

AIPPI AIPPI 2014 Toronto
World Intellectual Property Congress
Toronto 2014 September 14 – 17, 2014



Sponsorship & Exhibition
Prospectus

Sponsorship & Exhibition Prospectus

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Introduction to AIPPI

The International Association for the Protection of Intellectual Property, generally known under the acronym “AIPPI”, is the world’s leading international organisation dedicated to the development and improvement of intellectual property.

It is a politically neutral, non-profit organisation, headquartered in Switzerland, which currently has almost 9000 members, representing more than 100 countries.

The objective of AIPPI is to improve and promote the protection of intellectual property on both an international and national basis. It pursues this objective by working for the development, expansion and improvement of international and regional treaties and agreements, and also national laws relating to intellectual property.

AIPPI operates by conducting studies of existing national laws and policies, and proposes measures to promote best practices and achieve international harmonisation of law, policy and practice. In this context, AIPPI has become increasingly involved with defining well balanced systems for protecting and enforcing intellectual property rights.

AIPPI’s members are people actively interested in intellectual property protection at a national or international level. They include lawyers, patent and trademark agents or attorneys and representatives from industrial corporations, as well as judges, academics, scientists and engineers.

AIPPI is organized into 64 National and two Regional Groups and membership is obtained by joining one of these Groups. In countries where no Group exists, membership is obtained as an Independent Member of AIPPI.

Congresses are open to all members. Normally, about 2000 members attend with around 200 accompanying persons. Forthcoming Congress venues include Rio de Janeiro (2015) and Milan (2016). Further Congresses are planned for Australia (2017), Mexico (2018) and China (2020).

At AIPPI meetings Working Committees engage in discussions to achieve consensus on Resolutions representing the positions of AIPPI. However, the majority of attendees engage in the educational programme of AIPPI, which typically features a day of workshops on international IP issues relating to pharmaceuticals and two days of international workshops on contemporary IP law issues. In addition, there are special panels of experts discussing current and future developments, mock trials, meetings of corporate representatives from industry and women in IP meetings.

Preliminary Congress Synopsis

Preliminary Congress Synopsis

*Tentative schedule - subject to change

	Friday 12 Sep.	Saturday 13 Sep.	Sunday 14 Sep.	Monday 15 Sep.	Tuesday 16 Sep.	Wednesday 17 Sep.	Thursday 18 Sep.
07:30 – 08:00	SGT & RGT Breakfasts	SGT Breakfast	RGT, PC Breakfast	Breakfast RGT, PC, SCs			
08:00 – 08:30		RGT Breakfast					
08:30 – 09:00	Bureau Meeting	Bureau meeting	Working Committee Briefing	Executive Committee I	Plenary Session I Q239	Plenary Session IV Q241	Bureau meeting
09:00 – 09:30			WC Q238 Second medical use requirement under the Madrid System	Executive Committee I	Workshop III	Workshop XI	
09:30 – 10:00			WC Q240 Exhaustion issues in copyright law	Executive Committee I	Workshop IV	Workshop XII	
10:00 – 10:30			WC Q241 IP licensing and insolvency	Executive Committee I	Workshop V		
10:30 – 11:00			Coffee break	Executive Committee I	Working Lunch	Coffee break	
11:00 – 11:30			Working Committee meetings I	Working Lunch	Working Lunch	General Assembly	
11:30 – 12:00				Working Lunch	Working Lunch	Working Lunch	
12:00 – 12:30				Working Lunch	Working Lunch	Working Lunch	
12:30 – 13:00		Lunch	Working Lunch	Working Lunch	Working Lunch	Working Lunch	
13:00 – 13:30			Working Lunch	Working Lunch	Working Lunch	Working Lunch	
13:30 – 14:00			Working Lunch	Working Lunch	Working Lunch	Working Lunch	
14:00 – 14:30		Council of Presidents' meeting	Working Committee meetings I (continued)	Plenary Session I Q238	Plenary Session III Q240	Executive Committee II	
14:30 – 15:00				Plenary Session I Q238	Plenary Session III Q240	Executive Committee II (continued)	
15:00 – 15:30				Plenary Session I Q238	Plenary Session III Q240	Executive Committee II (continued)	
15:30 – 16:00	Bureau Meeting	Coffee break	Coffee break	Coffee break	Coffee break	Coffee break	
16:00 – 16:30			Introduction Working Questions 2015	Workshop II	Workshop IX	Executive Committee II (continued)	
16:30 – 17:00		Council of Presidents' meeting		Workshop II	Workshop X		
17:00 – 17:30				Workshop II	Workshop X		
17:30 – 18:00				Women in IP			
18:00 – 18:30							
18:30 – 19:00							
19:00 – 19:30							
19:30 – 20:00			Opening Ceremony				
20:00 – 20:30			Welcoming Reception				
20:30 – 21:00							
21:00 – 21:30	Dinner Bureau	Council of Presidents' dinner					
21:30 – 22:00							
22:00 – 22:30							
22:30 –							

