

LAIPLA Sponsorship Opportunities
(September 2022 Through Fall 2023)

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. Thank you for considering our Sponsorship Opportunities.

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.

Large Events (e.g., Judges' Night , Washington in the West, LAIPLA's annual Spring Seminar Retreat and TechTainment)

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:

- **Judges' Night** (February 23, 2023): 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. During this evening, LAIPLA traditionally presents its Public Service Award to a member who has made a significant contribution to the public good. This year, Judges' Night will be on February 23, 2023 at The Cicada in DTLA.
- **Washington in the West** (March 29, 2023): Now in its 28th year, Washington in the West is a one-day seminar for patent and trademark practitioners appearing in matters before the Patent and Trademark Office. This program affords practitioners a unique forum to discuss issues directly with USPTO representatives. This year, Washington in the West will be held in person on March 29, 2023 at The Luxe Sunset Blvd Hotel.
- **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. The Surf & Sand Resort in Laguna Beach will be our destination for Spring Seminar, May 5-7, 2023.
- **TechTainment** (November 2023): A unique full-day seminar offered in conjunction with Loyola Law School, TechTainment focuses on how cutting-edge technology affects the entertainment industry.

Judges’ Night (February 23, 2023, 6:00 pm – 9:00 pm)

Judges’ Night honors those members of the judiciary who handle intellectual property matters.

The following sponsorships are available:

Benefits	Reception Sponsor/Dinner Wine Sponsor (Only One Each) (\$3,500 each)	Gold Sponsor (\$2,500)	Silver Sponsor (\$2,225)
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
Prominent Display of “Reception Sponsor” or “Dinner Wine Sponsor” sign with name and logo	●		

Interested in having a table at Judges’ Night? Table of ten (9 seats + judge) are available.

LAIPLA Early Bird Member Firm cost is \$2,000 and Non-Member Firm cost is \$2,500. Contact office@laipla.net today to purchase your table! Rates increase on February 10th and individual tickets are available at www.laipla.net.

Washington in the West (March 29, 2023, 9:00am to 4:00pm)

Now in its 28th year, Washington in the West is a one-day seminar for patent and trademark practitioners appearing in matters before the Patent and Trademark 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 (\$4,000)

- Lanyards Sponsor**
- Lunch Sponsor**
- Speakers' Dinner Sponsor**
- Printed Agenda Sponsor**
- Audio Visual Sponsor**
- Speakers' Dinner Cocktail Reception Sponsor**
- Speakers' Dinner Entertainment Sponsor**
- Speakers' Dinner Wine 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
- Prominent Acknowledgement in promotions for your specific sponsorship
- Opportunity to speak at Event (2 minutes)
- Opportunity to speaker at Plenary Session or Sponsored Session
- Other benefits included

Lincoln Level Sponsorship (\$3,000)

- Breakfast or Coffee Breaks Sponsor – two available (morning & afternoon)**
- WIW Cocktail Reception Entertainment Sponsor**
- WIW Cocktail Reception Appetizer Sponsor**
- WIW Cocktail Reception Drinks Sponsor**
- Wi-Fi 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 (\$2,500)

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 (\$2,000)

All of the benefits of the Bronze package, plus:

- Sponsor's table at Event for two representatives to distribute marketing materials
- Note: This sponsorship does not include any tickets to attend the event on March 29th

Bronze Sponsor (\$1,250)

- 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

Spring Seminar Retreat (May 5-7, 2023, at Surf & Sand Resort, Laguna Beach)

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 (\$8,500)

- 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 (\$6,000)

Includes one of the following:

1. Panel – MCLE Education Session either Friday, Saturday or Sunday (8 available)
2. Speakers' dinner – Friday Night (invite only event)
3. Poker Tournament – Saturday Night
4. Saturday Afternoon Special Event
5. Lunch Event - Saturday
6. Opening Reception - Friday

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 (\$4,200)

Includes one of:

1. Breakfast – Saturday or Sunday (2 available)
2. Cocktail reception – Saturday before dinner
3. Whiskey/cigar event
4. Wi-Fi Sponsor
5. Audio Visual
6. Lanyard
7. Mobile app
8. Past President's Lunch & Meeting – Friday

9. Entertainment Sponsor (2 available)
10. Breakfast – (2 available) Friday or Saturday
11. Coffee Break Sponsor (3 available) Friday, Saturday or Sunday
12. Entertainment Sponsor (2 available)
13. Golf Tournament (Sunday after lunch)

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

Silver Sponsorship (\$1,800)

Prominent name/signage displayed throughout the conference.

TechTainment 9.0 Sponsorship (TBD Fall 2023)

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

Sponsorship Benefits:

- Acknowledgment in LAIPLA Promotions for the Event
- Sponsor's name and logo displayed on LAIPLA emails for the Event
- Sponsor's name and log displayed on TechTainment webpage: www.laipla.net/techtainment
- Sponsor's logo projected during the Event
- Opportunity to purchase tickets to the Event at LAIPLA member rate

Bronze Sponsor (\$750)

- All benefits listed above

Silver Sponsor (\$1,250)

All of the benefits of "Bronze," plus:

- 1 ticket to the Event (additional tickets can be purchased at member rate)
- Sponsor's table for one (1) representative to distribute marketing materials during Event

Gold Sponsor (\$1,750)

All of the benefits of "Silver," plus:

