

2013
AIPPI
Helsinki

Helsinki
AIPPI Forum & ExCo
5 - 11 September 2013



Sponsorship Prospectus



AIPPI Forum & ExCo 2013

5 - 11 September 2013

Helsinki, Finland

Finlandia Hall

Sponsorship Prospectus

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Introduction of AIPPI

The acronym "AIPPI" is taken from the French name of the International Association for the Protection of Intellectual Property (**A**ssociation **I**nternationale pour la **P**rotection de la **P**ropriété **I**ntellectuelle).

AIPPI is an international organization comprised of business firms, executives, lawyers, educators, patent and trade mark agents, intellectual property owners, and other persons interested in the worldwide protection of patents, designs, trade marks, trade names, know how, goodwill, copyright, and other intellectual property rights and the elimination of unfair trade practices.

The international organization is domiciled in Switzerland and currently counts about 9,000 members. It operates mainly through National Groups, of which the Finnish Group, is one. In addition, AIPPI has one Regional Group, as well as independent members in countries where no National Groups have yet been formed. The members of AIPPI represent more than 100 countries. For more information please visit www.aippi.org.

AIPPI Forum & ExCo 2013 is organized by a registered Association AIPPI Finland. The Association has more than 200 members and it brings together Finland's most experienced IP professionals from the private sector (industrial and service companies, law firms, patent and trademark firms) as well as from the academic world and the public sector, like governmental officials and judges specialized in the IP-field. AIPPI Finland welcomes experienced IP professionals to join the association and to participate also in organizing the AIPPI Forum & ExCo 2013.

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

AIPPI strives to act as a principal voice for the private sector on international developments in the field of intellectual property. AIPPI is invited to attend diplomatic conferences and meetings of international committees of experts convened by the World Intellectual Property Organization (WIPO) and other organizations. At these meetings, AIPPI is recognized as an official observer with speaking rights. Conferences in which AIPPI has participated include those which adopted the texts of successive revisions of the Paris Convention of 1883, the Patent Cooperation Treaty, the Trademark Law Treaty, and others. The voice of the private sector has been heard, through AIPPI, on patent harmonization and revisions to the Madrid Protocol, the Berne Convention, and other such issues. Delegates of AIPPI also help national governments. For example, in 1989, representatives of AIPPI assisted the Czech and Bulgarian authorities considering proposals for new intellectual property laws. In dealing with the trade-related aspects of intellectual property rights (TRIPS), representatives of AIPPI assisted authorities in Indonesia and Surinam. Members of AIPPI provided commentary on the drafts for the Eurasian Patent Convention.

Much of the activity of AIPPI is carried out at its meetings, although increasing amounts of work are carried out between meetings by individuals and committees. The international organization meets at periodic world Congresses to be held on a biennial basis. Past Congresses have been held in Rio de Janeiro, Brazil (1998), Melbourne, Australia (2001), Geneva, Switzerland (2004), Gothenburg, Sweden (2006), Boston, USA (2008), Paris, France (2010) and Seoul, Korea (2012). Future Congresses will be held in Toronto, Canada (2014), Milan, Italy (2016) and Cancún, Mexico (2018).

In intervening years, a meeting of the AIPPI Executive Committee and an educational forum are held. The next Forum & Executive Committee meeting after Helsinki is scheduled in Rio de Janeiro, Brazil (2015).

