

# IPWatchdog

## 2026 Media Kit

Explore our different  
promotional opportunities

### AVAILABLE SPONSORSHIP & PROMOTIONAL OPPORTUNITIES INCLUDE:

- Program/Event Sponsor/Exhibitor
  - IPWatchdog LIVE Annual Meeting
  - Masters™ Series of Events
  - Women's IP Forum
- IPWatchdog UNLEASHED Podcast Sponsorship
- Webinar Sponsorships
- Article Publication
- Banner Advertisements
- JobOpportunities Job Board
- Industry Events Calendar
- Press Releases

Contact Renée C. Quinn  
Chief Operating Officer  
[www.ipwatchdog.com](http://www.ipwatchdog.com)



# INCLUDED IN THIS MEDIA KIT:

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**5** 2026 Schedule of Events

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# Publish Articles on IPWatchdog

## Why Publish with IPWatchdog?

For more than 25 years, IPWatchdog.com has been the go-to destination for intellectual property news, analysis, and thought leadership. Since launching in 1999, we've built extraordinary visibility and credibility in the IP community. Our articles rank at the top of major search engines, including Google, often within hours of publication.

Every article benefits from built-in amplification through:

- Indexing on major search platforms
- Promotion on LinkedIn and our team's professional networks
- Placement in our free daily newsletter
- Exposure on our weekly podcast and YouTube channel

With nearly 1.1 million unique visitors in 2024 alone, IPWatchdog is where industry leaders come to stay informed — and where contributors get seen. If your goal is to build authority, grow your visibility, and have your work reach the right audience, IPWatchdog is the most effective platform to do it.

Why spend time writing for an outlet no one finds, when you can publish with IPWatchdog and be discovered, shared, and remembered?

### Always Free to Read – Never Behind a Paywall

Unlike most industry publications, IPWatchdog has never placed articles behind a paywall. Many firms and individuals even tell us they've canceled costly news subscriptions because the content they need is available on IPWatchdog at no charge.

We are committed to keeping our articles free and accessible. We firmly believe readers shouldn't have to pay to stay informed. And because paywalls simply don't attract sustainable reader numbers, this will remain a core principle of our platform.

### Article Submissions

We're always open to publishing high-quality articles from subject matter experts in all areas of intellectual property. To maintain the quality and credibility of our content, all submissions are reviewed by our Editor-in-Chief and must meet our editorial guidelines:

- Articles must be **non-commercial** and **professionally relevant**.
- Topics should resonate with our readership: attorneys, corporate counsel, judges, political figures, and key IP stakeholders.
- To avoid duplication, please search IPWatchdog.com before pitching.
- Topic proposals are encouraged before writing to ensure alignment.
- Viewpoints remain entirely your own — we welcome thought leadership, not advertorials.

# Who Can Publish on IPWatchdog?

## Members of the IPWatchdog Community

Because our content remains free to readers, IPWatchdog is supported through sponsorships, programs, and advertising. Priority publishing is available to:

- **Industry thought leaders**, including current and former judges and government officials
- **In-house counsel** who participate in or attend IPWatchdog events
- **IPWatchdog Partners**, including sponsors of our webinars, programs, banner ads, and podcast

This model ensures our platform continues to offer unmatched reach and visibility – without ever charging readers.

## Sponsored Content Options

For others who would like to publish, we offer Sponsored Content opportunities. Sponsored articles receive the same exposure as editorial articles, including:

- Placement on the IPWatchdog home page
- Inclusion in our daily email newsletter
- Distribution on IPWatchdog and IPWatchdog employee's various LinkedIn feeds

## Rates

- \$600 per article (single submission)
- \$500 per article (5–9 articles per calendar year)
- \$400 per article (10+ articles per calendar year)

Sponsored articles are clearly labeled as such but are otherwise treated equally in promotion and distribution.

