date and time to be approved by the ABA-IPL Section.
- Virtual Networking platform (Remo.co) or through Zoom Breakout rooms to be provided by the ABA-IPL Section for hosting the event with a dedicated ABA-IPL staff member to assist with arranging the technology portion of the event.
- Structure of focus group to be determined by sponsor, but must be approved by the ABA-IPL Section.
- Encourage focus group participation/attendance by organizing a sweepstakes for all that attend. A sweepstake individual prize must be valued below $500 or cumulative value of all prizes valued below $750.
- One (1) dedicated email sent to all ABA-IPL Section Members prior to the event (must be approved and sent by the ABA-IPL Section).
- Full meeting attendee roster with company name, first name, last name and location after the focus group event.
- Logo/Acknowledgement in the digital brochure and electronic promotions.
- Sponsor logo/acknowledgement on the Section’s IP Fall Institute webpage, with link to Sponsor’s website.
- Logo inclusion with link to Sponsor’s website in at least one (1) e-blast promotion sent by the Section.
- Sponsor logo/acknowledgement of thanks posted to the Section’s social media accounts (currently 7.2k+ followers), LinkedIn (currently 11.2k+ members) and Facebook.
- (5) Complimentary registrations to the entire IP Fall Institute virtual program, which can be used for sponsors or clients.

We believe in providing each sponsor with a unique opportunity to engage and interact with attendees through networking, exposure and marketing options. If there is not an opportunity listed in the overview that meets your specific needs or fits within your budget, please contact us regarding, CUSTOM SPONSORSHIP PACKAGES, that can be designed to fulfill your specific marketing goals.

If your firm/organization is interested in sponsoring, please contact, Carey Farley, Associate Director, Programming, at carey.farley@americanbar.org or 312-988-5595.
# IP Fall Institute Sponsorship Agreement

## Sponsorship Opportunity Desired

Sponsorship Opportunity: ____________________________  Cost: __________

## Primary Contact

Name: __________________________________________________________________________________________

Firm/Organization: ______________________________________________________________________________

(Please list as it should appear in conference materials)

Address: _______________________________________________________________________________________

City: __________________________ State/Province/Region: ________________________________

Zip/Postal Code: __________________________ Country: ________________________________

Telephone: __________________________ E-Mail: __________________________

## Marketing Contact

Name: __________________________________________________________________________________________

Telephone: __________________________ E-Mail: __________________________

## Invoice Contact

Name: __________________________________________________________________________________________

Firm/Organization: ______________________________________________________________________________

Address: _______________________________________________________________________________________

City: __________________________ State/Province/Region: ________________________________

Zip/Postal Code: __________________________ Country: ________________________________

Telephone: __________________________ E-Mail: __________________________

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**PLEASE COMPLETE THIS FORM AND SUBMIT TO:**

Carey Farley, American Bar Association, Section of Intellectual Property Law, C/O IP West, 321 N. Clark St, Chicago, IL 60654; carey.farley@americanbar.org.

**TERMS:** Full payment must accompany this agreement form. All sponsorship purchases are non-refundable. Invoice will be sent if full payment is not received with this agreement form.

**NOTE:** Submission of your logo in the following formats: .jpg, .eps and vector along with providing the URL should be submitted within one week of finalizing the agreement.