Preliminary Forum & ExCo Synopsis

| | Thursday 5 September | Friday 6 September | Saturday 7 September | Sunday 8 September | Monday 9 September | Tuesday 10 September | Wednesday 11 September |
|---------------|-------------------------|-------------------------------|---------------------------------|---------------------------------|-----------------------|-----------------------------|---------------------------|
| 07.30 – 08.00 | | Breakfasts SGT, RGT | Breakfast RGT, PC | Breakfast RGT, PC, SCS | | | |
| 08.00 – 08.30 | | | | | | | |
| 08.30 – 09.00 | | | Working Committee Briefing | | | | |
| 09.00 – 09.30 | | Opening Session | Working Committee meeting | Working Committee meeting | Working Session | Working Session | |
| 09.30 – 10.00 | | Forum | Working Committee meeting | Working Committee meeting | ExCo I | Working Session | |
| 10.00 – 10.30 | | Forum | | | | | |
| 10.30 – 11.00 | | Coffee break | Coffee break | | Coffee break | Coffee break | Bureau meeting |
| 11.00 – 11.30 | Bureau Meeting | Forum | Working Committee meeting | Working Committee meeting | Working Session | Working Session | |
| 11.30 – 12.00 | | Forum | Working Committee meeting | Working Committee meeting | ExCo I | Working Session | |
| 12.00 – 12.30 | | | | | | | |
| 12.30 – 13.00 | | Working Lunch | Working Lunch | | Working Lunch | Working Lunch | Bureau Lunch |
| 13.00 – 13.30 | Bureau Lunch | | | | Working Lunch | Lunch Bureau with Guests | |
| 13.30 – 14.00 | | | | | | | |
| 14.00 – 14.30 | | Forum | Working Committee meeting | Working Committee meeting | Working Session | Working Session | |
| 14.30 – 15.00 | | Forum | Working Committee meeting | Working Committee meeting | Working Session | Working Session | |
| 15.00 – 15.30 | | Forum | Working Committee meeting | Working Committee meeting | Working Session | Working Session | |
| 15.30 – 16.00 | Bureau Meeting | Coffee break | Coffee break | | Coffee break | Coffee break | Bureau meeting |
| 16.00 – 16.30 | | Forum | Intro WOs 2014 | Forum | Working Session | Working Session | |
| 16.30 – 17.00 | | Forum | Forum | Forum | Working Session | Working Session | |
| 17.00 – 17.30 | | Forum | Forum | Forum | Working Session | Working Session | |
| 17.30 – 18.00 | | | Women in IP | | | | |
| 18.00 – 18.30 | | | | | | | |
| 18.30 – 19.00 | | | | | | | |
| 19.00 – 19.30 | | | | | | | |
| 19.30 – 20.00 | | | | | | | |
| 20.00 – 20.30 | | | | | | | |
| 20.30 – 21.00 | Opening Forum | | Opening ExCo / Closing Forum | | | | |
| 21.00 – 21.30 | | Council of Presidents' dinner | | | | | |
| 21.30 – 22.00 | | | | | | | |
| 22.00 – 22.30 | | | | | | | |
| 22.30 – | | | | | | | |

*Tentative schedule - may be subject to changes

Programme Highlights

| | |
|---|--------------------------|
| Thursday | 5 September 2013 |
| Opening Forum | |
| Friday | 6 September 2013 |
| Opening Session Forum Workshops Council of Presidents' meeting Council of Presidents' dinner | |
| Saturday | 7 September 2013 |
| Meetings of the Working Committees Forum Workshops Introduction Working Questions 2014 Women in IP event Opening ExCo / Closing Forum | |
| Sunday | 8 September 2013 |
| Executive Committee I Working Sessions Cultural evening events | |
| Monday | 9 September 2013 |
| Working Sessions | |
| Tuesday | 10 September 2013 |
| Working Sessions Executive Committee II Gala Dinner | |



AIPPI Bureau

President

Yoon Bae Kim (Rep. of Korea)

Vice President

John Bochnovic (Canada)

Secretary General

Stephan Freischem (Germany)

Reporter General

Thierry Calame (Switzerland)

Treasurer General

Gunnar Baumgärtel (Germany)

Deputy Secretary General

Laurent Thibon (France)

Deputy Reporter General

Nicola Dagg (United Kingdom)

Deputy Reporter General

Sarah Matheson (Australia)

Assistant Secretary General

Renata Righetti (Italy)

Assistant Secretary General

Sergio M. Ellmann (Argentina)

Assistant Secretary General

Karen Abraham (Malaysia)

Assistant Reporter General

John Osha (United States of America)

