

LAIPPLA Sponsorship Opportunities September 2019 Through June 2020

About the LAIPPLA:

The Los Angeles Intellectual Property Law Association (LAIPPLA) is one of the nation's preeminent intellectual property law organizations and was established in 1934. LAIPPLA has over 900 members that include lawyers who work at large, small and medium size law firms as well as government and in-house attorneys.

Overview of Events:

LAIPPLA offers a diverse array of programming, including three full-day seminars that cover legal issues relevant to patent, copyright, trademark, trade secrets and other areas of IP. LAIPPLA also offers programs geared toward bringing the judiciary and the local IP bar together, with our Judges' Night Gala and our LAIPPLA Goes to Court Program. LAIPPLA also offers programming for Young Lawyers, Women in IP, and Small Firm and Solo Practitioners.

As a non-profit organization that is continually growing to meet the needs of its membership, LAIPPLA relies on the financial support of our generous Sponsors. This support is vital to LAIPPLA's ability to continue to offer high-caliber, top-notch programming, including:

TechTainment: A unique full-day seminar offered in conjunction with Loyola Law School, TechTainment focuses on how cutting-edge technology affects the entertainment industry.

Washington in the West: This program, now in its 24th year, is a one-day seminar for patent prosecutors and practitioners appearing in matters before the PTAB. This program affords patent practitioners and trademark practitioners a unique forum to discuss issues directly with USPTO representatives.

Judges' Night Gala: Held in the historic Biltmore Hotel and honors the members of the judiciary who handle intellectual property matters. It also features an interactive discussion of current topics with a panel of prominent judges. At the Gala, LAIPPLA presents its Public Service Award to a California Federal or State Court judge who has made a significant contribution to the community.

Spring Seminar Retreat: The premier LAIPPLA event of the year, the Spring Seminar Retreat features panel discussions on the latest developments in intellectual property law. It also provides excellent networking opportunities at cocktail receptions and dinners, and allows time for relaxation and enjoyable outdoor activities, including a golf outing organized specifically for LAIPPLA attendees.

Women in IP: LAIPLA offers programs geared toward promoting diversity as well as the advancement of women in the legal profession and includes networking opportunities.

Members-Only Welcome Back Mixer (Greenbar Distillery September 12, 2019)

This event is an exclusive Members-Only event that is only open to LAIPLA Members and event Sponsors.

Benefits	Silver Sponsor (\$1000)	Gold Sponsor (\$1500)	Cocktail/Reception Sponsor (\$2000)
Sponsors Name Displayed on Website and Marketing	●	●	●
Event registrations	2	2	3
Sponsor Materials Displayed at Event	●	●	●
Opportunity to Speak at Event		●	●
Recognition as Exclusive Sponsor			●

Silver Sponsor (\$1000)

- Acknowledgment on Website and in Marketing for the Event
- 2 tickets to Event (can purchase additional tickets to the Event at member rate)
- Opportunity to display marketing materials at Registration Table at Event

Gold Sponsor (\$1,500)

All of the benefits of the Silver Package, plus:

- Opportunity to speak at Event

Cocktail/Reception Sponsor (\$2,000) (exclusive)

All of the benefits of the Gold Package, plus:

- 1 additional ticket (3 tickets total) to the event
- Prominent display of sign “Reception Sponsor” with name and logo at Cocktail Table
- Acknowledgment in Promotions as Reception Sponsor

**TechTainment 5.0 (October 3, 2019 – LMU School of Film and Television,
Silicon Beach, CA)**

Bronze Sponsor (\$500)

- Acknowledgment in promotions for the Event
- Sponsor logo projected during the Event
- Opportunity to purchase tickets to the Event at member rate

Silver Sponsor (\$1,000)

All of the benefits of the Bronze Package, plus:

- Sponsor's table for two representatives to distribute marketing materials
- 1 ticket to the Event (Opportunity to purchase additional tickets to the Event at member rate)

Gold Sponsor (\$1,500)

All of the benefits of the Silver Package, plus:

- 2 tickets to the Event (additional tickets can be purchased at member rate)
- Opportunity to speak at the Event (2 minutes)

Lunch Sponsor (\$2,000) (exclusive)

All of the benefits of the Gold Package, plus:

- Prominent display of sign "Lunch Sponsor" with name and logo
- Acknowledgment in Promotions as Lunch Sponsor

Cocktail/Reception Sponsor (\$2,000) (exclusive)

All of the benefits of the Gold Package, plus:

- Prominent display of sign "Reception Sponsor" with name and logo at Cocktail Table
- Acknowledgment in Promotions as Reception Sponsor

Members-Only Holiday Party (December 5, 2019 – Magic Castle)

This event is an exclusive Members-Only event that is only open to LAIPLA Members and event Sponsors.

