

WASHINGTON IN THE WEST 2021

JANUARY 28 | 9:00 A.M. - 1:00 P.M.

ONLINE

LOS ANGELES INTELLECTUAL PROPERTY LAW ASSOCIATION

LAIPLA BRINGS YOU VIRTUAL SPONSORSHIP OPPORTUNITIES

1/2 DAY PROGRAM, PATENT & TRADEMARK TRACKS

MCLE ACCREDITED

KEYNOTE: WAYNE STACY, DIRECTOR, SILICON VALLEY USPTO

LIVE STREAM INTERACTIVE CONFERENCE PLATFORM

- REACH SENIOR-LEVEL DECISION MAKERS FROM LAW FIRMS AND CORPORATIONS
- CHOOSE THE DIGITAL VENUE THAT MAKES THE MOST SENSE FOR YOUR MARKETING GOALS: ZOOM SHOWROOM, LIVE CHAT ROOMS, LOGO DISPLAY, VIDEO PLACEMENT AND MORE

Come visit our new site! laipla.net/washington-in-the-west

LAIPLA

WASHINGTON IN THE WEST 2021

WHAT YOUR SPONSORSHIP CAN LOOK LIKE

LAIPLA has partnered with an industry leading online conference platform provider, Digitell, to bring this year's Washington in the West conference to you online. Interactive opportunities include break out rooms for sponsor showcases, live chat for Q&A with conference attendees, logo display during conference sessions, and more. A favorite feature of the conference is the video based Zoom showcase to present your tailored video content to a highly defined target audience of Washington in the West attendees.

Pre-Roll Video

Deliver your company's message in a 2 minute pre-roll video or live presentation. The option gives your company the ability to position itself within the industry as a leader.



Zoom Showcase via Exhibitor Listing

Video based zoom showcases with up to 100 participants.



WASHINGTON IN THE WEST 2021

WHAT YOUR SPONSORSHIP CAN LOOK LIKE

Your Logo

Brand awareness and visibility

Engaging Menu Options

Interactive and on-demand. Overview, Resources, Contacts, Live Chat and more.

Your Video Content

Present your tailored video content to a highly defined target audience of Washington in the West attendees.

Welcome

Registration

Info/PAGE

Session Agenda

Sponsors

Exhibitor Showcases **Live**

Video Showcases

OnDemand

Presenters

Virtual Challenge

Social Wall

Continue the Conversation

System Checker

Technical Support

Exhibitor Showcases

Previous Entry

Directory Home

Next Entry

Digitell
Internet Broadcasting

Your Virtual Event & Live Streaming Experts

- Continuing Education
- Annual Conferences - LIVE
- Webinars
- On-Demand Content

Overview Resources Contacts Website Live Chat **Live** Virtual Showcase

Digitell was formed in 1985 as a conference recording company. Sessions were recorded and delivered on cassette tapes. Over the last 30 years, Digitell has evolved with the changes in technology and in fact has led the industry in making those changes as multimedia has moved from cassettes to CD's to CD-ROM/DVD to Online. While we offer high quality products, it's our customer service and attention to detail that separates us from our competition. Our live streaming headquarters are in Jamestown, NY where we employ 50+ staff members in areas of programming, virtual event technology, web design, graphic artists, marketing, audio/video technicians, tech support, administration and management.

OPUS DX
LIVE | 365 | MOBILE

01:47

Sponsorship Opportunities (Event Page)

WASHINGTON IN THE WEST 2021

Sponsorship Opportunities for Washington in the West

Thursday, January 28, 2021

9 am – 12:30 pm

	Washington \$3000	Lincoln \$2000	Jefferson \$1500	Silver \$1000	Supporting \$500	Non-Profit \$0	Session-Only Sponsor* \$2000 (plenary session) \$1500 (Patent or Trademark session)
Zoom showcase	✓						
2 minute presentation (live or video)	✓ <i>(at plenary session)</i>	✓					✓
Logo in session media player & virtual platform's agenda	✓ <i>(at plenary session)</i>	✓					✓
Complementary ticket(s)	3	2	2	1			2
Customizable exhibitor listing with banner	✓	✓	✓	✓			
Basic profile listing (See details below)							
Live chats via exhibitor listing	✓	✓	✓				
Exhibitor description with embedded video capabilities	✓	✓	✓				
Downloadable resources (with stats), attendee reports, listing views, and chat logs	✓	✓	✓				
Logo featured on LAIPLA website & promotional materials	✓	✓	✓	✓	✓	✓	✓
Option to purchase tickets at member rates	✓	✓	✓	✓	✓	✓	✓

