

LAIPLA Sponsorship Opportunities
(September 2021 Through August 2022)

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, and LAIPLA's annual Spring Seminar Retreat)

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.

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:

Benefits	Exclusive Sponsor (\$2,500)	Gold Sponsor (\$1,000)	Silver Sponsor (\$500)
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 2021 to August 2022)**

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 (subject to change):

	Fall/Winter meeting	Spring meeting
Trademark:	September	March
Patent:	October	April
Transactional:	November	May
Copyright:	January	June

At each regular meeting, the following sponsorships are available:

Benefits	Exclusive Sponsor (\$1,500)	Gold Sponsor (\$750)	Silver Sponsor (\$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:

Benefits	Exclusive Sponsor (\$1,500)	Gold Sponsor (\$750)	Silver Sponsor (\$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 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:

Benefits	Exclusive Sponsor (\$1,000)	Gold Sponsor (\$500)	Silver Sponsor (\$250)
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, and LAIPLA's annual Spring Seminar Retreat)

Please email 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.

LAIPLA typically has four large events each year:

- **TechTainment** (November): A unique full-day seminar offered in conjunction with Loyola Law School, TechTainment focuses on how cutting-edge technology affects the entertainment industry. This year, TechTainment will be held virtually on November 4, 2021.
- **Washington in the West** (January): Now in its 26th 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. This year, Washington in the West will be held at the Luxe Sunset Boulevard Hotel on January 27, 2022.
- **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): 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. This year, the Spring Seminar Retreat will be held at the Bacara, a Ritz-Carlton Resort in Santa Barbara, California from May 21-22, 2022.

TechTainment 7.0 Sponsorship
(Thursday, November 4, 2021, 8:00 am to 3:30pm)

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

Bronze Sponsor (\$500)

- 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 (with other Bronze Sponsors, and identified as "Bronze Sponsors")
- Opportunity to purchase additional tickets to the Event at member rate

Silver Sponsor (\$1,000)

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 (with other Silver Sponsors, and identified as "Silver Sponsors")

Gold Sponsor (\$1,500)

All of the benefits of "Silver," plus:

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

**Washington in the West
Luxe Sunset Boulevard Hotel, Los Angeles
(Thursday, January 27, 2022, 9:00am to 4:30pm)**

Now in its 26th 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:

Washington Sponsor (\$3,000)

**Lanyards Sponsor
Lunch Sponsor
Speakers' Dinner Sponsor
Wi-Fi Sponsor**

All of the benefits of Jefferson Level. plus:

- 2 Complimentary Tickets to Speakers' Dinner (Evening Before Event)
- Logo featured on sign with label of your specific sponsorship
- Acknowledgement in promotions for your specific sponsorship
- Opportunity to speak at Event (2 minutes)
- Other benefits included

Lincoln Level Sponsorship (\$2,500)

**Audio Visual Sponsor
Breakfast/Coffee Breaks Sponsor
Cocktail Reception Sponsor**

All of the benefits of Jefferson Level, plus:

- 1 Complimentary Ticket to Speakers' Dinner (Evening Before Event)
- Logo featured on sign with label of your specific sponsorship
- Acknowledgement in promotions for your specific sponsorship
- Opportunity to speak at Event (2 minutes)

Jefferson Sponsor (\$2,000)

All of the benefits of the Silver Package, plus:

- Two complimentary tickets to the Event (lunch included)

- Opportunity to speak at Event (2 minutes)

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
- Lunch tickets

Bronze Sponsor (\$1,000)

- 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
- Lunch available at discounted rate

Non-Profit Sponsor (Non-Profits only)

- Logo featured on large projection screen at Event
- Logo prominently placed in advertising and promotional materials and hyperlinked on LAIPLA's website and e-blasts
- Opportunity for your members to purchase tickets to the Event at LAIPLA Member Rate

**Judges' Night Gala
(February 2022, 5:00pm to 6:30pm)**

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:

Benefits	Exclusive Sponsor (\$1,500)	Gold Sponsor (\$750)	Silver Sponsor (\$500)
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.

Spring Seminar Retreat

(May 20-22, 2022 – The Ritz-Carlton Bacara Resort in Santa Barbara, California)

LAIPLA is proud to present its flagship, nationally-renowned intellectual property conference—the annual Spring Seminar Retreat. Spring Seminar is a two-day, *can't miss*, get-a-way weekend that combines high-quality and in-depth legal content with an abundance of networking opportunities and social activities. National speakers and leading legal scholars and experts will present material on cutting edge issues related to intellectual property and technology.

Emerald Sponsorship (\$7000)

- Includes choice of one Platinum sponsorship benefit **and** one Gold sponsorship benefit.
- Plus one complementary ticket to event, plus one sponsorship table (registration is required).

Platinum Sponsorship (\$5000)

Includes one of:

(1) Panel

Or

(2) Speaker's dinner

Or

(3) Golf tournament

Or

(4) Poker tournament

Or

(5) Wine Tasting Event (Excursion or On-Site, exclusive of costs)

Or

(6) Lunch Event

Plus 50% discount off of 1 ticket, a sponsorship table (registration is required) and an opportunity to speak. Additional tickets can be purchased at member rate.

Gold Sponsorship (\$3500)

Includes one of:

(1) Breakfast

Or

(2) Cocktail reception

Or

(3) Whiskey/cigar event

Or

(4) WiFi

Or

(5) Audio Visual

Or

(6) Lanyard

Or

(7) Mobile app

Plus 20% discount off of 1 ticket and a sponsorship table (registration is required). Additional tickets can be purchased at member rate.

Silver Sponsorship (\$1500)

Prominent name/signage displayed throughout the conference.

**Diamond Sponsorship
(Multiple events from September 2021 to August 2022)**

Diamond Sponsorship (\$10,000)

Includes “Gold” benefits (or equivalent) at:

- Welcome Back Mixer (September)
- TechTainment (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, and marketing materials.
- Free membership for all Sponsor Employees in LAIPLA for 2021–2022.