

# SPONSORSHIP PROPOSAL 2023



# 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 5,764 members in 80 countries 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.



FÉDÉRATION INTERNATIONALE DES CONSEILS  
EN PROPRIÉTÉ INTELLECTUELLE  
INTERNATIONAL FEDERATION OF  
INTELLECTUAL PROPERTY ATTORNEYS  
INTERNATIONALE FÖDERATION  
VON PATENTANWÄLTEN



# Sponsorship Package

Annual Fee: €15,000

**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 during the whole of 2023 and includes:

- FICPI Events
- 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:** From January 2023 to December 2023

# Sponsorship Benefits

FICPI 21<sup>st</sup> Open Forum  
October 2023  
London, UK

**Open Forum - the audience // 400+ independent intellectual property attorneys from around the world**

## **Sponsor benefits comprise:**

- Welcome reception – credit as a sponsor
- Profile in event programme
- 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 and brief company outline in FICPI book of conference presentations
- Logo on FICPI website
- Logo included in event Newsletter sent daily to membership during the event
- Sole sponsor of 2 x individual conference sessions (from any stream)
- 1 delegate registration for the event

# Sponsorship Benefits

FICPI events in 2023

## Other FICPI events in 2023

### **16 to 18 April 2023:**

Bureau + CET Leadership meeting + Open seminar  
(Atlanta, USA).

### **25-28 June 2023:**

ABC meeting (American/British/Canadian)  
(Halifax, Canada).

### **Sponsor benefits comprise:**

- Table/sales booth
- Logo on FICPI website
- Opportunity to gift attendees

# Sponsorship Benefits

FICPI Publications  
Social Media  
Database

## FICPI Publications 2023

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

## Social Media

“Spotlight On” feature published on LinkedIn (4,400 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%.)



# Sponsorship Case Study

## 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.



Visibility



**Vakhnina  
& Partners**  
Eurasian Patent  
and Trademark Attorneys  
vakhnina.am



# Sponsorship Case Study

Networking

## 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.



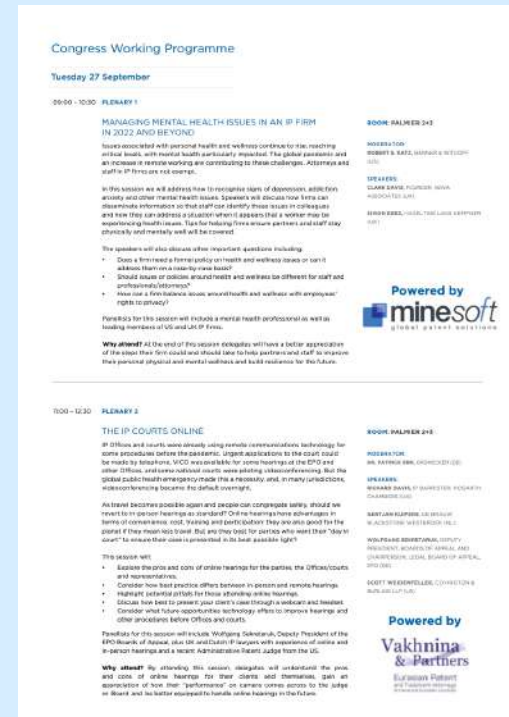


# Sponsorship Case Study

## Examples of badging on Conference Materials



FICPI World Congress 2022 Brochure  
[www.ficpi.link/brochure](http://www.ficpi.link/brochure)



# Conference materials

**Vakhnina & Partners**  
Eurasian Patent and Trademark Attorneys  
www.vakhnina.am

"Vakhnina & Partners" are an intellectual property law firm, covering Armenia and Eurasian countries. The team at "Vakhnina & Partners" comprises of highly-qualified Patent and Trademark attorneys, specialists, professionals, lawyers and technical experts. Being one of the leading and experienced Patent Firms of Eurasia in Life Science (Chemistry, Biochemistry, Biology, Medicine, Biotechnology, etc.), our Patent team has been continuously voted as leading in these areas by numerous international ratings. At "Vakhnina & Partners", our Patent and Trademark Attorneys represent our clients' interests in Armenia, at the Eurasian Patent Office (EAPO) and other Eurasian countries. Overall, our Firm manages cases for clients in Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Uzbekistan and other countries of the region. "Vakhnina & Partners" is also engaged in legal affairs of clients in the areas of IP representing clients in the courts of various Eurasian jurisdictions. Our team has been voted as recommended by our clients and clients in various directions and ratings including IP STARS, WWL Patent, Best Lawyers, IAM Patent 1000 and others.

