About the ABA Section of Intellectual Property Law: Since 1894, the Section has advanced the development 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, of nearly 20,000 members serves as the ABA voice—within the profession, before policymakers and with the public.

About the Conference: The 2020 ABA-IPL Section Annual Meeting, is a gathering of the foremost authorities covering the most current topics in IP law. Recognized for its national and international scope and preeminent programming, the conference attracts between 700-800 attendees annually. This year the conference will be held at:

The Mayflower Hotel
Washington, DC
April 1-3, 2020

Meeting the CLE needs of IP practitioners, this year’s conference contains two days of comprehensive CLE programming featuring prominent speakers; including in-house counsel, private practitioners, academics, the federal and district judiciary, and government agency officials.

Attendee Profile: Attendance at Section conferences; includes: corporate in-house counsel, government officials, interest groups or academics, and practitioners in private practice, either in large firm settings, or specialty IP law firms. Attendees are primarily U.S. practitioners, although foreign lawyers, from nations including Argentina, Australia, Belgium, Brazil, Canada, China, Colombia, France, Germany, Greece, Guernsey Channel Islands, India, Japan, Mexico, Paraguay, Qatar, South Korea, Switzerland, United Kingdom, and Venezuela have attended past conferences.

A Sponsorship with the ABA-IPL Section Provides Opportunities for:

Marketing to an influential and exclusive audience of IP law practitioners who are the primary decision-makers for the purchase and use of legal, and legal support, services;

Increasing your visibility through direct contact with leading IP law practitioners and opinion-makers while highlighting and reinforcing your organization’s position as an industry leader;

Gaining maximum exposure through recognition within the conference brochure, monthly e-mails, social media and the conference website, reaching IP practitioners worldwide;

Enhancing your organization’s name and reputation, and differentiating your organization from your competitors, by associating with one of the most respected and largest IP law associations in the world;

Building long-term relationships with key industry leaders and groups, by taking advantage of substantial networking opportunities offered; and

Supporting diversity and inclusion. The ABA-IPL Section is committed to fostering an atmosphere of inclusion to facilitate and encourage the recruitment and retention of diverse lawyers to the IP profession. Through a strategic and action-oriented plan to advance diversity-related initiatives, the conference and its events, brings the chance to jointly embrace the principle of diversity and bring it to the forefront of the profession.

Custom Sponsorship Opportunities Available:

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 goal.

If your firm/organization is interested in sponsoring, please contact, Carey Farley, Associate Director, Programming, at carey.farley@americanbar.org or 312-988-5595.
<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
<th>Pre/Post Attendee List</th>
<th>Logo and Link on Section Annual Meeting Website</th>
<th>Recognition in General Sessions</th>
<th>Recognition in Event Signage</th>
<th>Recognition in Event Mobile App</th>
<th>Social Media Post</th>
<th>Pre-approved Giveaways/Materials</th>
<th>Provide Cups and/or Napkins Branded with Logo</th>
<th>Full Page B/W Tribute Ad in Final Program (print)</th>
<th>Full Comp Registration to 2020 Annual Meeting</th>
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<td><strong>Event Opportunities</strong></td>
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<td>Annual ABA-IPL Section Leadership Dinner (100-125 attendees)</td>
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▲ Pre-approved Giveaways Provided by the Sponsor
■ Sponsored Item Provided, with Sponsor Approval

Create Your Own Package
Don’t see an opportunity that fits your needs? Contact Carey Farley, Associate Director, Programming, 312-988-5595, carey.farley@americanbar.org to discuss options.
Event Sponsorship

Keynote Luncheon - $8,500
Thursday, April 2, 2020 or Friday, April 3, 2020
Host the Thursday or Friday conference luncheon featuring a keynote speaker who is a high-level expert in the industry and will share their experiences, insights, and predictions.

Welcome Reception – $5,000
Wednesday, April 1, 2020
Be the first to welcome attendees to the conference, as they come early to register and kick-start their conference networking during the reception.

Conference Connections Breakfast- $5,000
First Time Attendees ● New Members ● Young Lawyers
Thursday, April 2, 2020
The Conference Connections Breakfast offers a more intimate environment for first time attendees, new members, and young lawyers to connect and network, while receiving important information on how to plan their time during the conference.

Women in IP Law Breakfast - $5,000
Friday, April 3, 2020
Sponsors will have the opportunity to come together with women leaders within the IP law profession and others for networking and breakfast.

Mid-Morning Breaks (EXCLUSIVE PER DAY) - $4,000
On Thursday and Friday, these mid-morning breaks, branded with your logo, are open to all attendees to enjoy complimentary beverages at certain times throughout the day. The break area will be centrally located to the CLE Program rooms for optimal sponsor interaction with attendees.

Afternoon Breaks (EXCLUSIVE PER DAY) - $4,000
On Thursday and Friday, these afternoon breaks, branded with your logo, are open to all attendees to enjoy complimentary beverages at certain times throughout the day. The break area will be centrally located to the CLE Program rooms for optimal sponsor interaction with attendees.