Assistant Reporter General

Kazuhiko Yoshida (Japan)

Assistant Reporter General

Sara Ulfsdotter (Sweden)

Organizing Committee

Chairman

Markku Simmelvuo

Deputy Chairman

Rainer Hilli

OC Secretary, Event Manager

Marika Kojo

Member

Esa Korkeamäki

Folke Johansson

Ilkka Rahnasto

Johanna Lilja

Joni Hatanmaa

Jussi Karttunen

Laurent Thibon

Lumi-Sirkku Vikiö

Marja Tommila

Marja-Leena Mansala

Markus Mattila

Marcus Norrgård

Petri Rinkinen

Tapio Äkräs

Urho Ilmonen

Virpi Tognetty

Contact Information

Forum & ExCo Venue:

AIPPI Forum & ExCo 2013
5 - 11 September 2013
Helsinki, Finland
Finlandia Hall

- Finlandia Hall Ltd,
Mannerheimintie 13, Helsinki, Finland

AIPPI Contacts of the General Secretariat:

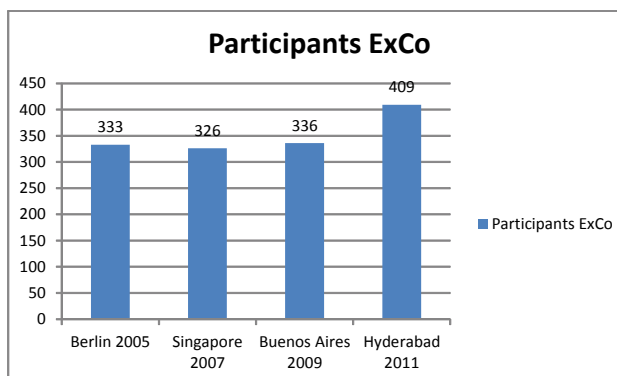
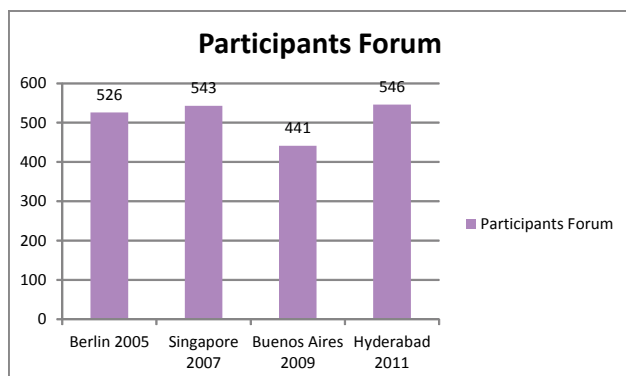
Sponsorship & Exhibition:

- Ms. Maria Bratsos
- E-mail: m.bratsos@aippi.org
- www.aippi.org

Meeting Coordination and Registration:

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

Participation Statistics



Advertising Opportunities

Publications

Preliminary Programme:

(Quantity: approx. 10,000 plus appearance on www.aippi.net)

Full Page (A4) colour ad, to be provided before **30 January 2013**

- Outside back cover page 3,000 €
- Inside front cover page 2,000 €
- Inside back cover page 2,000 €
- Standard inside page 1,500 €

1/2 Page colour ad, to be provided before **30 January 2013**

- Outside back cover page 1,500 €
- Inside front cover page 1,000 €
- Inside back cover page 1,000 €
- Standard inside page 750 €

Final Programme:

(Quantity: approx. 500)

Full Page (A4) colour ad, to be provided before **31 July 2013**

- Outside back cover page 2,700 €
- Inside front cover page 2,000 €
- Inside back cover page 2,000 €
- Standard inside page 1,350 €

1/2 Page colour ad, to be provided before **31 July 2013**

- Outside back cover page 1,350 €
- Inside front cover page 1,000 €
- Inside back cover page 1,000 €
- Standard inside page 675 €

Participant List:

(Quantity: approx. 500)