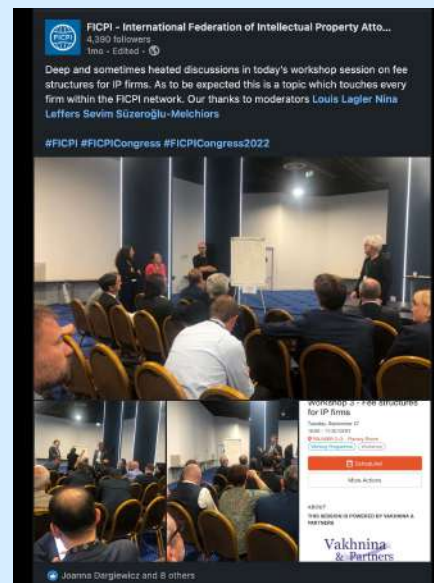
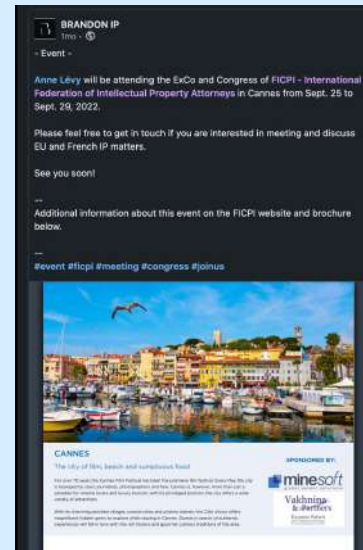
**minesoft**  
global patent solutions  
www.minesoft.com

minesoft is the leading global patent solutions provider offering online products and services to many Fortune 500/FTSE 300 companies, IP specialists, patent attorneys and search firms around the world. With the aim to help drive innovation worldwide, minesoft is pleased to be a part of the ASPR program administered by WIPO. Being a part of this program allows patent offices and academic and research institutions in developing countries to have access to our solutions. We are committed to supporting our local community from our Headquarters in Richmond-upon-Thames, by getting involved with the Business Improvement District projects to enhance Richmond's commercial district. The team is always on hand to volunteer for events to help keep our borough clean, such as local litter picks and the annual paddle boarding litter pick on the Thames, as well as supporting our local businesses. In 2022, minesoft closed on a substantial growth investment from M&M 2, an information services and software platform, and Webjurg Pinco, a leading global growth investor. This significant growth investment is expected to accelerate the development of new products and enhance existing products with analytics, artificial intelligence, and machine learning.

# Sponsorship Case Study

## Social media

### Examples of LinkedIn shout outs during the Congress



# Sponsorship Case Study

## Social media

# LinkedIn shout outs in the run up to events

**FICPI - International Federation of Intellectual Property Attorneys**  
3,751 followers  
6m · 🌐

Meet Vakhnina & Partners at FICPI World Congress 2022 // Our thanks to Vakhnina & Partners who are sponsoring FICPI - International Federation of Intellectual Property Attorneys World Congress 2022.

Vakhnina & Partners specialise in patent and trade mark filings and prosecution in Eurasia and annuities and renewals in Eurasian countries including Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Turkmenistan, Ukraine and Uzbekistan.

Dr. Alexey Vakhnin, Partner, Eurasian Patent Attorney and Mr. Vislislav Perov, Director of Vakhnina & Partners' Armenian office, will attend the Congress and have an exhibition stand at the venue.

We are delighted that Vakhnina & Partners are continuing their sponsorship, following their support of FICPI's 20th Open Forum in 2021, a virtual event owing to restrictions introduced during the global pandemic.

Dr Alexey Vakhnin has been a FICPI member since 2019, with specialisms including biochemistry, biomedical engineering and industrial chemistry. His professional experience includes patent litigation, patent oppositions, patent prosecution, registered design prosecution and trade mark prosecution.

For more information, visit: <https://vakhnina.am> or contact [office@vakhnina.am](mailto:office@vakhnina.am)

#FICPICongress2022 #FICPI2022

#FICPI #FICPIWorldCongress #FICPICongress #FICPIevents #ipattorneys #IPR #intellectualproperty #intellectualpropertyrights



Posted by Catherine Dhanjal · 1/11/2022

**FICPI - International Federation of Intellectual Property Attorneys**  
3,377 followers  
2mo · 🌐

FICPI's inaugural sponsor, Vakhnina and Partners, are Russian and Eurasian patent and trade mark attorneys, they specialise in patent prosecution and litigation in areas including pharmacology, chemistry, biochemistry, engineering, medicine.

Find out more at: <https://www.vakhnina.ru/en>

Consider sponsoring FICPI for your firm: we are already thinking about 2022 and especially the return of in person events and networking. Our World Congress in Cannes in September is a great chance to renew contacts and to meet others in the FICPI network.

Mark the Congress dates in your calendar now (25-29 September, 2022).

Why not make a big splash in Cannes by being one of the conference sponsors?