- 2 tickets to the Event (additional tickets can be purchased at member rate)
- Sponsor's table for two (2) representatives to distribute marketing materials during Event
- Opportunity to speak at the Event (30 seconds)

Breakfast Sponsor (\$2,250) – Exclusive Sponsorship

All of the benefits of "Gold", plus:

- Opportunity to speak at the Event (60 seconds)

Reception Sponsor (\$2,250) – Exclusive Sponsorship

All the benefits of "Gold", plus:

- Opportunity to speak at the Event (60 seconds)

Keynote Lunch Sponsor (\$3,000) – Exclusive Sponsorship

All the benefits of "Gold", plus:

- Opportunity to speak at the Event (90 seconds)

Platinum Sponsor (\$3,500) – Exclusive Sponsorship

All the benefits of “Gold”, plus:

- An additional free ticket to the Event
- Opportunity to speak at the Event (2 minutes)

**Diamond Sponsorship
(Multiple events from September 2022 to August 2023)**

Diamond Sponsorship (\$12,000) 3 available

Includes “Gold” benefits (or equivalent) at:

- Welcome Back Mixer (September)
- TechTainment (November)
- Judges’ Night (February)
- Washington in the West (March)
- Spring Seminar (May)

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 2022-2023

Members-Only Social Events (e.g., Welcome Back Mixer in September 2023, Holiday Party in December 2023)

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	Cocktail/Reception Sponsor (Only One) (\$2,500)	Gold Sponsor (\$1,500)	Silver Sponsor (\$1,000)
Sponsor’s name displayed on webpage and emails for the event	●	●	●
Number of free tickets to the event (and can purchase additional tickets at member rate)	3	2	1
Display of marketing materials at event registration table	●	●	
Opportunity to speak at event (2 minutes)	●	●	
Prominent Display of “Reception Sponsor” sign with name and logo at Cocktail Table	●		

**Regular meetings for Patent, Copyright, Trademark, or Transactional lawyers
(September 2022 to August 2023)**

Each regular meeting is 60–90 minutes long and focuses on a legal issue of interest to Patent, Copyright, Trademark, or Transactional lawyers. There will typically be eight to twelve of these regular meetings per year.

At each regular meeting, the following sponsorships are available:**

Benefits	Cocktail/Reception/Dinner Sponsor (Only one) (\$3,000)	Gold Sponsor (\$2,000)	Silver Sponsor (\$1,250)
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)	3	2	1
Opportunity to speak at event	●	●	
Prominent Display of “Cocktail Sponsor”, “Reception Sponsor” or “Dinner Sponsor” sign with name and logo	●		

** The listed sponsorships are for in person events. If the event is virtual, then the sponsorship prices will be Silver \$500, Gold \$1,000. In addition, an Exclusive event sponsorship may be purchased for \$2,000 for virtual events. The Exclusive event sponsorship is available if there is not already a Gold or Silver sponsor for the event and is exclusive to all other sponsors with the exception of annual Diamond sponsors.

Regular meetings for Women in IP (Fall and Spring)

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

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

Benefits	Cocktail/Reception/Dinner Sponsor (Only One) (\$3,000)	Gold Sponsor (\$2,000)	Silver Sponsor (\$1,250)
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	●	●	
Prominent Display of “Cocktail Sponsor”, “Reception Sponsor” or “Dinner Sponsor” sign with name and logo	●		

** The listed sponsorships are for in person events. If the event is virtual, then the sponsorship prices will be Silver \$500, Gold \$1,000. In addition, an Exclusive event sponsorship may be purchased for \$2,000 for virtual events. The Exclusive event sponsorship is available if there is not already a Gold or Silver sponsor for the event and is exclusive to all other sponsors with the exception of annual Diamond sponsors.

Regular meetings for Solo / Small Firm lawyers (Fall and Spring) and Young Lawyers Events (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	Meeting Sponsor (Only one) (\$1,250)	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 Meeting event sponsorship is available if there is not already a Gold or Silver sponsor for the event and is exclusive to all other sponsors with the exception of annual Diamond sponsors.

** The listed sponsorships are for in person events. If the event is virtual, then the sponsorship prices will be Silver \$250, Gold \$500. In addition, an Exclusive event sponsorship may be purchased for \$1,000 for virtual events. The Exclusive event sponsorship is available if there is not already a Gold or Silver sponsor for the event and is exclusive to all other sponsors with the exception of annual Diamond sponsors.

Special Events - (September 2022 to August 2023)

Special Events are one-time events held for LAIPLA that are outside our regular programming. These special events may be member-only events or open to the general legal industry. Special Events will have a different level of sponsorship.

At each Special Events meeting, the following sponsorships are available:**

Benefits	Cocktail/Reception/Dinner Sponsor (Only one) (\$3,000)	Gold Sponsor (\$2,000)	Silver Sponsor (\$1,250)
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)	3	2	1
Opportunity to speak at event	●	●	
Prominent Display of "Cocktail Sponsor", "Reception Sponsor" or "Dinner Sponsor" sign with name and logo	●		

** The listed sponsorships are for in person events. If the event is virtual, then the sponsorship prices will be Silver \$500, Gold \$1,000. In addition, an Exclusive event sponsorship may be purchased for \$2,000 for virtual special events. The Exclusive event sponsorship is available if there is not already a Gold or Silver sponsor for the event and is exclusive to all other sponsors with the exception of annual Diamond sponsors.