Full Page (A4) colour ad, to be provided before **31 July 2013**

- Outside back cover page 2,700 €
- Inside front cover page 2,000 €
- Inside back cover page 2,000 €
- Standard inside page 1,350 €

1/2 Page colour ad, to be provided before **31 July 2013**

- Outside back cover page 1,350 €
- Inside front cover page 1,000 €
- Inside back cover page 1,000 €
- Standard inside page 675 €

• Pocket programme:

(Quantity: approx. 500)

Ad to be provided before **31 July 2013**

- Outside back cover page 2,700 €

SOLD

Sponsorship Opportunities

(Individual items may be divided among several sponsors)

Promotional Material

- **Congress bags:** 11,000 €
 - Sponsor's logo on the official Congress bag (front cover)
 - The bags will be distributed to all participants
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net

- **Pocket Programme:** 2,000 €
 - Logo to be provided before **31 July 2013**
 - Sponsor's logo on each footer
 - (Quantity: 500)
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net

- **Lanyards for Badges:** 8,750 €
 - Sponsor's logo on the lanyards
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net

- **Bag Insert:** 1,000 €
 - Sponsor's leaflet or other printed material will be inserted in each attendee bag
 - Format A4, 2 pages maximum (provided by the Sponsor)
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net

- **Notepads and Pens:** 2,250 €
 - Sponsor's logo on the notepads and pens
 - Notepads and pens will be inserted in each attendee bag
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net

- **Memory stick for presentation:** 3,000 €
 - Sponsor's logo on all memory sticks, inserted in the meeting bag with meeting documents
 - Acknowledgement on the onsite Sponsors board
 - Your literature (flyer, leaflet etc.) inserted in the meeting bag
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net

- **Labelled water bottles:** 3,750 €
 - Sponsor's logo on the bottles
 - Bottles will be handed to the participants in the welcome area
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net

- **Cyber Space:** 10,000 €
 - Space dedicated to web area during exhibition's opening hours
 - 6 computers
 - Sponsor's logo on each screen
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net
-

- **Public Transportation Pass:** 10,350 €
 - A three-day public transportation pass for the city of Helsinki will be distributed to each participant onsite
 - Sponsor's logo on each pass
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net
-

Sponsorship Opportunities

(Individual items may be divided among several sponsors)

Social Programme

- **Forum Opening: 5 September 2013** 15,000 €
 - Sponsor's logo on the buffet tables
 - Five extra tickets to the Forum Closing/ ExCo Opening (to be split in case of sharing)
 - Your literature (flyer, leaflet etc.) inserted in the meeting bag
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net
-

- **Forum Closing / ExCo Opening: 7 September 2013** 30,000 €
 - Sponsor's logo on the buffet tables
 - Five extra tickets to the Forum Closing/ ExCo Opening for non-participants / observers (to be split in case of sharing)
 - Your literature (flyer, leaflet etc.) inserted in the meeting bag
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net
-

- **Cultural Evening event 1: 8 September 2013** 10,000 €
 - Sponsor's logo on the invitation cards
 - Full page (A4) colour ad in Final Programme
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net
-

- **Cultural Evening event 2: 8 September 2013** 10,000 €
 - Sponsor's logo on the invitation cards
 - Full page (A4) colour ad in Final Programme
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net
-

- **Coffee breaks: one sponsor per coffee break** 1,800 €
 - Duration: 30 minutes – 2 coffee breaks a day
 - Sponsor's logo on all coffee stations
 - Full page (A4) colour ad in Final Programme
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net
-

- **Working lunch: one sponsor per day** 7,500 €
 - Sponsor's logo on the buffet tables
 - Full page (A4) colour ad in Final Programme
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net
-

- **Women in IP event: 7 September 2013** 2,000 €
 - Sponsor's logo displayed in the meeting room
 - 3 extra Women in IP Meeting
 - Full page (A4) colour ad in Final Programme
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net
-

- **Gala Dinner: 10 September 2013** 30,000 €
 - Sponsor's logo on the buffet tables
 - Full page (A4) colour ad in Final Programme
 - Acknowledgement in the Final Programme, on the onsite Sponsor's Board and on www.aippi.net
-

- **Hospitality Suite (located in the exhibition area):** 10,000 €
 - The price includes only the rental of the space, carpet, general lighting and electrical socket (from 16 to 18 sqm). No equipment or services included.
 - Only 5 Hospitality Suites are available.
 - Acknowledgement in the Final Programme: name, logo and location, if desired.