## How to Submit Sponsored Content

If you'd like to publish Sponsored Content, email Renée at [publish@ipwatchdog.com](mailto:publish@ipwatchdog.com) with:

- Article title
- A short description or bullet points outlining the topic
- A note indicating whether the article has already been drafted

**Please Note:** Publication is not guaranteed. Only original content that meets our editorial standards and aligns with our audience will be accepted. We will not republish articles that have been published elsewhere.

# 2026 Event Schedule

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**JANUARY  
29 - 30**

## **PTAB Masters™ 2026**

**This Masters™ series program will be held at  
IPWatchdog Studios in Ashburn VA**

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**MARCH  
22 - 24**

## **IPWatchdog LIVE 2026**

**Our Annual Meeting will be held at the Renaissance  
Arlington Capital View Hotel**

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**MAY  
18 - 19**

## **Artificial Intelligence Masters™ 2026**

**This Masters™ series program will be held  
at IPWatchdog Studios in Ashburn VA**

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**JUNE  
8 - 10**

## **Patent Masters™ 2026**

**This Masters™ series program will be held at  
IPWatchdog Studios in Ashburn VA**

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**SEPTEMBER  
23 - 25**

## **Women's IP Forum 2026**

**This all women program will be held at IPWatchdog  
Studios in Ashburn VA**

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**NOVEMBER  
9 - 11**

## **Life Sciences Masters™ 2026**

**This Masters™ series program will be held at  
IPWatchdog Studios in Ashburn VA**

# IPWatchdog Pay-to-Play Policy

We are uncomfortable with "pay-to-play" and have tried to operate differently. So, we do not require "pay to play." Of course, the simple truth is sponsors are necessary. We simply cannot produce and host programs without the financial support of our sponsors. So, while sponsorship is not a prerequisite to speaking, sponsors do get preference in many ways, and sponsors at higher levels get the greatest preference.

Each of our programs are created from scratch and are unique. In the first instance we work with sponsors, in-house counsel, and current and former government officials and judges to identify the topics and create the panels that make up our programs. We do not create panels or other speaking opportunities for individuals from non-sponsoring firms. Similarly, because qualified sponsors reasonably can expect a speaking role on a topic where they have unique expertise, we do not add individuals from non-sponsoring firms to panels until several weeks prior to a program or event.

Prime opportunities at our programs go to sponsors. In short, when non-sponsoring law firm speakers are invited to join a panel, they fill in based on our needs, and they do not get to pick their panel or the timing of the panel, or who else is on the panel. We also do not allow more than one speaker from a firm that is not sponsoring.

It is also important to keep in mind that while we do charge a registration fee, many speakers and attendees pay nothing to attend. We do not charge a registration fee or expect sponsorship from current or former judges, current or former government employees and officials, high-ranking in-house counsel, or frequent contributors to IPWatchdog.com. This allows us to ensure the integrity and quality of our programs and have A+ caliber people in our audience. It also means we rely heavily on sponsors to make programs a financially feasible endeavor.

Because we are often asked point blank whether sponsorship is required to obtain a speaking role in our programs, we choose to provide this information, and answers to frequently asked questions, in order to be as transparent as possible.

## **What is your policy on "Pay-to-Play"?**

Our initial attempt to have a blanket prohibition against any form of pay-to-play ironically, and we suppose predictably in hindsight, led to some choosing not to sponsor our programs and events while continuing to sponsor events where there are overt quid pro quo requirements. This placed us in an untenable position, at least if we wanted to continue to host events.

With live, in-person events, the costs of hosting such events, and the fact that many speakers and industry elite are given free tickets, mean that ticket sales alone are insufficient to make the endeavor more than a break-even proposition (if that). The economics of hosting an event means that sponsors are a necessity even when tickets are priced at fair market value.

## **We do not require sponsorship to speak, but preference goes to sponsors.**

We believe sponsors find it beneficial to partner with us, and we know our programs result in leads, sales, and business. We coordinate with our sponsors so we can put on the best program possible and to give them the best opportunities we can. From our perspective, the ideal sponsor is one who is interested in both providing the financial support that goes along with sponsorship and who will also work with us to

invite speakers, define topics, and more. This type of partnership forms the basis of a long-term business relationship and is far more than the quid pro quo expected in a pay-to-play scenario and yields far greater results for sponsors.

