

**LAIPLA Sponsorship Opportunities**  
**(September 2020 Through June 2021)**

**About LAIPLA:**

Established in 1934, the Los Angeles Intellectual Property Law Association (LAIPLA) is one of the nation's preeminent intellectual property law organizations. LAIPLA has over 1,000 members including lawyers at small and large law firms, companies, and government agencies.

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

**Overview of Events:**

LAIPLA's calendar of events is available at <https://www.laipla.net/events/>. LAIPLA has four different types of events that attract sponsors:

1. Special 60–120 minute members-only events that are usually entirely social (e.g., Welcome Back Mixer, Holiday Party)
2. Regular 60–90 minute meetings that focus on a legal issue of interest to Patent, Copyright, Trademark, or Transactional lawyers
3. Regular 60–90 minute meetings that focus on an issue of interest to Women in IP or Solo/Small Firm lawyers
4. Larger events, typically over 120 minutes long (e.g., TechTainment, Washington in the West, Judges' Night)

Due to COVID-19, LAIPLA expects to hold its events online through at least March 2021. LAIPLA's annual Spring Seminar Retreat (usually held in May) will not be held in 2021.

**Summary of Sponsorship Opportunities:**

The following pages provide a summary of the sponsorship opportunities available for each event, as well as package sponsorship opportunities covering multiple events, such as LAIPLA's premier sponsorship package, the Diamond Sponsorship.

**Contact for Sponsorship:**

For any questions about sponsorship, please email [sponsorship@laipla.net](mailto:sponsorship@laipla.net).

**Members-Only Social Events**

**(e.g., Welcome Back Mixer in September, Holiday Party in December)**

These are special 60–120 minute events open only to LAIPLA members and event sponsors. They are usually entirely social (e.g., Welcome Back Mixer in September, and Holiday Party in December).

At each members-only social event, the following sponsorships are available:

| <b>Benefits</b>  | <b>Exclusive Sponsor<br/>(\$2,500)</b> | <b>Gold Sponsor<br/>(\$1,000)</b> | <b>Silver Sponsor<br/>(\$500)</b> |
|--|--|-----------------------------------|-----------------------------------|
| Sponsor’s name displayed on webpage for event and emails for the event?                  | ●                                      | ●                                 | ●                                 |
| Number of free tickets to the event (and can purchase additional tickets at member rate) | 2                                      | 2                                 | 1                                 |
| Opportunity to speak at event?   | ●                                      | ●                                 |                                   |
| Exclusive sponsor for the event (in addition to any annual Diamond sponsors)?            | ●                                      |                                   |                                   |

The Exclusive Event sponsorship is available if there is not already a Gold or Silver sponsor for the event.

**Regular meetings for Patent, Copyright, Trademark, or Transactional lawyers  
(September to June 2020)**

Each regular meeting is 60–90 minutes long and focuses on a legal issue of interest to Patent, Copyright, Trademark, or Transactional lawyers. The schedule for the regular meetings is:

|                | <u>Fall/Winter meeting</u> | <u>Spring meeting</u> |
|----------------|----------------------------|-----------------------|
| Trademark:     | September                  | March                 |
| Patent:        | October                    | April                 |
| Transactional: | November                   | May                   |
| Copyright:     | January                    | June                  |

At each regular meeting, the following sponsorships are available:

| Benefits   | Exclusive Sponsor<br>(\$1,500) | Gold Sponsor<br>(\$750) | Silver Sponsor<br>(\$350) |
|--|--------------------------------|-------------------------|---------------------------|
| Sponsor's name displayed on webpage for event and emails for the event?                  | ●                              | ●                       | ●                         |
| Number of free tickets to the event (and can purchase additional tickets at member rate) | 2                              | 2                       | 1                         |
| Opportunity to speak at event?   | ●                              | ●                       |                           |
| Exclusive sponsor for the event (in addition to any annual Diamond sponsors)?            | ●                              |                         |                           |

The Exclusive event sponsorship is available if there is not already a Gold or Silver sponsor for the event.

