



# PANAMA 2024

XXIV WORK SESSIONS AND  
ADMINISTRATIVE COUNCIL

December 1 to 4

## SPONSORSHIPS



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

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# 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 organization in intellectual property matters in the American continent and one of the pioneering organizations worldwide.

## SPONSORSHIP OPPORTUNITY

We have attractive sponsorship options for our XXIV Work Sessions and Administrative Council , which will take place in Panama City, from December 1 to 4, 2024.

As a sponsor of our event in Panama, you will receive innovative and effective brand exposure before, during, and after the event, where we will also be celebrating the 60 years of our association's institutional life.

## 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.**

# SECTION 2

## EVENT SPONSOR IN PANAMA

### Conditions

- The contracted sponsorship only applies to the XXIV Work Sessions which will take place in Panama City, from December 1 to 4, 2024.
- 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 off regular rates.
- Institutional sponsorships in force at the date of the Work Sessions in Panama will also be sponsors of this event under the conditions that were contracted and are reflected in the table of benefits below.

### Benefits

EVENT SPONSORSHIP IN PANAMA			
	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 Work Sessions	✓	△	△
Post event attendee list	✓	✓	△

### Investment

CATEGORY	WORK SESSIONS IN PANAMA	
	NON-MEMBERS	MEMBERS
PLATINUM	USD 4.700	USD 4.200*
	NON-MEMBERS	MEMBERS
GOLD	USD 3.200	USD 2.900*
	NON-MEMBERS	MEMBERS

\*The amount already includes the 10% member discount.

# SECTION 3

## OTHER SPONSORSHIP OPPORTUNITIES

### 1. Exhibitor – Multiple

Includes:

- A complimentary registration for whoever mans the booth.
- In case of registration of an additional person, early bird member rate applies.
- Booth or space 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 in Work Sessions in Panama: USD 5.000

### 2. Newsletter – Multiple

Includes:

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

Investment in Work Sessions in Panama:

Advertisement in 4 editions - ¼ page: USD 1.000

Advertisement in 4 editions - ½ 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](mailto: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](mailto: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](mailto:patrocinios@asipi.org)

# 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](mailto:patrocinios@asipi.org)

## CONTRACTOR

Company \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Website \_\_\_\_\_

Address \_\_\_\_\_

ZIP Code \_\_\_\_\_ Country \_\_\_\_\_

## SPONSORSHIP TO BE CONTRACTED

### EVENT SPONSOR IN PANAMA

PREMIUM SPONSORSHIP WORK SESSIONS IN PANAMA		
PLATINUM	<input type="checkbox"/> NON-MEMBERS	<input type="checkbox"/> MEMBERS
	USD 4.700	USD 4.200*
GOLD	<input type="checkbox"/> NON-MEMBERS	<input type="checkbox"/> MEMBERS
	USD 3.200	USD 2.900*

*\*The amount already includes the 10% member discount.*

### OTHER SPONSORSHIP OPPORTUNITES

EXHIBITOR WORK SESSIONS IN PANAMA	NON-MEMBERS <input type="checkbox"/>	USD 5.000
EXHIBITOR WORK SESSIONS IN PANAMA	MEMBERS <input type="checkbox"/>	USD 4.500
NEWSLETTER 1/4 PAGE WORK SESSIONS IN PANAMA	NON-MEMBERS <input type="checkbox"/>	USD 1.000
NEWSLETTER 1/4 PAGE WORK SESSIONS IN PANAMA	MEMBERS <input type="checkbox"/>	USD 900
NEWSLETTER 1/2 PAGE WORK SESSIONS IN PANAMA	NON-MEMBERS <input type="checkbox"/>	USD 1.600
NEWSLETTER 1/2 PAGE WORK SESSIONS IN PANAMA	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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