Early payment discount:

- Sponsors who submit **full** payment by **10 February 2013** will receive a **20%** discount on the published sponsorship rate.

Exhibition Opportunities

Exhibition space:

Booth Module Rate:

- ca. 8 sqm 4,050 €

THIS RATE INCLUDE THE FOLLOWING:

3 complementary personalized exhibitor badges for three persons from their 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)

A sign identifying your company's name

Daily cleaning of the exhibition area

Surveillance of the public areas of the exhibition excluding the booths themselves, which are under the exhibitor's own responsibility

*Note: charges for lights, furniture and decoration are to be covered by the exhibitor.

The official exhibitors of the meeting will be able to purchase up to 3 additional exhibitor badges for persons from their company, at a cost of 300 Euro each.

All technical information regarding your booth set-up & equipment will be sent in June 2013.

Order Form

AIPPI Forum & ExCo 2013

Please indicate your choice below and return the signed order form to Ms. Maria Bratsos
(email: m.bratsos@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

Advertisements

- Preliminary Programme

| | | |
|--|---------|--------------------------|
| Full Page (A4) Outside back cover page | 3,000 € | <input type="checkbox"/> |
| Full Page (A4) Inside front cover page | 2,000 € | <input type="checkbox"/> |
| Full Page (A4) Inside back cover page | 2,000 € | <input type="checkbox"/> |
| Full Page (A4) Standard inside page | 1,500 € | <input type="checkbox"/> |
| 1/2 Page Outside back cover page | 1,500 € | <input type="checkbox"/> |
| 1/2 Page Inside front cover page | 1,000 € | <input type="checkbox"/> |
| 1/2 Page Inside back cover page | 1,000 € | <input type="checkbox"/> |
| 1/2 Page Standard inside page | 750 € | <input type="checkbox"/> |
- Final Programme

| | | |
|--|---------|--------------------------|
| Full Page (A4) Outside back cover page | 2,700 € | <input type="checkbox"/> |
| Full Page (A4) Inside front cover page | 2,000 € | <input type="checkbox"/> |
| Full Page (A4) Inside back cover page | 2,000 € | <input type="checkbox"/> |
| Full Page (A4) Standard inside page | 1,350 € | <input type="checkbox"/> |
| 1/2 Page Outside back cover page | 1,350 € | <input type="checkbox"/> |
| 1/2 Page Inside front cover page | 1,000 € | <input type="checkbox"/> |
| 1/2 Page Inside back cover page | 1,000 € | <input type="checkbox"/> |
| 1/2 Page Standard inside page | 675 € | <input type="checkbox"/> |
- Participant List

| | | |
|--|---------|--------------------------|
| Full Page (A4) Outside back cover page | 2,700 € | <input type="checkbox"/> |
| Full Page (A4) Inside front cover page | 2,000 € | <input type="checkbox"/> |
| Full Page (A4) Inside back cover page | 2,000 € | <input type="checkbox"/> |
| Full Page (A4) Standard inside page | 1,350 € | <input type="checkbox"/> |
| 1/2 Page Outside back cover page | 1,350 € | <input type="checkbox"/> |
| 1/2 Page Inside front cover page | 1,000 € | <input type="checkbox"/> |
| 1/2 Page Inside back cover page | 1,000 € | <input type="checkbox"/> |
| 1/2 Page Standard inside page | 675 € | <input type="checkbox"/> |
- Pocket programme

| | | |
|-------------------------|---------|--------------------------|
| Outside back cover page | 2,700 € | <input type="checkbox"/> |
|-------------------------|---------|--------------------------|