* Subject to availability

SPONSORSHIP OPPORTUNITIES

Supporting Sponsor (\$500)

- Logo featured at program, placed in promotional materials and hyperlinked on LAIPLA's website and e-blasts
- Opportunity for your members to purchase tickets to Event at LAIPLA Member Rate

Washington Level Sponsorships (\$3,000)

All of the benefits of Supporting Sponsor, plus:

- **Premium Profile Listing**
 - Video based zoom showcases (up to 100 participants), customizable listing with a banner, description with embedded videos capabilities, downloadable resources, contacts, live chat, reports of attendees who opted in, listing views, resource download stats and chat logs on our virtual event platform hosted by [Digitell, Inc.](#)
- **Session Sponsorship**
 - Two minute presentation (live or pre-recorded video) at the keynote program or at another plenary session; logo featured in agenda and in media player during live program session on Digitell's virtual event platform
- **Three complementary tickets**

Lincoln Level Sponsorships (\$2,000)

All of the benefits of Supporting Sponsor, plus:

- **Enhanced Profile Listing**
 - Customizable listing with sponsor's banner, description with embedded video capabilities, downloadable resources, contacts, live text chat (zoom showcases not included), reports of attendees who opted in, listing views, resource download stats and chat logs on Digitell's virtual event platform.
- **Session Sponsorship**
 - Two minute presentation (live or pre-recorded video); logo shown in agenda and in media player during live program session on Digitell's virtual event platform.
- **Two complementary tickets**

SPONSORSHIP OPPORTUNITIES

Jefferson Level Sponsorships (\$1500)

All of the benefits of Supporting Sponsor, plus:

- **Enhanced Profile Listing**
 - Customizable listing with sponsor's banner, description with embedded video capabilities, downloadable resources, contacts, live text chat, reports of attendees who opted in, listing views, resource download stats and chat logs on Digitell's virtual event platform.
- **Two complementary tickets**

Silver Sponsor (\$1,000)

All of the benefits of Supporting Sponsor, plus:

- **Basic Profile Listing**
 - Opportunity to list your company name, logo, description, website link and contact information on Digitell's virtual event platform (can be managed by sponsor).
- **One complementary ticket**

Non-Profit Sponsor (Non-Profits only)

- Logo featured at program, placed in promotional materials and hyperlinked on LAIPLA's website and e-blasts
- Opportunity for your members to purchase tickets to Event at LAIPLA Member Rate

Interested in sponsoring Washington in the West?
Contact Ashe Puri at APuri@maynardcooper.com

WASHINGTON IN THE WEST 2021

WASHINGTON IN THE WEST

ATTENDEE PROFILE - 2020 CONFERENCE

ATTENDEES BY JOB TITLE



27%

Partner/Founding Member



10%

General Counsel/VP/
Senior Counsel/Director



26%

Attorney at Law/Associate/
Patent Agent



37%

Other



**TOTAL ATTENDANCE
IN 2020**
172

ATTENDEES BY BUSINESS TYPE



3% GOVERNMENT
15% CORPORATION
62% LAW FIRM
20% OTHER



ATTENDEES



JOIN US FOR THE 25TH ANNUAL WASHINGTON IN THE WEST

JANUARY 28, 2021

LAIPLA.NET/WASHINGTON-IN-THE-WEST

WASHINGTON IN THE WEST 2021

YOU'RE IN GOOD COMPANY

Some of our generous sponsors from last year included:

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FOERSTER**

 **Fox Rothschild**
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Santa Monica Bar Association

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