**Regular meetings for Women in IP (Fall and Spring)**

Each regular meeting for Women in IP is 60–90 minutes, with one meeting in the Fall and one in Spring.

At each Women in IP meeting, the following sponsorships are available:

| <b>Benefits</b>  | <b>Exclusive Sponsor<br/>(\$1,500)</b> | <b>Gold Sponsor<br/>(\$750)</b> | <b>Silver Sponsor<br/>(\$350)</b> |
|--|--|---------------------------------|-----------------------------------|
| Sponsor's name displayed on webpage for event and emails for the event?                  | ●                                      | ●                               | ●                                 |
| Number of free tickets to the event (and can purchase additional tickets at member rate) | 2                                      | 2                               | 1                                 |
| Opportunity to speak at event?   | ●                                      | ●                               |                                   |
| Exclusive sponsor for the event (in addition to any annual Diamond sponsors)?            | ●                                      |                                 |                                   |

The Exclusive event sponsorship is available if there is not already a Gold or Silver sponsor for the event.

**Regular meetings for Solo / Small Firm lawyers (Fall and Spring)**

Each regular meeting for Solo / Small Firm lawyers is 60–90 minutes, with one meeting in the Fall and one in Spring.

At each Solo / Small Firm meeting, the following sponsorships are available:

| <b>Benefits</b>  | <b>Exclusive Sponsor<br/>(\$1,000)</b> | <b>Gold Sponsor<br/>(\$500)</b> | <b>Silver Sponsor<br/>(\$250)</b> |
|--|--|---------------------------------|-----------------------------------|
| Sponsor’s name displayed on webpage for event and emails for the event?                  | ●                                      | ●                               | ●                                 |
| Number of free tickets to the event (and can purchase additional tickets at member rate) | 2                                      | 2                               | 1                                 |
| Opportunity to speak at event?   | ●                                      | ●                               |                                   |
| Exclusive sponsor for the event (in addition to any annual Diamond sponsors)?            | ●                                      |                                 |                                   |

The Exclusive event sponsorship is available if there is not already a Gold or Silver sponsor for the event.

## Large Events (e.g., TechTainment, Washington in the West, Judges' Night)

Please email [sponsorship@laipla.net](mailto:sponsorship@laipla.net) if you are interested in sponsoring any of LAIPLA's large annual events. Additional details about sponsorship opportunities for these events are provided on the following pages. Due to COVID-19, LAIPLA expects to hold its events online through at least January 2021.

LAIPLA typically has four large events each year:

- **TechTainment** (October or November): 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** (January): Now in its 25th year, Washington in the West is a one-day seminar for patent and trademark practitioners appearing in matters before the Patent Office. This program affords practitioners a unique forum to discuss issues directly with USPTO representatives.
- **Judges' Night Gala** (February): Traditionally held in the historic Biltmore Hotel, the Judges' Night Gala honors those members of the judiciary who handle intellectual property matters. It also traditionally features an interactive discussion of current topics with a panel of prominent judges. At the Gala, LAIPLA traditionally presents its Public Service Award to a member who has made a significant contribution to the public good. This year, due to COVID-19, LAIPLA plans to hold an abbreviated Judges' Night event online.
- **Spring Seminar Retreat** (May or June): The premier LAIPLA 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 LAIPLA attendees. Due to COVID-19, this event will not be held in 2021.

**TechTainment 6.0 Sponsorship**  
**(Tuesday to Thursday, November 17–19, 2020, 12:00pm to 1:45pm)**

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

**Bronze Sponsor (\$350)**

- Acknowledgment in promotions for the Event
- Sponsor's name and logo displayed on TechTainment webpage
- Sponsor's name and logo displayed on emails for the Event
- Sponsor logo projected during the Event between sessions on all three days (with other Bronze Sponsors, and identified as "Bronze Sponsors")
- Opportunity to purchase additional tickets to the Event at member rate

**Silver Sponsor (\$750)**

All of the benefits of "Bronze," plus:

- 1 ticket to the Event (additional tickets can be purchased at member rate)
- Sponsor logo projected during the Event between sessions on all three days (with other Silver Sponsors, and identified as "Silver Sponsors")

**Gold Sponsor (\$1,500)**

All of the benefits of "Silver," plus:

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

**Washington in the West**  
**(Thursday, January 28, 2021, 9:00am to 12:30pm)**

Now in its 25th year, Washington in the West is a one-day seminar for patent and trademark practitioners appearing in matters before the Patent Office. This program affords practitioners a unique forum to discuss issues directly with USPTO representatives.