Legend:

- ExCo Sessions
- Preparatory meetings
- Designated events

- for all participants
- for Working Committee members
- by invitation only

- Bureau
- Evening events
- Post-Tour

- internal meetings
- for all participants
- for all participants (paying tour)

AIPPI Bureau

President

John Bochnovic (Canada)

Vice President

Felipe Claro (Chile)

Secretary General

Stephan Freischem (Germany)

Reporter General

Thierry Calame (Switzerland)

Treasurer General

Gunnar Baumgärtel (Germany)

Deputy Secretary General

Laurent Thibon (France)

Deputy Reporter General

Sarah Matheson (Australia)

Deputy Reporter General

John Osha (U.S.A)

Congress Representative

Bruce E. Morgan (Canada)

Assistant Secretary General

Renata Righetti (Italy)

Assistant Secretary General

Sergio M. Ellmann (Argentina)

Assistant Secretary General

Karen Abraham (Malaysia)

Assistant Reporter General

Kazuhiko Yoshida (Japan)

Assistant Reporter General

Sara Ulfsdotter (Sweden)

Assistant Reporter General

Anne Marie Verschuur (The Netherlands)

Programme Committee

Chairperson

Lawrence T. Welch (U.S.A)

Organizing Committee

Chairperson

Philip C. Mendes da Costa (Bereskin & Parr LLP)

Members

Alexandre Abecassis (Fasken Martineau DuMoulin)

Jonathan Auerbach (Stikeman Elliott LLP)

Curtis Behmann (Borden Ladner Gervais LLP)

Charles A. Boulakia (Ridout & Maybee LLP)

Isabelle Chabot (Fasken Martineau DuMoulin)

France Cote (Benoît & Côté)

Michael Crinson (Dimock Stratton)

Hadi El-Duweini (Bureau Joseph)

Steven Garland (Smart & Biggar)

Brian Gray (Norton Rose Fulbright Canada)

Sheldon Hamilton (Smart & Biggar)

Don MacOdrum (Bereskin & Parr LLP)

Jason Markwell (Norton Rose Fulbright Canada)

Bill Mayo (Heenan Blaikie)

Robert Mitchell (Consultant)

Bruce E. Morgan (Gowlings)

Jonathan Pollack (Sim & McBurney)

Bhupinder Randhawa (Bereskin & Parr LLP)

Fraser Rowand (Rowand LLP)

Kevin Shipley (Bereskin & Parr LLP)

Michel Sofia (Bereskin & Parr LLP)

Warren Sprigings (Sprigings Intellectual Property Law)

Wing Yan (Nelligan O'Brien Payne)

Gervas Wall (Deeth Williams Wall)