Continental Breakfast Break (EXCLUSIVE PER DAY) - $2,500
On Thursday and Friday mornings, continental breakfast will be provided to those attendees that want to grab a quick breakfast before the CLE programs start. The continental breakfasts will be branded with your logo and open to all attendees to enjoy. The continental breakfast area will be centrally located to the CLE Program rooms for optimal sponsor interaction with attendees.

Attendee Bag Sponsor (EXCLUSIVE) - $8,500
Your logo will be carried all over the conference; 2020 ABA-IPL Annual Meeting, the ABA-IPL Section logo and your logo will be featured on the conference bag given to all attendees when registering on-site to carry conference materials, etc.

Hotel Key Card Sponsor (EXCLUSIVE) - $7,500
The hotel key card will feature conference information and your logo; a great opportunity to be at everyone’s fingertips.

Mobile App Sponsor (EXCLUSIVE) - $6,000
The sponsor of the mobile app will have a strong presence throughout the app. Logo placement will include the app homepage with a banner ad and the sponsor will have the option to send push messages through the app.

Attendee Gift Sponsor (EXCLUSIVE) - $5,500
Provide a fun giveaway item, branded with your logo, that attendees will receive at registration to take back home with them.

Name Badge Pouch/Wallet/Lanyard Sponsor (EXCLUSIVE) - $5,500
Place your logo on the name badge pouch/wallet/ lanyards provided to all attendees to hold their name badge.

Conference WIFI Password Sponsor $3,000 (EXCLUSIVE) – SOLD
What's the WIFI password? The sponsor “names” the conference WIFI password with their firm/company name to be recognized by all attendees. When attendees ask for the password or login your firm/company will come to mind.
Printed Onsite Program Guide Sponsor - $4,500
Branded with your logo on the front and back covers and distributed to all attendees.

Internet/Print Station Sponsor - $4,000
The Internet/Print Station will be available everyday of conference during registration hours. The station will contain multiple laptops, connected to the Internet and a laser printer. Attendees will be able to check e-mail, search the Internet and then print. The conference course materials will also be available on the laptops for printing.

Charging Stations Sponsor - $2,500
Throughout the registration and exhibit area, small charging stations will be available for attendees to charge cell phones, tablets, laptops, etc. Multiple connection types will be providing for charging. The station will be branded with your logo.

Attendee Bag Insert Sponsor - $2,500
Sponsors will have the opportunity to provide one piece of marketing collateral to be placed into the conference bag, which will be given to all attendees when registering onsite.

New! Opportunities

Sponsor Demonstrations - $8,500
Invite conference attendees to come and see your products and services. A demonstration room will be provided to schedule (1) 30-min time slot on Thursday and/or Friday for live demonstrations. Once scheduled, the demonstration time slots will be promoted to attendees.

Annual ABA-IPL Section Leadership Dinner - $7,500
Wednesday, April 1, 2020
Be a part of an annual tradition, where the ABA-IPL Section leadership (approximately 100 attendees) come together and honor the accomplishis made throughout the year and recognize the members of leadership that went above and beyond.

Step & Repeat Backdrop with Logo (EXCLUSIVE) - $3,500
Attendees will be able to take conference selfie photos in front of a backdrop with your logo and the conference name, documenting their time at the conference with friends and colleagues to post on social media, expanding the reach of your logo to the IP social media community.

Business Card Holder (EXCLUSIVE) - $3,500
Branded with your logo and given to all attendees to collect business cards throughout the conference and during the multiple networking events.

Notepads (EXCLUSIVE) - $3,500
Branded with your logo and given to all attendees for note taking during the various CLE programs. It’s an added plus for attendees to be able to jot down notes and have them all in one place for reference.

Exhibit Space Only (LIMITED SPACE) - $2,500
Exhibit space is available within the main registration area of the conference and is centrally located to the CLE program rooms. Exhibitors will receive a 6ft table and 2 chairs for the opportunity to have a table top booth.

Notes
- All sponsors with exhibit space, within the main registration area, will be provided with a 6ft table and two chairs.
- Sponsors are responsible for providing their logo, in a high resolution .jpg and/or .eps format.
- Sponsors are responsible for coordinating the shipping and delivery of the informational, promotional and exhibit materials to the conference site. Where noted, sponsors are responsible for associated costs including design, purchasing, shipping and coordinating the delivery of materials prior to the meeting.

Please coordinate all arrangements and details with Carey Farley, Associate Director, Programming, at carey.farley@americanbar.org, 312-988-5595.
2020 ABA-IPL Section Annual Meeting
Conference Sponsorship Agreement Form

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: _______________________________________________________

Payment Information

Check for $______________ (Enclosed) _____ Credit Card (credit card payments can be made by calling the ABA Service Center once an invoice is received.)

_____Send Invoice: (Please complete information below)

Invoice Contact

Name: __________________________________________________________________________________________
Firm/Organization: _____________________________________________________________________________

_________________________________________________________________________________________________
Address: ______________________________________________________________________________________
City: __________________________ State/Province/Region: _____________________________________________
Zip/Postal Code: __________________________ Country: _________________________________________________
Telephone: __________________________ E-Mail: _______________________________________________________

PLEASE COMPLETE THIS FORM AND SUBMIT TO:
Carey Farley, American Bar Association, Section of Intellectual Property Law, C/O 2018 Spring Conference, 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.