Benefits	Silver Sponsor (\$1000)	Gold Sponsor (\$1500)	Cocktail/Reception Sponsor (\$2000)
Sponsors Name Displayed on Website and Marketing	●	●	●
Event registrations	1	2	3
Sponsor Materials Displayed at Event	●	●	●
Opportunity to Speak at Event		●	●
Recognition as Exclusive Sponsor			●

Silver Sponsor (\$1000)

- Acknowledgment in promotions for the Event
- 1 ticket to the Event (can purchase additional tickets to the Event at member rate)

Gold Sponsor (\$1,500)

All of the benefits of the Silver Package, plus:

- Opportunity to speak at Event (2 minutes)
- 2 tickets to the Event

Cocktail/Reception Sponsor (\$2,000) (exclusive)

All of the benefits of the Gold Package, plus:

- 1 additional ticket (3 tickets total) to the event
- Prominent display of sign “Reception Sponsor” with name and logo at Cocktail Table
- Acknowledgment in Promotions as Reception Sponsor

Washington in the West (January 29, 2020 – LA Grand Hotel)

Bronze Sponsor (\$1000)

- Logo featured on large projection screen at Event
- Logo prominently placed in advertising and promotional materials including event signage and program, and hyperlinked on LAIPLA's website and e-blasts.
- Opportunity to purchase tickets to the Event at LAIPLA Member Rate
- Lunch available at discounted rate

Silver Sponsor (\$1,500)

All of the benefits of the Bronze Package, plus:

- Sponsor's table at Event for two representatives to distribute marketing materials
- Opportunity to purchase tickets to the Event at LAIPLA Member Rate
- Lunch available at discounted rate

Gold Sponsor (\$2,000)

All of the benefits of the Silver Package, plus:

- 2 Complementary Tickets to the Event (lunch included).
- Opportunity to speak at the Event at your choice of either the patent programming track or the trademark/copyright programming track (2 minutes)

Audio Visual Sponsor (\$2,500) (exclusive)

All of the benefits of the Gold Package, plus:

- 1 Complementary Ticket to Speakers' Dinner (Evening Before Event)
- Logo featured on sign with label "Audio Visual Sponsor"
- Acknowledgment in promotions as Audio Visual Sponsor

Breakfast/Coffee Breaks Sponsor (\$2,500) (exclusive)

All of the benefits of the Gold Package, plus:

- 1 Complementary Ticket to Speakers' Dinner (Evening Before Event)
- Logo featured on sign with label "Breakfast/Coffee Breaks Sponsor"
- Acknowledgment in promotions as Breakfast/Coffee Breaks Sponsor

Cocktail Reception Sponsor (\$2,500) (exclusive)

All of the benefits of the Gold Package, plus:

- 1 Complementary Ticket to Speakers' Dinner (Evening Before Event)
- Logo featured on sign with label "Cocktail Reception Sponsor"
- Acknowledgment in promotions as Cocktail Reception Sponsor

Lanyards Sponsor (\$3,000) (exclusive)

All of the benefits of the Gold Package, plus:

- 2 Complementary Tickets to Speakers' Dinner (Evening Before Event)
- Logo featured on sign with label "Lanyards Sponsor"
- Logo featured on lanyards
- Acknowledgment in promotions as "Lanyards Sponsor"
- Opportunity to Speak at Event at your choice of either the patent programming track or the trademark/copyright programming track (2 minutes)

Lunch Sponsor (\$3,000) (exclusive)

All of the benefits of the Gold Package, plus:

- 2 Complementary Tickets to Speakers' Dinner (Evening Before Event)
- Logo featured on sign with label "Lunch Sponsor"
- Acknowledgment in promotions as "Lunch Sponsor"
- Opportunity to speak at Keynote Luncheon (2 minutes)

Speakers' Dinner Sponsor (\$3,000) (exclusive)

All of the benefits of the Gold Package, plus:

- 2 Complementary Tickets to Speakers' Dinner (Evening Before Event)
- Logo featured on sign with label "Speakers' Dinner Sponsor"
- Acknowledgment in promotions as "Speakers' Dinner Sponsor"
- Opportunity to Speak at the Speakers' Dinner and Event of your choice of either the patent programming track or the trademark/copyright programming track (2 minutes)

WiFi Sponsor (\$3,000) (exclusive)

All of the benefits of the Gold Package, plus:

- 2 Complementary Tickets to Speakers' Dinner (Evening Before Event)
- Logo featured on sign with label "WiFi Sponsor"
- Acknowledgment in promotions as "WiFi Sponsor"
- Opportunity to Speak at Event at your choice of either the patent programming track or the trademark/copyright programming track (2 minutes)

Judges' Night Gala (TBD – Historic Biltmore Hotel, Downtown LA)

Silver Sponsor (\$1000)

- Acknowledgment in promotions for the Event
- Sponsor logo projected during the Event
- Opportunity to purchase tickets to the Event at LAIPLA Member Rate

Gold Sponsor (\$1,500)

All of the benefits of the Silver Package, plus:

- Sponsor's table for two representatives to distribute marketing materials
- 2 tickets to the Event

Cocktail/Reception Sponsor (\$2,500) (exclusive)

All of the benefits of the Gold Package, plus:

- 1 additional ticket (3 tickets total) to the Event
- Prominent display of sign "Reception Sponsor" with name and logo at Cocktail Table

Spring Seminar Retreat (May 16-17 – Terreneva Resort, Rancho Palos Verdes)

Non-Exclusive Sponsorships—see below

Promotional Sponsor (\$1000)

- Acknowledgment in promotions for the Event
- Sponsor logo projected during the Event
- Opportunity to purchase tickets to the Event at LAIPLA Member Rate

Seminar Sponsors (\$2,000)

All of the benefits of the Promotional Sponsor Package, plus:

- Sponsor's table for two representatives to distribute marketing materials
- Acknowledgement from podium during the program
- Invitation for two to all meals and social events such as Saturday cocktail reception, Saturday Poker Night, Saturday Dinner & Entertainment and exclusive Friday Night Speaker's Dinner.
- Ability to purchase unlimited seminar registrations at member price.