There are many sponsorship opportunities, which are described below and summarized in a chart at the end:

**Bronze 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 Sponsor (\$3,000)**

All of the benefits of "Bronze," 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 complimentary tickets**

**Lincoln Sponsor (\$2,000)**

All of the benefits of "Bronze," 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 complimentary tickets**



## **Jefferson Sponsor (\$1,500)**

All of the benefits of “Bronze,” 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 complimentary tickets**

## **Silver Sponsor (\$1,000)**

All of the benefits of “Bronze,” 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 complimentary ticket**

## **Non-Profit Sponsor (free for non-profits)**

- 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

## **Session Sponsor (\$2,000 for Plenary session; \$1,500 for Patent or Trademark session only)**

- Two-minute presentation (live or pre-recorded video); logo featured in agenda and in media player during live program session on Digitell’s virtual event platform
- Two complimentary tickets
- 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

The chart on the next page summarizes all of the sponsorship opportunities for Washington in the West:

## Summary of sponsorship opportunities for Washington in the West 2021

|   | <b>Washington<br/>\$3000</b>     | <b>Lincoln<br/>\$2000</b> | <b>Jefferson<br/>\$1500</b> | <b>Silver<br/>\$1000</b> | <b>Bronze<br/>\$500</b> | <b>Non-Profit<br/>\$0</b> | <b>Session-Only<br/>Sponsor*<br/>\$2000 (plenary<br/>session)<br/>\$1500 (Patent<br/>or Trademark<br/>session)</b> |
|---|----------------------------------|---------------------------|-----------------------------|--------------------------|-------------------------|---------------------------|--|
| Zoom showcase   | ✓                                |                           |                             |                          |                         |                           |  |
| 2 minute presentation (live or video)   | ✓<br><i>(at plenary session)</i> | ✓                         |                             |                          |                         |                           | ✓  |
| Logo in session media player & virtual platform's agenda                            | ✓<br><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

**Judges' Night Gala  
(Thursday, February 25, 2021, 5:30pm to 7:00pm)**

Judges' Night honors those members of the judiciary who handle intellectual property matters. This year, due to COVID-19, Judges' Night will be held online and have an abbreviated format.

The following sponsorships are available:

| <b>Benefits</b>  | <b>Exclusive Sponsor<br/>(\$1,500)</b> | <b>Gold Sponsor<br/>(\$750)</b> | <b>Silver Sponsor<br/>(\$500)</b> |
|--|--|---------------------------------|-----------------------------------|
| Sponsor's name displayed on webpage for event and emails for the event?                  | ●                                      | ●                               | ●                                 |
| Number of free tickets to the event (and can purchase additional tickets at member rate) | 2                                      | 2                               | 1                                 |
| Exclusive sponsor for the event (in addition to any annual Diamond sponsors)?            | ●                                      |                                 |                                   |

The Exclusive Event sponsorship is available if there is not already a Gold or Silver sponsor for the event.

**Diamond Sponsorship  
(Multiple events from September 2020 to June 2021)**

**Diamond Sponsorship (\$7,500)**

Includes “Gold” benefits (or equivalent) at:

- Welcome Back Mixer (September)
- TechTainment (October or November)
- Washington in the West (January)
- Judges’ Night (February)

Includes “Silver” benefits at:

- Trademark meetings (September and March)
- Patent meetings (October and April)
- Transactional meetings (November and May)
- Copyright meeting (January and June)
- Women in IP meetings (Fall and Spring)
- Solo / Small Firm meetings (Fall and Spring)

Also includes:

- Promotion on LAIPLA homepage, [laipla.net](http://laipla.net), and marketing materials.
- Free membership for all Sponsor Employees in LAIPLA for 2020–2021.