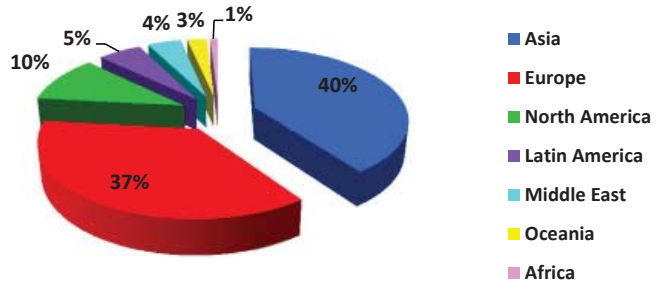
Heather Watts (Deeth Williams Wall)

Matt Zischka (Smart & Biggar)

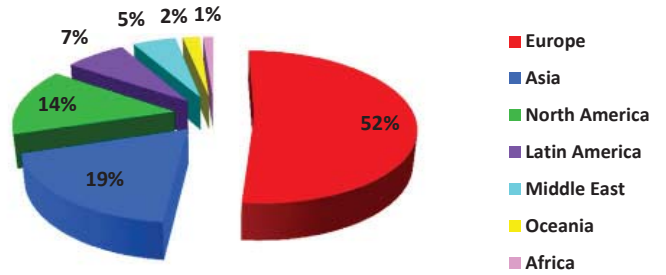
Laurent Thibon (Cabinet Beaumont) ex officio

Past Congress Figures

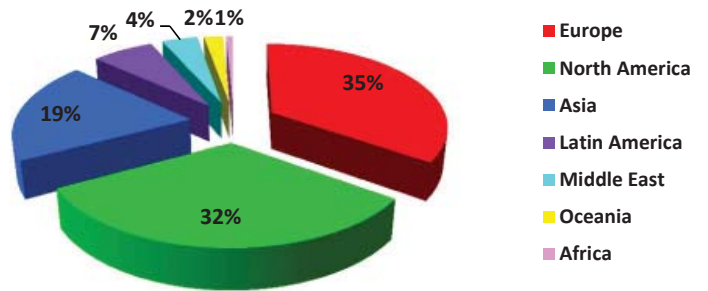
**Registration by geographic area
2012 Congress - Seoul, Korea**



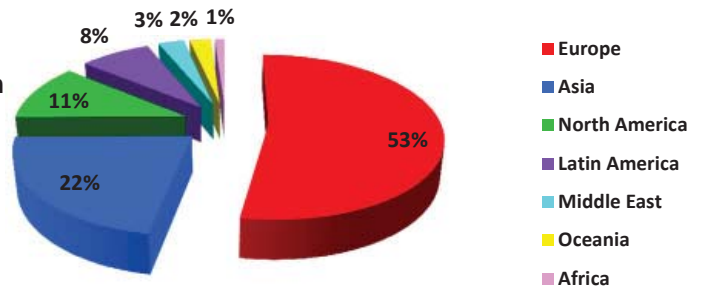
**Registration by geographic area
2010 Congress - Paris, France**



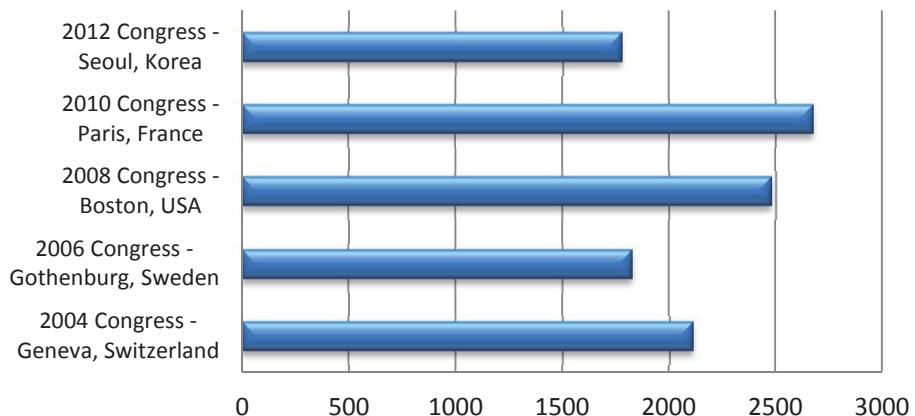
**Registration by geographic area
2008 Congress - Boston, USA**



