



Los Angeles Intellectual Property Law Association

LAIPLA Sponsorship Opportunities September 2023 Through Fall 2024

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 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 types of events that attract sponsors.

1. Special 60–120-minute member-only events that are usually entirely social (e.g., Welcome Back Mixer or The Annual Holiday Party)
2. Regular 60–90-minute meetings that focus on a legal issue of interest to Patent, Copyright, Trademark litigation and/or transactional lawyers
3. Regular 60–90-minute meetings that focus on an issue of interest to Women in IP, Young Lawyers or Solo/Small Firm lawyers
4. Larger conference 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

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

LAIPLA typically has four large events each year.

- **TechTainment (November 15, 2023):** A unique full-day seminar focusing on how cutting-edge technology affects the entertainment industry.
- **Washington in the West (January 25, 2024):** Now in its 30th 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 January 25, 2024, at the Luxe Sunset Blvd. Hotel.
- **Judges' Night (February 28, 2024):** The Judges' Night Dinner 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. This year, Judges' Night will be on February 28, 2024, at The Cicada Restaurant in DTLA.
- **Spring Seminar Retreat (May 3-5, 2024):** 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, networking breaks and dinners, and allows time for relaxation and enjoyable outdoor activities. Loews Coronado Resort will be our destination for Spring Seminar, May 3-5, 2024.

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TECHTAINMENT 9.0 SPONSORSHIP
Nixon Peabody LLP, Downtown Los Angeles

November 15, 2023

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 logo 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 the Sponsorship Benefits listed above

Silver Sponsor (\$1,500)

All the benefits of "Bronze," plus:

- 1 ticket to the Event
- Sponsor's table for one (1) representative to distribute marketing materials during Event

Gold Sponsor (\$2,000)

All the benefits of "Bronze," plus:

- 2 tickets to the Event
- Sponsor's table for two (2) representatives to distribute marketing materials
- Opportunity to speak at the Event (30 seconds)

Breakfast Sponsor (\$2,500) Exclusive Sponsorship

All the benefits of "Gold," plus:

- Opportunity to speak at the Event (60 seconds)
- Prominent display of "Breakfast Sponsor" sign with name and logo at Breakfast

Reception Sponsor (\$2,500) - Exclusive Sponsorship – **SOLD OUT**

All the benefits of "Gold," plus:

- Opportunity to speak at the Event (60 seconds)
- Prominent display of "Reception Sponsor" sign with name and logo at Reception

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

All the benefits of "Gold," plus:

- Opportunity to speak at the Event (90 seconds)
- Prominent display of "Keynote Lunch Sponsor" sign with name and logo at Keynote Lunch

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

All the benefits of "Gold," plus:

- One additional ticket, for a total of three (3) tickets
- Opportunity to speak at the Event (Two minutes)
- Prominent display of "Platinum" sign with name and logo during entire Event

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WASHINGTON IN THE WEST

January 25, 2024

Now in its 30th 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.

Washington Level Sponsor (\$4,500)

Sponsor opportunities include:

Audio Visual Sponsor
Conference Printed Agenda Sponsor
Lanyard Sponsor
Lunch Sponsor
Speakers' Dinner – Cocktail Reception
Speakers' Dinner – Entertainment Sponsor
Speakers' Dinner – Wine Sponsor

All the benefits of the Jefferson Level plus:

- Two (2) complimentary tickets to Speakers' Dinner (evening before event)
- Logo featured on sign with label of your sponsorship
- Acknowledgement in promotions for your sponsorship
- Opportunity to speak at event (2 minutes)
- Opportunity to speak at plenary session or sponsored session
- Other benefits included

Lincoln Level Sponsor (\$3,500)

Breakfast or Coffee Break Sponsor – two available
WIW Cocktail Reception – Appetizer Sponsor
WIW Cocktail Reception – Drink Sponsor
WIW Cocktail Reception – Entertainment Sponsor

All the benefits of the Jefferson Level plus:

- One (1) complimentary ticket to Speakers' Dinner (evening before event)
- Logo featured on sign with label of your sponsorship
- Acknowledgement in promotions for your sponsorship
- Opportunity to speak at event (2 minutes)

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Jefferson Level Sponsor (\$2,800)

All the benefits of the Silver Package, plus:

- Two (2) complimentary tickets to the event (lunch included)
- Opportunity to speak at the event (2 minutes)

Silver Level Sponsor (2,300)

All the benefits of the Bronze Package, plus:

- Sponsor's table at event for two (2) representatives to distribute marketing materials
- NOTE: Tickets to the event lunch are an additional cost of \$75 per ticket

Bronze Level Sponsor (\$1,800)

- Logo featured at program, placed in promotional materials and hyperlinked on LAIPLA's website and e-blasts
- Opportunity for your employees to purchase tickets to event at LAIPLA member rate
- Lunch available at a discounted rate of \$75 per ticket

Non-Profit Sponsor (Non-Profits only)

