



Sponsorship Program

Sponsorship Opportunities

- ◆ There are two tiers of sponsorship, the benefits of which are set forth below
 - **BENEFACTOR**
 - **PATRON**

- ◆ **SIGNATURE EVENTS**
 - Sponsors take a prominent position with a specific aspect of the IP Conference or IP Institute



Sponsorship Program – Benefactor Tier

Benefactor

- ◆ Ten (10) registrations (\$19,500 value) to the two-day conference for colleagues or your invited guests
 - Invitation to private Welcome Reception & Dinner for Sponsors/Faculty
 - Access to private hospitality area exclusively for Sponsors and Speakers

- ◆ 50% discount on registration fees for those invited by Sponsor
 - Can include clients, other attorneys, interested parties

- ◆ 25-30 hours of *free* CLE credit* for ten (10) colleagues via webcast (\$20K+ value)
 - More than enough for two years (*check your state requirements*)

- ◆ Logo featured on www.fordhamipconference.com, including link to sponsor's website

- ◆ Logo included in promotional advertising program in *Managing IP* magazine

Plus . . .

* *pending contract execution*



Sponsorship Program – Benefactor Tier

Benefactor (cont'd)

- ◆ At the Conference, Sponsor will be recognized:
 - Name or Logo incorporated into Event Signage & Course Materials
 - Name listed in Volume 13 of *Intellectual Property Law and Policy*, publishing the proceedings
 - Two (2) pages for Company or Firm Bio in Course Materials

- ◆ Consultation with respect to scope, subject matter, speakers and format of Conference
 - Participation in regular teleconferences
 - Invitation to a Sponsors' Luncheon to discuss Conference program
 - Invitation to participate in final teleconference on Conference program

- ◆ Marketing
 - Access to the Conference Database for a post-event contact
 - Display space to distribute materials (*allocated on as available, first-come, first-serve basis*)
 - Opportunity to include promotional materials in the Conference bags
 - Logo included in promotional advertising program in *Managing IP* magazine

Plus . . .



Sponsorship Program – Benefactor Tier

Benefactor (cont'd)

- ◆ Beyond the Conference, Benefactors will be included in additional exclusive year-round programs
 - Ten (10) admissions to the **Asian IP Conference** to be held on April 7, 2010 immediately proceeding the IP Law and Policy Conference
 - Ten (10) admissions to Professor Hugh Hansen’s **four-session seminar, “A Legal Realist Approach to IP Law”** (*exclusive to sponsors and available via streaming video for sponsors outside of NYC*) during the Spring of 2011
 - Invitations to **Annual Benefactor Dinner** hosted by Professor Hansen
 - Opportunity for two (2) people to **audit a Fordham Law course** during the 2010 academic year
 - Invitations to Fordham IP Law Institute’s **Distinguished Visiting Fellows’ Lectures**
 - Invitations to Fordham IP Law Institute **Roundtable Luncheons**



Sponsorship Program – Patron Tier

Patron

- ◆ Three (3) registrations (\$5,850 value) to the two-day conference
 - Invitation to private Welcome Reception & Dinner for Sponsors/Faculty
 - Access to private hospitality area exclusively for Sponsors and Speakers
- ◆ 25% discount on registration fees for those invited by Sponsor
 - Can include clients, other attorneys, interested parties
- ◆ 25-30 hours of *free* CLE credit* for two (2) colleagues via webcast (\$4K+ value)
 - More than enough for two years (*check your state requirements*)
- ◆ Logo included on www.fordhamipconference.com, including link to sponsor's website

Plus . . .

* *pending contract execution*



Sponsorship Program – Patron Tier

Patron (cont'd)

- ◆ At the Conference, Sponsor will be recognized:
 - Name or Logo incorporated into Event Signage & Course Materials
 - Name listed in Volume 13 of *Intellectual Property Law and Policy*, publishing the proceedings
 - One (1) page for Company or Firm Bio in Course Materials

- ◆ Consultation with respect to scope, subject matter, speakers and format of Conference
 - Participation in regular teleconferences
 - Invitation to a Sponsors' Luncheon to discuss Conference program

- ◆ Beyond the Conference, Patrons will be included in additional year-round programs
 - Three (3) admissions to Professor Hugh Hansen's **four-session seminar, "A Legal Realist Approach to IP Law"** (*exclusive to sponsors and available via streaming video for sponsors outside of NYC*) during the Spring of 2011
 - Invitation to Fordham IP Law Institute's **Distinguished Visiting Fellows' Lectures**
 - Invitation to Fordham IP Law Institute **Roundtable Luncheons**



Sponsorship Program

Financial Consideration

- ◆ Sponsorship contributions are commensurate with sponsorship benefits

BENEFACTOR AND PATRON TIERS	CONTRIBUTION
◆ Benefactor • <i>Value of Conference Passes + CLE Credits</i>	\$10,000 \$40,000+
◆ Patron • <i>Value of Conference Passes + CLE Credits</i>	\$5,500 \$10,000+

SIGNATURE EVENTS



**FORDHAM IP
CONFERENCE**



Signature Events

- ◆ The following special events are available for sponsorship
 - Welcome Reception & Dinner for Conference Faculty and Sponsors
 - First Night Reception for Conference Faculty and Registrants
 - Second Night Reception for Conference Faculty and Registrants
 - Sunrise Seminar Breakfast (Thursday)
 - Continental Breakfast (Friday) and Two Coffee/Tea Breaks (Thursday, Friday)
 - Lunches
 - Wireless Access Program
 - Conference CLE Webcast Program
 - Conference Hospitality Center
 - Website
 - Amenities and Gifts
 - Back Cover of Course Materials
 - IP Law Institute IP Research Fellows
 - IP Law Institute Visiting Distinguished Professorial & Judicial Fellows Program



Signature Events

If you would like more information regarding each of the
Signature Events and how to sponsor them,

Please contact David Chass at
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