**Registration by geographic area
2006 Congress - Gothenburg, Sweden**



Participation Statistics



Contact Information

Congress Venue:

**Metro Toronto Convention Centre
North Building
255 Front Street West
Toronto, Ontario M5V 2W6
www.mtccc.com**

AIPPI Contacts of the General Secretariat:

Sponsorship and Exhibition:

**Ms. Maria Bratsos
E-mail: registration@aippi.org
www.aippi.net or www.aippi.org**

Meeting Coordination and Registration:

**Mrs. Cinzia Petruzzello
E-mail: registration@aippi.org
www.aippi.net or www.aippi.org**

Registration:

**Mrs. Domenica Storni
E-mail: registration@aippi.org
www.aippi.net or www.aippi.org**

Sponsor Partner Levels of Distinction

There are 3 levels of distinction:

- Gold (\$40,000 CAD and above)
- Silver (\$20,000-39,999 CAD)
- Bronze (\$10,000-19,999 CAD)

The level of distinction is based on the total spent on advertising and sponsorship opportunities.

The following benefits are provided for each level of distinction.

Gold Partner Acknowledgements	≥\$40,000 CAD
High visibility of sponsor logo throughout the Congress	✓
Complimentary Congress registrations	2
Your literature (flyer, leaflet, etc) inserted in Congress bag (sponsor to provide)	✓
Final Programme Advertisement (standard inside page)	Full page (A4) colour
Acknowledgement in the Final Programme	✓
Acknowledgement on Onsite Sponsors' Board	✓
Acknowledgement on www.aippi.net	✓
Silver Partner Acknowledgements	\$20,000- \$39,999 CAD
Complimentary Congress registration	1
Final Programme Advertisement (standard inside page)	½ page (A4) colour
Acknowledgement in the Final Programme	✓
Acknowledgement on Onsite Sponsors' Board	✓
Acknowledgement on www.aippi.net	✓
Bronze Partner Acknowledgements	\$10,000- \$19,999 CAD
Final Programme Advertisement (standard inside page)	¼ page (A4) colour
Acknowledgement in the Final Programme	✓
Acknowledgement on Onsite Sponsors' Board	✓
Acknowledgement on www.aippi.net	✓

Advertising Opportunities

Publications

Preliminary Programme: (Quantity: approximately 11,000)

Full Page (A4) colour ad, to be provided before **31 January 2014**

- Outside back cover page **SOLD** \$5,000 CAD
- Inside front cover page **SOLD** \$3,500 CAD
- Inside back cover page **SOLD** \$3,500 CAD
- Standard inside page \$2,000 CAD

½ Page (A4) colour ad, to be provided before **31 January 2014**

- Standard inside page \$750 CAD

Final Programme: (Quantity: approximately 2,000)

Full Page (A4) colour ad, to be provided before **31 July 2014**

- Outside back cover page **SOLD** \$5,000 CAD
- Inside front cover page **SOLD** \$3,500 CAD
- Inside back cover page **SOLD** \$3,500 CAD
- Standard inside page \$2,000 CAD

½ Page (A4) colour ad, to be provided before **31 July 2014**

- Standard inside page \$750 CAD

Package offerings:

Should you be interested in purchasing advertising space in both the Preliminary Programme and Final Programme, the following packages are offered:

- | | |
|--|------------------------|
| • Outside back cover in both programmes | \$7,500 CAD |
| • Inside cover in both programmes | \$5,000 CAD |
| • Standard full page ad in both programmes | \$3,000 CAD |

Participant List: (Quantity: approximately 2,000)

Full Page (A4) colour ad, to be provided before **31 July 2014**

- Outside back cover page \$5,000 CAD
- Inside front cover page **SOLD** \$3,500 CAD
- Inside back cover page \$3,500 CAD
- Standard inside page \$2,000 CAD

