



Asociación Interamericana de la Propiedad Intelectual
Inter-American Association of Intellectual Property
Associação Interamericana da Propriedade Intelectual

SPONSORSHIP
PROGRAM
ASIFI MEXICO 2023

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ASIPI

SECTION 1 GENERAL INFORMATION

ASIPI

The Inter-American Association of Intellectual Property (ASIPI) is an organization that brings together professionals interested in studying, disseminating, developing, and protecting Intellectual Property, as well as coordinating and harmonizing legislation in this area in the different countries of the American continent. Founded in 1964, ASIPI today is an organization made up of more than 1,000 members from the Americas, Europe, Asia, and Africa.

ASIPI is the first regional intellectual property organization in the Americas and one of the pioneer organizations worldwide.

SPONSORSHIP PROGRAM

We have an attractive sponsorship program for our upcoming congress that will take place in Mexico City from December 3 to 6, 2023.

As a sponsor of the congress your brand will benefit from a relevant, innovative, and effective exposure during the launch, celebration and immediately after the event.

VISIBILITY

Give your brand greater exposure in the digital world and benefit from our positioning strategy in social media.

On LinkedIn and Twitter, we have over 5,000 followers and an average of 20,000 monthly impressions. On Facebook and Instagram, we have reached over 6,000 and 18,000 monthly impressions, respectively and we have achieved a monthly average of 2,900 visits to the website.

Live the ASIPI experience and get the maximum benefit for your brand image through our sponsorship opportunities.

ASIPI

SECTION 2

CONGRESS SPONSOR

General Conditions

- The contracted sponsorship only applies to the ASIPI congress that will take place in Mexico City from December 3 to 6, 2023.
- The sponsorship becomes effective from the moment the association confirms receipt of the sponsorship request sent by the interested party.
- ASIPI members receive a 10% discount applicable to the regular rates shown in the investment section table.
- Institutional sponsorships in force at the date of the Congress in Mexico will also be sponsors of this event under the conditions that were contracted and are reflected in the table of benefits below.

Benefits

EVENT SPONSOR			
	INSTITUTIONAL	PLATINUM	GOLD
Newsletter - advertising: institutional	1/2 page	1/4 page	△
Event Website - logo in sponsor section	✓	✓	✓
Social Media: Welcome mention and gratitude at the closing	✓	✓	✓
Event Communications sent by mail - logo	✓	✓	✓
Opening Ceremony - mention	✓	✓	✓
Closing Ceremony - mention	✓	✓	✓
Printed Banners and/or Displays - logo	✓	✓	✓
VIP room for sponsors	✓	✓	✓
Notepad: Inclusion of the logo on the first inner page	✓	✓	✓
One (1) complimentary registration of the sponsor's choice	✓	△	△
One (1) invitation to dinner with authorities prior to the congress	✓	△	△
Post event attendee list	✓	✓	△

Investment

CATEGORY	CONGRESS	
	NON-MEMBERS	MEMBERS
PLATINUM	USD 4.620	USD 4.158*
	USD 3.150	USD 2.835*

*The amount already includes the 10% member discount.

SECTION 3

OTHER SPONSORSHIP OPPORTUNITIES

1. Sports Sponsor (Yoga/Run-Walk 5k) – Exclusive

Includes:

- Logo in the promotion of the Yoga and the Run/Walk activities (website, email, and social media).
- Welcome as a sports sponsor on social media.
- Mention in the opening ceremony.
- Mention in the closing ceremony.
- Inclusion of the logo on printed banners and/or screens to be set up at the event.
- Inclusion of the logo on the event website.
- Inclusion of the logo on the insert containing the numbers of the participants in the Run/Walk.
- Event email communications.
- Inclusion of the logo on the first inner page of the notepad.

Note: The distribution of t-shirts and/or promotional items is not included in this sponsorship. The sponsor will be responsible for their supply if they choose to provide them.

Investment: USD 8,000

2. Exhibitor – Multiple

Includes:

- A complimentary registration for whoever mans the booth.
- In case of registration of an additional person, earlybird member rate applies.
- Booth or area in the exhibition area to be set up at the event.
- Mention on the event's website as exhibitor.
- Mention in the opening ceremony.
- Mention in the closing ceremony.
- Inclusion of logo in printed banners and/or screens to be set up at the event.

Investment: USD 5,000

3. Newsletter – Multiple

Includes:

- Advertising designed and provided by the sponsor in the digital newsletters edited for the event.

Investment:

Advertisement in 4 editions - 1/4 page: USD 1,000

Advertisement in 4 editions - 1/2 page: USD 1,600

ASIPI members receive a 10% discount on the amounts listed in Section 3.

SECTION 4

PROCEDURE AND CONDITIONS

1. Complete the Sponsor Application form.
2. Upon receipt of the application form, ASIPI will send a confirmation of its receipt and an invoice to the sponsor. Payment proof must be sent to ASIPI's Treasury to tesoreria@asipi.org
3. The sponsor is responsible for sending its logo and/or advertisement -if applicable- in high resolution (jpeg, eps and/or tiff) to patrocinios@asipi.org
4. The sponsor is responsible for sending all material to the event venue -if applicable- by the date that will be informed by the association in due course.
5. Payment for the contracted sponsorship is to be made exclusively via bank transfer. The sponsor is responsible for any bank charges.
6. The sponsor's visibility will be guaranteed as soon as ASIPI receives the logo/advertisement/material -as the case may be- sent by the sponsor, and when payment has been verified by the association's Treasury.

If you are interested in becoming a sponsor, please contact: patrocinios@asipi.org

ASIPI

SPONSORSHIP APPLICATION FORM

The information provided in this application will be used for sponsorship purposes. Once completed, the application should be sent to patrocinios@asipi.org

CONTRACTOR

Company _____

Contact _____ Title _____

Phone _____ E-mail _____

Website _____

Address _____

ZIP Code _____ Country _____

SPONSORSHIP TO BE CONTRACTED

EVENT SPONSOR

PREMIUM SPONSORSHIP CONGRESS		
PLATINUM	NON-MEMBERS <input type="checkbox"/>	USD 4.620
	MEMBERS <input type="checkbox"/>	USD 4.158
GOLD	NON-MEMBERS <input type="checkbox"/>	USD 3.150
	MEMBERS <input type="checkbox"/>	USD 2.835

OTHER SPONSORSHIP OPPORTUNITES

SPORTS SPONSOR CONGRESS	NON-MEMBERS <input type="checkbox"/>	USD 8.000
SPORTS SPONSOR CONGRESS	MEMBERS <input type="checkbox"/>	USD 7.200
EXHIBITOR CONGRESS	NON-MEMBERS <input type="checkbox"/>	USD 5.000
EXHIBITOR CONGRESS	MEMBERS <input type="checkbox"/>	USD 4.500
NEWSLETTER ¼ PAGE CONGRESS	NON-MEMBERS <input type="checkbox"/>	USD 1.000
NEWSLETTER ¼ PAGE CONGRESS	MEMBERS <input type="checkbox"/>	USD 900
NEWSLETTER ½ PAGE CONGRESS	NON-MEMBERS <input type="checkbox"/>	USD 1.600
NEWSLETTER ½ PAGE CONGRESS	MEMBERS <input type="checkbox"/>	USD 1.440

CONTRACTED SPONSOR **TOTAL USD:**

DATE: _____

Signature and Company stamp

Date

Signature and ASIPI stamp

Date



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