SPONSORSHIP PROPOSAL 2024
About FICPI

• FICPI is a global community of attorneys, built on trusted relationships, which strengthens the practice of the independent Intellectual Property (IP) attorney.

• FICPI has over 5,800 members in 80 countries and regions across six continents.

• FICPI provides opportunities for sponsors to build strong relationships by connecting to groups of people who share common goals, concerns and a commitment to quality.
Sponsors gain maximum exposure and recognition from FICPI members through an integrated package which goes beyond simple logo exposure at a single event.

This package brings you to the attention of FICPI members across 2024 and includes:

- FICPI Open Forum (Madrid, 25-28 September)
- A “Spotlight On” feature on your company in:
  - The FICPI newsletter
  - The FICPI Journal
  - On LinkedIn and other relevant social media

**Designation:** Official Sponsor FICPI  
**Duration:** 2024

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**Annual Fee:**

- Firms with 50+ attorneys: €15,000
- 11-50 attorneys: €12,000
- Less than 11 attorneys: €9,000
The FICPI Open Forum - the delegates // 400+ independent intellectual property attorneys from around the world

Sponsor benefits comprise:
• Welcome reception – credit as a sponsor
• Profile in event programme (on FICPI website)
• Profile on the event app (Eventmobi)
• Table/sales booth
• Delegate pack inserts
• Opportunity to gift attendees
• Dinner – credit as a sponsor
• Logo on roll ups
• Logo on FICPI website
• Logo included in event Newsletter sent daily to membership during the event and sent in the run-up to the event
• Sole sponsor of 2 x individual conference sessions (from any stream)
• 1 delegate registration for the event
FICPI Publications 2024

A special “Spotlight On” – a short feature on your company in a FICPI Newsletter going to a 6,100+ database of industry professionals, and in the FICPI Journal 2024.

Social Media

“Spotlight On” feature published on LinkedIn (6,000+ followers). Thank you mention on LinkedIn during events.

Database

1 x database mailing per year to 6,100 members and other industry figures. This is your opportunity to provide FICPI members with educational and topical content highlighting your views and expertise.

(FICPI communications opening rates are double the industry average at 36%).

STRENGTHENING THE PRACTICE OF THE INDEPENDENT IP ATTORNEY
Previous sponsors and exhibitors include
Case study on Vakhnina & Partners sponsorship

“Vakhina & Partners” sponsored FICPI activities during 2022, including the World Congress in Cannes.

Example benefits: badging on sponsored sessions, stand in the lobby, networking with delegates during breaks.
Case study on Vakhnina & Partners sponsorship

Vakhnina & Partners sponsored FICPI activities during 2022, including the World Congress in Cannes.

Example benefits: stand in the lobby, networking with delegates during breaks, badging on conference materials.
Examples of LinkedIn shout outs during the Congress

Sponsorship
Case Study

Social media
Sponsorship Case Study

LinkedIn shout outs in the run up to events

STRENGTHENING THE PRACTICE OF THE INDEPENDENT IP ATTORNEY
Highlighted in the Event Communiqués sent via email to delegates and speakers.

Examples:
www.mailchi.mp/ficpi/open-forum-startstoday?

Meet our first sponsor
We’re delighted to announced FICPI’s inaugural sponsor is Vakhnina & Partners, Russian and Eurasian Patent and Trademark Attorneys; find out more below.

Scavenger hunt // Gamification
The online scavenger hunt is up and running; with a good number of entries already and hot competition in the leader board. The event has already started but you can still make an impact on the leader board! There are questions and clues peppered throughout the conference, spot them and use your EventApp access to enter the answers there.

The person with the most points will be crowned winner and gain a 50% discount on the next in-person event. With clues published in recent Virtual Open Forum newsletters, here’s today’s: #cocktail (no hashtag required).

Book your Open Forum place today
The Open Forum starts today, book your place today or click below to find out more.

The Forum is open to all and we are pleased to offer a special rate to members of other IP organisations, including AIPPI, ABA-IP, ASIP, ABPI, EACCNY.

Book your place and find out more.

In addition to technical sessions, networking events and fun social events, the Forum also provides at least 10 hours of CPD/CLE credit.

Elia Sugrañas
Deputy Secretary General of FICPI Bureau

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Newsletter shout outs in the run up to events
Sent to 5,500+ FICPI members and over 1,500 interested parties

Example:
1st July 2022 – highlighted in July FICPI newsletter sent to FICPI members: www.mailchi.mp/ficpi/ficpi-newsletter-july-2022
Sponsorship Case Study

FICPI website: www.ficpi.org/ficpi-world-congress-2022
With hotlink to Vakhnina website

The FICPI World Congress is sponsored by:

![Vakhnina & Partners](image1)
![minesoft](image2)

FICPI Website

STRENGTHENING THE PRACTICE OF THE INDEPENDENT IP ATTORNEY
Contact

If you'd like to raise your profile across FICPI's range of communications, from social media to newsletter, and to attend events with a tabletop stand, contact:

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