½ Page (A4) colour ad, to be provided before **31 July 2014**

- Standard inside page \$750 CAD

Sponsorship Opportunities

Promotional Material

- **Congress bags:** \$15,000 CAD

 - Sponsor's logo on the **SOLD** Congress bag (bags provided by AIPPI)
 - The bags will be distributed to all participants
 - Should sponsors wish to upgrade the quality of the bag, they may do so by upgrading the sponsorship amount
 - Acknowledgement in the Final Programme, on the onsite Sponsors' board and on www.aippi.net

- **Lanyards for Badges:** \$15,000 CAD

 - Sponsor's logo on the **SOLD** (lanyards provided by AIPPI)
 - Acknowledgement in the Final Programme, on the onsite Sponsors' board and on www.aippi.net

- **Bag Insert (printed material):** \$1,500 CAD

 - Sponsor's leaflet or other printed material will be inserted in each Congress bag
 - Format max. A4, 2 pages max. (provided by the Sponsor)
 - Acknowledgement in the Final Programme, on the onsite Sponsors' board and on www.aippi.net

- **Bag Insert (memory stick):** \$2,500 CAD

 - Sponsor's memory sticks will be inserted in each Congress bag (memory sticks provided by the sponsor)
 - No printed material will accompany the sticks
 - Acknowledgement in the Final Programme, on the onsite Sponsors' board and on www.aippi.net

- **Labeled water bottles:** \$10,000 CAD

 - Sponsor's logo on the bottles (bottles provided by AIPPI)
 - Bottles will be distributed onsite
 - Acknowledgement in the Final Programme, on the onsite Sponsors' board and on www.aippi.net

- **Notepads:** \$4,500 CAD

 - Sponsor's logo on the notepads (notepads provided by AIPPI)
 - Notepads will be inserted in **SOLD** each Congress bag
 - Acknowledgement in the Final Programme, on the onsite Sponsors' board and on www.aippi.net

(Should sponsors wish to upgrade the quality of the notepads, they may do so by upgrading the sponsorship amount)

- **Pens:** \$4,500 CAD

 - Sponsor's logo on the pens (pens provided by AIPPI)
 - Pens will be inserted in **SOLD** Congress bag
 - Acknowledgement in the Final Programme, on the onsite Sponsors' board and on www.aippi.net

(Should sponsors wish to upgrade the quality of the pens, they may do so by upgrading the sponsorship amount)

Package offering for notepads and pens:

Should you wish to sponsor the **SOLD** notepads, you may do so for \$8,000 CAD

Sponsorship Opportunities

(Individual items may be divided among several sponsors)

Social Programme

All promotion for the sponsored events will be done by AIPPI

• **Welcome Reception: 14 September 2014**

- 4 shared sponsorship opportunities at \$10,000 CAD each OR exclusive sponsorship: \$40,000 CAD
- Visibility of sponsor's logo during Welcome Reception
 - 4 extra tickets for the Reception (to be split in case of sharing)
 - Acknowledgement in the Final Programme, on the onsite Sponsors' Board and on www.aippi.net

• **Cultural Evening: 15 September 2014**

- 2 shared sponsorship opportunities at \$10,000 CAD each OR exclusive sponsorship: \$20,000 CAD
- SOLD**
- Sponsors logo on the invitation cards
 - 4 extra tickets for the Cultural evening (to be split in case of sharing)
 - Acknowledgement in the Final Programme, on the onsite Sponsors' Board and on www.aippi.net

• **Closing Dinner: 17 September 2014**

- 4 shared sponsorship opportunities at \$10,000 CAD each OR exclusive sponsorship: \$40,000 CAD
- Visibility of sponsor's logo during Closing Dinner
 - 4 extra tickets for the Closing Dinner (to be split in case of sharing)
 - Acknowledgement in the Final Programme, on the onsite Sponsors' Board and on www.aippi.net