Find out more in this article: [https://lnkd.in/g\\_NwchWk](https://lnkd.in/g_NwchWk)

#sponsor #sponsorship #networking #network #events #IP #intellectualproperty #vakhnina #IPR #IPRussia

Alexey Vakhnin

Roberto Pistolesi Swarup Kumar Julian Crump

Sponsor FICPI's World Congress in Cannes, 2022

[ficipi.org](https://ficipi.org) · 1 min read

We are already thinking about 2022 and especially the return of in person events and ne...

**FICPI - International Federation of Intellectual Property Attorneys**  
3,135 followers  
2d · 🌐

Find out more about Vakhnina and Partners, FICPI's inaugural sponsor!

They are Russian and Eurasian patent and trademark specialists advising clients in all aspects of Intellectual Property in Russia, CIS/Ex-USSR (such as Ukraine, Belarus, Kazakhstan, Moldova, Georgia and others), as well as Baltic States.

[https://lnkd.in/g/dydl\\_2km](https://lnkd.in/g/dydl_2km)

If you're interested in becoming a FICPI sponsor, do get in touch with Roberto Pistolesi Swarup Kumar to find out more.

Alexey Vakhnin is a FICPI member, find out more about him at: <https://lnkd.in/g/Uxxcbvr>

#Vakhnina #intellectualproperty #Russia #Eurasia

Vakhnina & Partners is first in history to sponsor "FICPI Virtual Open Forum" conference

[vakhnina.ru](https://www.vakhnina.ru) · 1 min read

**FICPI - International Federation of Intellectual Property Attorneys**  
4,350 followers  
1mo · 🌐

FICPI's September newsletter is now available and covers news from FICPI, news on IP laws and legal developments, industry updates, plus tips on maximising your FICPI membership directory entry.

You can also find out about our new webinar series, the latest initiative from FICPI's DEIA committee, and find out how to make the most of FICPI's World Congress 2022 (being held in Cannes in September) <https://lnkd.in/g9AUCECP>.

Thank you to our inaugural Congress sponsors:

- ★ Minesoft
- ★ Vakhnina & Partners Alexey Vakhnin

Read the full issue at: <https://lnkd.in/gWY5cUQH>

#ficipinews #ficipi #ficipinewsletter #ipnews

**FICPI Newsletter**

**FICPI: Making independent IP attorneys better at what they do**

# Sponsorship Case Study

## Event Communiqués

Highlighted in the event communiqués sent via email to delegates and speakers.



Examples:

[www.mailchi.mp/ficpi/ficpi-2022-world-congress-communicue15](http://www.mailchi.mp/ficpi/ficpi-2022-world-congress-communicue15)

[www.mailchi.mp/ficpi/open-forum-startstoday?](http://www.mailchi.mp/ficpi/open-forum-startstoday?)

### Meet our first sponsor

We're delighted to announce 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 Eventmobi 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 AIPLA, ABA-IPL, ASIPI, 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 Sagrañes**  
**Deputy Secretary General of FICPI Bureau**

# Sponsorship Case Study

Newsletter

## Newsletter shout outs in the run up to events

Sent to 5,500+ FICPI members and over 1,500 interested parties

Example:

1<sup>st</sup> July 2022 – highlighted in July FICPI newsletter sent to FICPI members:

[www.mailchi.mp/ficpi/ficpi-newsletter-july-2022](http://www.mailchi.mp/ficpi/ficpi-newsletter-july-2022)



The screenshot shows a newsletter shout-out for Vakhnina & Partners. At the top right, there is a small Armenian flag followed by the word "Armenia". The main text is "Vakhnina & Partners" in a large, dark blue serif font, with a decorative purple and blue swoosh behind the ampersand. Below this, it says "Eurasian Patent and Trademark Attorneys" in a smaller, dark blue sans-serif font. At the bottom, there is a dark grey box containing white text: "Congress sponsor: Vakhnina & Partners." followed by "Vakhnina & Partners specialises in patent and trade mark filings and prosecution in Eurasia and annuities and renewals in Eurasian countries." and the website "https://vakhnina.am".

# Sponsorship Case Study

FICPI Website

**FICPI website:** [www.ficpi.org/ficpi-world-congress-2022](http://www.ficpi.org/ficpi-world-congress-2022)

With hotlink to Vakhnina website

The FICPI World Congress is sponsored by:

**Vakhnina  
& Partners**  
Eurasian Patent  
and Trademark Attorneys  
Armenia and Eurasian countries

 **minesoft**  
global patent solutions

# 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:

Swarup Kumar  
FICPI sponsorship team  
[sponsorship@ficpi.org](mailto:sponsorship@ficpi.org)



FÉDÉRATION INTERNATIONALE DES CONSEILS  
EN PROPRIÉTÉ INTELLECTUELLE  
INTERNATIONAL FEDERATION OF  
INTELLECTUAL PROPERTY ATTORNEYS  
INTERNATIONALE FÖDERATION  
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