



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

# SPONSORSHIP PROGRAM

## SEMINAR ASIFI QUITO 2023

# CONTENT

1. General Information _____	Page 3
- About ASIPI _____	Page 3
- Sponsorship Program _____	Page 3
- Visibility _____	Page 3
2. Seminar Sponsor _____	Page 4
- Conditions _____	Page 4
- Benefits _____	Page 4
- Investment _____	Page 4
3. Other Opportunities _____	Page 5, 6
4. Procedure and Conditions _____	Page 7
5. Sponsorship Application Form _____	Page 8



# 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, and developing Intellectual Property issues, 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 mid-year Seminar which will be held in Quito, Ecuador from June 4 to 6, 2023.

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

## VISIBILITY

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

On LinkedIn and Twitter, we currently have close to 5 thousand followers and an average of 26 thousand monthly impressions; on Facebook and Instagram we have reached more than 6 thousand and 14 thousand monthly impressions respectively and we have achieved a monthly average of 2,700 visits to the website.

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

# ASIPI

# SECTION 2 SEMINAR SPONSOR

## Conditions

- The contracted sponsorship only applies to the Seminar which will be held in Quito, from June 4 to 6, 2023.
- The sponsorship becomes effective when the association confirms receipt of the sponsorship request sent by the interested party.
- ASIPI members receive a 10% discount off regular rates.
- The institutional sponsorships in effect at the time of the Seminar in Quito will also be sponsors of this event under the contracted terms shown in the table of benefits below.

## Benefits

EVENT SPONSOR			
	INSTITUTIONAL	PLATINUM	GOLD
Newsletter – publicity: institutional	1/2 page	1/4 page	△
Event Website – logo in sponsor section	✓	✓	✓
Social Networks – mention	✓	✓	✓
Event Communications sent by mail – logo	✓	✓	✓
Special edition event podcast - mention	✓	△	△
Opening Ceremony - mention	✓	✓	✓
Closing Ceremony - mention	✓	✓	✓
Printed Banners and/or Displays - logo	✓	✓	✓
One (1) free registration of the sponsor's choice	✓	△	△

## Investment

CATEGORY	SEMINARS	
	NON-MEMBERS	MEMBERS
PLATINUM	USD 3.850	USD 3.465*
	USD 2.500	USD 2.250*

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

# SECTION 3

## OTHER OPPORTUNITIES

### 1. Sports Sponsor (Yoga/5K Run-2.5K Walk) – Exclusive

#### Includes:

- Logo in the promotion of the yoga activity and the 5K Run/2.5K Walk. (website, mailing, social networks).
- A welcome on social networks as the sports sponsor.
- Logo on the event's website.
- Inclusion of logo on banners and/or screens.
- Inclusion of logo on the number of the participants in the Run/Walk.

Investment: USD 4.000

### 2. Exhibitor – Multiple

#### Includes:

- Booth or a space in the exhibition area to be set up at the event.
- A complimentary pass for the person attending the exhibition booth or area. This complimentary pass does not include access to social events or academic activities.
- Logo on the event's website.
- Inclusion of logo on printed banners and/or screens during the event.
- Mention in the opening and closing ceremonies of the event.

Investment: USD 3.000

### 3. Newsletter – Multiple

#### Includes:

- Advertisement designed and delivered by the sponsor in the digital newsletters published of the event.

#### Investment:

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

Advertisement in 2 editions - 1/2 page: USD 1.000

### 4. ASIPI Podcast – Multiple

#### Includes:

- Mention as sponsor in all the episodes broadcasted in occasion of the event.

Investment: USD 600 (2 episodes)

## 5. Pens – Exclusive

Includes:

- Logo on pens

Investment: USD 800

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



# ASIPI

# SECTION 4

## PROCEDURE AND CONDITIONS

1. Fill out the Sponsor Application form.
2. Upon receipt of the form, ASIPI will send the confirmation of receipt as well as the invoice to the sponsor. Payment confirmation must be sent to ASIPI's Treasury [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- no later than the date to be informed in due time by the association.
5. Payment of the contracted sponsorship is made only by bank transfer. The sponsor is responsible for bank charges.
6. The sponsor's visibility shall be guaranteed as soon as ASIPI receives the logo/advertisement/material -as the case may be- sent by the sponsor and payment by the sponsor has been credited by the association's Treasury.

If you would like to be a sponsor, please contact: [patrocinios@asipi.org](mailto: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](mailto:patrocinios@asipi.org)

## CONTRACTOR

Company \_\_\_\_\_

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

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

Website \_\_\_\_\_

Address \_\_\_\_\_

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

## SPONSORSHIP TO BE CONTRACTED

### EVENT SPONSOR

PREMIUM SPONSORSHIP SEMINARS		
PLATINUM	NON-MEMBERS <input type="checkbox"/>	USD 3.850
	MEMBERS <input type="checkbox"/>	USD 3.465
GOLD	NON-MEMBERS <input type="checkbox"/>	USD 2.500
	MEMBERS <input type="checkbox"/>	USD 2.250



OTHER SPONSORSHIP OPPORTUNITES		
SPORTS SPONSOR	NON-MEMBERS <input type="checkbox"/>	USD 4.000
SPORTS SPONSOR	MEMBERS <input type="checkbox"/>	USD 3.600
EXHIBITOR	NON-MEMBERS <input type="checkbox"/>	USD 3.000
EXHIBITOR	MEMBERS <input type="checkbox"/>	USD 2.700
NEWSLETTER ¼ PAGE	NON-MEMBERS <input type="checkbox"/>	USD 600
NEWSLETTER ¼ PAGE	MEMBERS <input type="checkbox"/>	USD 540
NEWSLETTER ½ PAGE	NON-MEMBERS <input type="checkbox"/>	USD 1.000
NEWSLETTER ½ PAGE	MEMBERS <input type="checkbox"/>	USD 900
ASIPI PODCASTS	NON-MEMBERS <input type="checkbox"/>	USD 600
ASIPI PODCASTS	MEMBERS <input type="checkbox"/>	USD 540
PENS	NON-MEMBERS <input type="checkbox"/>	USD 800
PENS	MEMBERS <input type="checkbox"/>	USD 720

CONTRACTED SPONSOR **TOTAL USD:**

DATE \_\_\_\_\_

\_\_\_\_\_  
Signature and Company stamp

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature and ASIPI stamp

\_\_\_\_\_  
Date





**ASIFI**

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