Seminar Saturday Night Dinner Sponsors (\$2,750)

All of the benefits of the Seminar Sponsor Package, plus:

- Prominent signage at the Saturday Dinner
- Opportunity to speak at Saturday Dinner (2 minutes)

Exclusive Sponsorships (\$2,500 - \$3,500)

All of the benefits of the Seminar Sponsor Package, plus:

- Acknowledgment in Promotions as Sponsors indicated below
- Specific features indicated below:

Friday Speakers' Dinner Sponsor (\$3,500)

- Prominent signage at exclusive Friday Speaker's Dinner
- Invitation for two to the Friday Speakers' Dinner
- Opportunity to speak at Speakers' Dinner (2 minutes)

Saturday Poker Night Sponsor (\$3,500)

- Prominent signage at the Saturday Poker Night
- Opportunity to speak at Poker Night (2 minutes)

Saturday Breakfast Sponsor (\$2,500)

- Prominent signage at the Saturday Breakfast
- Opportunity to speak at Saturday Breakfast (2 minutes)

Saturday Lunch Sponsor (\$3,000)

- Prominent signage at the Saturday Lunch
- Opportunity to speak at Saturday Lunch(2 minutes)

Saturday Cocktail/Reception Sponsor (\$3,000)

- Prominent signage at the Saturday Reception Hour
- Opportunity to speak at Saturday Reception Hour (2 minutes)

Sunday Breakfast Sponsor (\$2,500)

- Prominent signage at the Sunday Breakfast
- Opportunity to speak at Sunday Breakfast (2 minutes)

Women in IP (Fall 2019 and Spring 2020)*

Silver Sponsor (\$500)

- Acknowledgment in promotions for the Event
- Opportunity to purchase tickets to the Event at LAIPLA Member Rate

Gold Sponsor (\$1,000)

All of the benefits of the Silver Package, plus:

- Opportunity to display marketing materials at Registration Table at Event
- Opportunity to speak at Event (2 minutes)
- 2 tickets to the Event

Cocktail/Reception Sponsor (\$1,500) (exclusive)

All of the benefits of the Gold Package, plus:

- 1 additional ticket (3 tickets total) to the event
- Prominent display of sign "Reception Sponsor" with name and logo at Cocktail Table
- Acknowledgment in Promotions as Reception Sponsor

* These are three separate Women in IP events. The categories of sponsorship listed above are sponsorships available for purchase separately for each of the three Women in IP events.

Platinum Sponsorships 2019

Platinum Sponsorship allows sponsors to purchase bulk packages that best meet the interests of their clients.

Platinum Washington in the West 2020 Sponsorship (\$4000)

All of the benefits of the Gold Packages at the following four premier events:

- **Washington in the West 2020**
- **TechTainment 5.0: Technology & Entertainment Seminar 2019**
- **Welcome Back Mixer 2019**
- **Members-Only Holiday Party 2019**

Platinum Judges' Night Gala 2020 Sponsorship (\$4000)

All of the benefits of the Gold Packages at the following four premier events:

- **Judges' Night Gala 2020**
- **TechTainment 5.0: Technology & Entertainment Seminar 2019**
- **Welcome Back Mixer 2019**
- **Members-Only Holiday Party 2019**

Diamond Sponsor 2019

Diamond Sponsorship (\$10,000)

All of the benefits of the Gold Packages (and Seminar Saturday Dinner Sponsor Package for Spring Seminar Retreat) at the following six events:

- Welcome Back Mixer (2019)
- TechTainment 5.0: Technology & Entertainment Seminar (2019)
- Members-Only Holiday Party (2019)
- Washington in the West (2020)
- Judges' Night Gala (2020)
- Spring Seminar Retreat (2020)

Offers:

- Opportunity to speak at each premiere event, including Spring Seminar Retreat's Saturday Dinner (2 minutes per event).
- Free membership for all Sponsor Employees in LAIPLA for the 2019 season as non-members.
- Banner promotion on new revamped LAIPLA website. Banner can change twice per year.
- Acknowledgment in Promotions for all Diamond Events as Diamond Sponsor.

FOR MORE INFORMATION CONTACT

OR

LAIPLA SPONSORSHIP COMMITTEE MEMBERS

Graham Cole (Graham.B.Cole@Outlook.com)

Sarah Brooks (ssbrooks@venable.com)

Ashe Puri (apuri@foxrothschild.com)

OR

LAIPLA Office (office@laipla.net)