- Logo featured on screens at event
- Logo 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

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JUDGES' NIGHT

February 28, 2024

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

The following sponsorships are available:

BENEFITS	PLATINUM Sponsor \$4,000	GOLD Sponsor \$4,000	Silver Sponsor \$2,800
Sponsor's name displayed on webpage for event and emails for the event	•	•	•
Complimentary tickets to the event (additional tickets can be purchased at LAIPLA member rate)	Table of 8 + judiciary guests	4 seats	2 seats
Display of signage for Platinum sponsorship including logo	•		

Platinum Sponsor Opportunities include:

- Judges' Night Reception Sponsor – Food
- Judges' Night Reception Sponsor – Beverages including bar
- Judges' Night Reception Sponsor – Entertainment
- Judges' Night Dinner Sponsor – Beverages including bar
- Judges' Night Audio Visual Sponsor
- Judges' Night Décor and Hosted Valet Parking Sponsor

Interested in having a table at Judges' Night? Table of ten (8 seats + judge/clerk) are available. Please contact the LAIPLA office at office@laipla.net.

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SPRING SEMINAR RETREAT
Loews Coronado Resort, San Diego

May 3-5, 2024

LAIPLA is proud to present its flagship, nationally-renowned intellectual property conference – the annual Spring Seminar Retreat. Spring Seminar is a three-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 (\$9,300) and includes a standard hotel guest room for two (2) nights

- Includes choice of one Platinum sponsors benefit **and** one Gold sponsorship benefit
- Plus one (1) complimentary ticket to the event
- Plus one (1) sponsorship table for display of marketing materials

Platinum Sponsorship (\$6,600) and includes a standard hotel guest room for two (2) nights

Includes one of the following:

- PANEL Sponsor – MCLE Education Session for either Friday, Saturday or Sunday (8 total available)
- Speakers' Dinner Sponsorship – an invite only event
- Saturday Lunch Sponsor
- Saturday Breakfast Sponsor
- Friday Opening Reception Sponsor – Food or Beverage
- Friday Opening Reception Entertainment Sponsor
- Sunday Breakfast Sponsor

Additional Platinum Sponsor benefits include: 50% discount off of one (1) Spring Seminar Registration ticket, a sponsorship table (Spring Seminar registration ticket is required for table staff) and an opportunity to speak. Additional tickets can be purchased at LAIPLA member rate.

Gold Sponsorship (\$4,600) and includes a stand hotel guest room for one (1) night

Includes one of the following:

- Saturday Cocktail Reception Sponsor
- WiFi Sponsor
- Audio Visual Sponsor
- Lanyard Sponsor
- Mobile App Sponsor
- Past President's Lunch Sponsor – an invite only event
- Saturday Dinner Entertainment Sponsor
- Saturday Dinner Wine Sponsor
- Friday Afternoon Coffee Break Sponsor
- Saturday Morning Coffee Break Sponsor
- Saturday Evening Event Drinks

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- Sunday Morning Coffee Break Sponsor

Additional Gold Sponsor benefits include: 20% discount off of one (1) Spring Seminar Registration ticket, a sponsorship table (Spring Seminar registration is required for table staff). Additional tickets can be purchased at LAIPLA member rate.

Activity Sponsorship Opportunities – do you want a chance to host a memory-making moment at Spring Seminar? The Loews Coronado Resort is uniquely placed for many such opportunities. These opportunities have a variety of costs and sizes, contact us at sponsorship@laipla.net for details on an Activity Sponsorship.

Friday

- Head & Neck Chair Massages – after the drive south, everyone will be interested in a five-minute massage. Sponsor this Registration Area Opportunity
- Bites & Bevs’ – after the drive south, sponsor ‘Bites & Bevs’ as our attendees check in
- Beach Party Welcome Party– sponsor an evening on the beach. Opportunities include: entertainment, décor & games, food & beverage
- AI Photo Booth

Saturday

- Saturday Morning Spin with a view of the Coronado Bay
- Afternoon Kayaking on the Bay
- Pontoon Boat and Punch
- Wellness Lounge Sponsor
- E-Scooter Tour of Coronado Island
- Coronado Island Brewery Tour & Tasting
- Pickleball Tournament
- Club Coronado and an Evening of Karaoke, our Saturday evening entertainment
- Saturday Evening aboard the California Princess, leaving directly from the Loews Dock

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DIAMOND SPONSORSHIP

Multi Event Sponsorship from September 2023 – August 2024

Diamond Sponsorship (\$13,500) – currently two are available

Includes “Gold” benefits (or equivalent) at:

- Welcome Back Mixer (September 19, 2023)
- TechTainment (November 15, 2023)
- Washington in the West (January 25, 2024)
- Judges’ Night (February 28, 2024)
- Spring Seminar (May 3-5, 2024)

Includes “Silver” benefits (or equivalent) at:

- Trademark Meetings
- Patent/Trade Secret Meetings
- Copyright Meetings
- Women in IP Meetings
- Solo/Small Firm Meetings

Also includes:

- Promotion on LAIPLA homepage, www.laipla.net and marketing materials
- Free membership for all Sponsor Employees in LAIPLA for the 2023-24 year

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MEMBERS-ONLY SOCIAL EVENTS (e.g., Welcome Back Mixer)

Special 60–120-minute member-only events that are usually entirely social and open only to LAIPLA members and event sponsors. The following sponsorships are available:

BENEFITS	Cocktail/Reception Sponsor (only one) \$2,800	Gold Sponsor \$1,800	Silver Sponsor \$1,200	Firm Sponsor \$2,000 SOLD OUT
Sponsor's Name displayed on webpage and emails for event	•	•	•	•
Number of free tickets to the event (additional tickets can be purchased at LAIPLA member rate)	3	2	1	3
Display of marketing materials at the registration table	•	•		
Opportunity to speak at event (2 minutes)	•			
Prominent Display of "Reception Sponsor) sign with name and logo	•			

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**Regular Meetings for:
PATENT, COPYRIGHT, AND/OR TRADEMARK LAWYERS**

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

At each regular meeting, the following sponsorships are available:

BENEFITS	Cocktail/Reception/Dinner Sponsor (only one) \$3,300	Gold Sponsor \$2,200	Silver Sponsor \$1,800	Firm Sponsor \$2,000
Sponsor's name displayed on webpage for event and emails	•	•	•	•
Number of complimentary tickets to the event (additional can be purchased on LAIPLA member rate)	3	2	1	2
Opportunity to speak at event	•	•		•
Prominent display of signage with logo	•			

NOTE: The above listed sponsorship opportunities are for in-person events. If the event is virtual, then the sponsorship prices will be:
Silver - \$ 700, Gold - \$1,000

In addition, an Exclusive event sponsorship may be purchased for \$2,300 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 our annual Diamond Sponsors.

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Regular Meetings For WOMEN IN IP

Each regular meeting for Women in IP is 60-90 minutes long, and focuses on an IP legal issue, networking, or both. We typically hold three meetings per term.

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

BENEFITS	Cocktail/Reception/Dinner Sponsor (only one) \$3,300	Gold Sponsor \$2,200	Silver Sponsor \$1,800	Firm Sponsor \$2,000
Sponsor's name displayed on webpage for event and emails	•	•	•	•
Number of complimentary tickets to the event (additional can be purchased on LAIPLA member rate)	3	2	1	2
Opportunity to speak at event	•	•		•
Prominent display of signage with logo	•			

NOTE: The above listed sponsorship opportunities are for in-person events. If the event is virtual, then the sponsorship prices will be:
Silver - \$ 700, Gold - \$1,000

In addition, an Exclusive event sponsorship may be purchased for \$2,300 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 our annual Diamond Sponsors.

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**Regular Meetings for:
SOLO/SMALL FIRM and YOUNG LAWYERS**

Each regular meeting is typically 60-90 minutes and focuses on an IP legal issue, networking, or both. We typically hold three meetings per committee per term.

At each regular meeting, the following sponsorships are available:

BENEFITS	Cocktail/Reception/Dinner Sponsor (only one) \$1,500	Gold Sponsor \$900	Silver Sponsor \$500	Firm Sponsor \$1,200
Sponsor's name displayed on webpage for event and emails	•	•	•	•
Number of complimentary tickets to the event (additional can be purchased on LAIPLA member rate)	2	2	1	2
Opportunity to speak at event	•	•		•
Prominent display of signage with logo	•			

NOTE: The above listed sponsorship opportunities are for in-person events. If the event is virtual, then the sponsorship prices will be:

Silver - \$ 500, Gold - \$900

In addition, an Exclusive event sponsorship may be purchased for \$1,500 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 our annual Diamond Sponsors.

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SPECIAL EVENTS

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 community. Special Events will have a different level of sponsorship.

At each special event, the following sponsorships are available:

BENEFITS	Cocktail/Reception/Dinner Sponsor (only one) \$3,300	Gold Sponsor \$2,200	Silver Sponsor \$1,800	Firm Sponsor \$2,000
Sponsor's name displayed on webpage for event and emails	•	•	•	•
Number of complimentary tickets to the event (additional can be purchased on LAIPLA member rate)	3	2	1	2
Opportunity to speak at event	•	•		•
Prominent display of signage with logo	•			

Exclusive Event Sponsorship is \$10,000 – Special Events are not part of the LAIPLA Diamond Sponsorship Package. For an Exclusive Special Event sponsor, all branding and sponsorship benefits are for your organization.

NOTE: The above listed sponsorship opportunities are for in-person events. If the event is virtual, then the sponsorship prices will be: Silver - \$ 700, Gold - \$1,000

In addition, an Exclusive event sponsorship may be purchased for \$2,300 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 our annual Diamond Sponsors.

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