• **Coffee breaks: one sponsor per coffee break**

\$2,000 CAD

- Duration: 30 minutes – 2 coffee breaks a day
- Sponsor's logo on coffee stations
- Acknowledgement in the Final Programme, on the onsite Sponsors' Board and on www.aippi.net

• **Working lunch: one sponsor per day**

\$5,000 CAD

- Sponsor's logo on the buffet tables
- Acknowledgement in the Final Programme, on the onsite Sponsors' Board and on www.aippi.net

• **First Time Attendees event**

\$5,000 CAD

- Sponsor's logo displayed in the meeting room
- Acknowledgement in the Final Programme, on the onsite Sponsors' Board and on www.aippi.net

• **Women in IP event: 15 September 2014**

\$3,000 CAD

- Sponsor's logo displayed in meeting room
- 3 extra tickets to the Women in IP event
- Acknowledgement in the Final Programme, on the onsite Sponsors' Board and on www.aippi.net

• **Optional Niagara Region Post-Tour: 18 September 2014**

4 shared sponsorship opportunities at \$3000 CAD each OR exclusive sponsorship: \$12,000 CAD

- Sponsor's logo displayed on bus signs
- Sponsor's logo on the lunch tables
- Sponsor's logo on the tour tickets
- 4 extra tickets to the Niagara region post-tour (to be split in case of sharing)
- Acknowledgement in the Final Programme, on the onsite Sponsors' Board and on www.aippi.net

1 Share SOLD

Exhibition Opportunities

Dates

Booth set-up and material delivery	14 September 2014 - Afternoon Detailed information will be given in the technical exhibition manual.
Exhibition opening days	15-17 September 2014
Dismantling	17 September - Afternoon

Exhibition Space Rate

Booth Module Rates

- 10' x 10' \$5,500 CAD

This rate includes the following:

- 3 complimentary exhibitor badges for three persons from your company who will staff the booth during exhibition hours (giving full access to the exhibition area and coffee breaks)
- Shell scheme (Structure with panels)
- Standard carpeting (colour will be indicated in the technical exhibition manual)
- Sign with your company's name
- Daily cleaning of the general exhibition area

*Note: The cost of lights, furniture and decoration are to be covered by the exhibitor.

As official exhibitors of the Congress you will be able to purchase up to 3 additional exhibitor badges for persons from your company for \$400 CAD each.

(All technical information regarding your booth set-up and equipment will be provided well before the Congress.)



Order Form

AIPPI 2014 Toronto, World Intellectual Property Congress, September 14 – 17, 2014

Please indicate your choice below and return the signed order form to Ms. Maria Bratsos
([email: registration@aippi.org](mailto:registration@aippi.org), fax to +41 44 280 58 85). Thank you for your support!

- Company name
- Contact Person (name and function)
- Address
-
- Phone Fax
- Email

Sponsor Partner Levels of Distinction

- | | | |
|-------------------------|-------------------------------|--------------------------|
| • Gold Partner | ≥ \$40,000 CAD | <input type="checkbox"/> |
| • Silver Partner | \$20,000- \$39,999 CAD | <input type="checkbox"/> |
| • Bronze Partner | \$10,000- \$19,999 CAD | <input type="checkbox"/> |

Advertisements

- **Preliminary Programme**
 - Full Page (A4) colour ad
 - Outside back cover page \$5,000 CAD
 - Inside front cover page \$3,500 CAD
 - Inside back cover page \$3,500 CAD
 - Standard inside page \$2,000 CAD
 - ½ Page (A4) colour ad
 - Standard inside page \$750 CAD
- **Final Programme**
 - Full Page (A4) colour ad
 - Outside back cover page \$5,000 CAD
 - Inside front cover page \$3,500 CAD
 - Inside back cover page \$3,500 CAD
 - Standard inside page \$2,000 CAD
 - ½ Page (A4) colour ad
 - Standard inside page \$750 CAD

Package offerings:

- | | | |
|--|-------------|--------------------------|
| Outside back cover in both programmes | \$7,500 CAD | <input type="checkbox"/> |
| Inside cover in both programmes | \$5,000 CAD | <input type="checkbox"/> |
| Standard full page ad in both programmes | \$3,000 CAD | <input type="checkbox"/> |

• **Participant List**

- Full Page (A4) colour ad
- Outside back cover page \$5,000 CAD
- Inside front cover page \$3,500 CAD
- Inside back cover page \$3,500 CAD
- Standard inside page \$2,000 CAD
- ½ Page (A4) colour ad
- Standard inside page \$750 CAD

Order Form

AIPPI 2014 Toronto, World Intellectual Property Congress, September 14 – 17, 2014

Sponsorship

- Congress bags \$15,000 CAD
- Lanyards for Badges \$15,000 CAD
- Bag Insert (printed material) \$1,500 CAD
- Bag Insert (memory stick) \$2,500 CAD
- Labeled water bottles \$10,000 CAD
- Notepads \$4,500 CAD
- Pens \$4,500 CAD
- **Package Offering:** Notepads and Pens Package \$8,000 CAD
- Welcome Reception: No. of sharings at \$10,000 CAD or exclusive for \$40,000 CAD
- Cultural Evening: No. of sharings at \$10,000 CAD or exclusive for \$20,000 CAD
- Closing Dinner: No. of sharings at \$10,000 CAD or exclusive for \$40,000 CAD
- First Time Attendees event \$5,000 CAD
- Women in IP event \$3,000 CAD
- Optional Niagara Region Post-Tour:
No. of sharings at \$3,000 CAD or exclusive for \$12,000 CAD

• Working lunch \$5,000 CAD
(tick the date)

14 September lunch

15 September lunch

16 September lunch

17 September lunch

• Coffee breaks \$2,000 CAD each
(tick the date)

14 September morning break 14 September afternoon break

15 September morning break 15 September afternoon break

16 September morning break 16 September afternoon break

17 September morning break 17 September afternoon break

Exhibition

- 10' x 10' booth module \$5,500 CAD

Payment

VISA + MasterCard only

TOTAL AMOUNT:

Payment Amount CAD.....

Credit Card Number.....

Expiration Date.....

Security Code.....

Printed Name

Must be signed and completed:

Name and position of the authorized person

Date, Signature

Terms and Conditions

Special Requests:

Looking for something different?

If the sponsorship and advertising packages outlined in this brochure do not fully match your marketing and corporate objectives, we are open to any suggestions. To find out more about sponsorship opportunities or to address your specific inquiry please contact Ms. Maria Bratsos (registration@aippi.org).

How to apply:

Sponsorship / Exhibition booths are offered on a first come, first served basis.

To apply, please return the sponsorship/exhibition order form by email or fax to:

Ms. Maria Bratsos - Sponsorship & Exhibition

Email: registration@aippi.org

Phone: +41 44 280 5880, Fax: +41 44 280 5885

AIPPI General Secretariat, AIPPI 2014

Toedistrasse 16, 8027 Zurich, Switzerland

Payment Conditions:

All payments must be made in CAD by credit card. The total cost will be charged within 15 days net after receipt of the completed order form.

Fees may be subject to sales taxes.

The Sponsorship is not confirmed as taken until payment has been processed and confirmed to the sponsor by AIPPI.

Cancellation Policy:

Cancellations and changes to your original booking must be made in writing (by email or fax) to:

Ms. Maria Bratsos - Sponsorship & Exhibition

Email: registration@aippi.org

Phone: +41 44 280 5880, Fax: +41 44 280 5885

AIPPI General Secretariat, AIPPI 2014

Toedistrasse 16, 8027 Zurich, Switzerland

Cancellations made **until 31 May 2014**: 50% of total cost per item will be retained, on or **after 1 June 2014**: No refund possible for an ad in the Preliminary Programme.



AIPPI
Toronto 2014

See You in Toronto!

September 14-17, 2014

29.01.2014