Order Form

AIPPI Forum & ExCo 2013

Sponsorship

| | | |
|--|---|---|
| • Congress bags | 11,000 € | <input type="checkbox"/> |
| • Pocket Programme | 2,000 € | <input type="checkbox"/> |
| • Lanyards for badges | 8,750 € | <input type="checkbox"/> |
| • Bag Insert | 1,000 € | <input type="checkbox"/> |
| • Notepads and Pens | 2,250 € | <input type="checkbox"/> |
| • Memory stick for presentation | 3,000 € | <input type="checkbox"/> |
| • Labelled water bottles | 3,750 € | <input type="checkbox"/> |
| • Cyber Space | 10,000 € | <input type="checkbox"/> |
| • Public Transportation Pass | 10,350 € | <input type="checkbox"/> |
| • Forum Opening | 15,000 € | <input type="checkbox"/> |
| • Forum Closing / ExCo Opening | 30,000 € | <input type="checkbox"/> |
| • Cultural Evening event 1 | 10,000 € | <input type="checkbox"/> |
| • Cultural Evening event 2 | 10,000 € | <input type="checkbox"/> |
| • Women in IP event | 2,000 € | <input type="checkbox"/> |
| • Gala Dinner | 30,000 € | <input type="checkbox"/> |
| • Hospitality Suite (located in the exhibition area) | | |
| • Working lunch 7,500 € | • Coffee breaks 1,800 € each | |
| (tick the date) | (tick the date) | |
| 6 September lunch <input type="checkbox"/> | 6 September morning break <input type="checkbox"/> | 6 September afternoon break <input type="checkbox"/> |
| 7 September lunch <input type="checkbox"/> | 7 September morning break <input type="checkbox"/> | 7 September afternoon break <input type="checkbox"/> |
| 8 September lunch <input type="checkbox"/> | 8 September morning break <input type="checkbox"/> | 8 September afternoon break <input type="checkbox"/> |
| 9 September lunch <input type="checkbox"/> | 9 September morning break <input type="checkbox"/> | 9 September afternoon break <input type="checkbox"/> |
| 10 September lunch <input type="checkbox"/> | 10 September morning break <input type="checkbox"/> | 10 September afternoon break <input type="checkbox"/> |

• Exhibition

Surface : ca. 8 sqm x 4050 € =

Credit card allowed: VISA and Mastercard only

Payment Amount Euro.....

Credit Card Number.....

Expiration Date.....

Security Code.....

Printed Name

Must be signed and completed:

Name and position of the authorized person

Date, Signature

Terms & 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 (m.bratsos@aippi.org).

How to apply:

Sponsorship is offered on a first come, first served basis.

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

- Ms. Maria Bratsos - Sponsorship & Exhibition
 - Email: m.bratsos@aippi.org
 - Phone: +41 44 280 5880, Fax: +41 44 280 5885
 - AIPPI General Secretariat, AIPPI 2012
Toedistrasse 16, 8027 Zurich, Switzerland
-

Payment Conditions:

All payments must be made in Euro. A deposit of 50% of the total cost has to be paid within 15 days net after receipt of the completed order form. To profit from the 20% discount full payment must be made by 10 February 2013.

Fees may be subject to local VAT or sales taxes.

The final balance is due by **15 June 2013**.

For bookings made after **15 June 2013**, the total cost will be charged upon reservation.

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: m.bratsos@aippi.org
- Phone: +41 44 280 5880, Fax: +41 44 280 5885
- AIPPI General Secretariat, AIPPI 2013
Toedistrasse 16, 8027 Zurich, Switzerland

Cancellations made **by 5 May 2013: 70%** of total cost per item will be refunded, **by 15 June 2013: 25%** of total cost per item will be refunded, on or **after 16 June 2013: no refund possible**.

Refund of paid taxes may be reduced in accordance with the applicable tax law.