### **Do you require sponsorship for a speaking role?**

The short answer is no, we do not have an absolute pay-to-play requirement. We also always have speaking roles available for in-house corporate attorneys and business leaders, current or former government officials and judges, and recurring guest contributors on IPWatchdog.com. The majority of our live program sponsors are law firms and vendors, and with their sponsorships, there is an expectation of having their attorney(s) speak on the program. Therefore, we work with sponsors to identify topics of interest, panels, and speakers. Thereafter, we look to those from non-sponsoring organizations who have expressed interest in speaking. Speakers who are not sponsoring will be invited as necessary to fill speaking slots on panels already planned. This typically happens within the last several weeks before a program and in those instances we will first reach out to those attorneys who have already purchased a ticket to that event followed by attorneys at firms who have sponsored other events of ours in the last 12 months.

### **I can't sponsor, but want to speak on one of the first several panels, does that work?**

No. Panels that lead off the conference, and are before lunch on the first day, are generally prime positions that are reserved for sponsors, in-house attorneys, judges, and government officials. While we do not engage in pay-to-play, panel preference and timing go to those who are sponsoring.

### **I can't sponsor, but I'm happy to plan a panel, will that work?**

No. If you are unable to sponsor, we may be able to use you on a panel that is already planned, but we do not give non-sponsors their own panel, nor do we plan a panel specifically for non-sponsors. Non-sponsors are invited to fill panels based on our need and because they have some expertise that would fit within a pre-existing panel.

### **I can't sponsor, but several of the attorneys from my firm are willing to speak, is that OK?**

No. Obviously, this doesn't work. There are only so many speaking slots available at a program and we do not allow multiple speakers from firms or vendors who are not sponsoring.

### **If I don't sponsor, when will I know if I'm speaking?**

We work with sponsors to plan the overall program, identify topics for conversation, plan panels and invite speakers. This process goes on for months and leads up to the final few weeks before a program. We typically do not begin confirming speaking positions for those who are not sponsoring until the final few weeks before a program.

### **Can anyone buy their way onto a program?**

Absolutely not! We will never sell a speaking role to just anyone simply because they pay, and we have declined sponsorship offers in the past from organizations who offered to sponsor only if we guaranteed a speaking role to someone we wouldn't otherwise invite to speak on our programs. We fundamentally believe selling speaking roles to anyone, and everyone does not work because it compromises content. Our strategy is to provide the highest quality content possible, which means the top speakers available, who will attract top-level attendees. Speakers always need to be approved and have the requisite level of expertise to contemporaneously engage in unscripted dialogue. This generally means that speakers, panelists, and moderators must fit within the Patent Masters™ brand (i.e., an expert with a minimum of 12 years' experience on the topic they will be speaking on).

# PROGRAM DESCRIPTIONS

1

## IPWatchdog LIVE

**IPWatchdog LIVE** is our all-topics annual meeting. This program brings together top-notch people within the IP community from the US and abroad. This is the only industry event where all sides of the debate are given the opportunity to openly discuss the most important issues facing the industry from their perspectives. With a focus on exceptional networking opportunities, attendees can (and do) mingle with numerous high-ranking in-house counsel (just look at our speaker list), current and former government officials, current and former Judges, top lobbyists, and Hill Staffers, all in one place. That coupled with a program consisting of topically relevant, interesting panels built around our high caliber speakers, making this one program you do not want to miss!

2

## Masters™ Series of Events

Our **Masters™ series of programs**, where "Masters" refers to the level of expertise our program speakers have, are high-level, interactive, limited enrollment seminars for those interested in an in-depth exploration of topical legal issues facing those that prosecute, litigate, license and monetize patents. The series brings together top experts within the industry to discuss what is happening in the Courts, on Capitol Hill, and at the USPTO, among other things. Our Masters™ series this year includes 1. PTAB, 2. Artificial Intelligence & Emerging Technologies, 3. Patent Portfolios, Licensing & Enforcements, which combines Patent Prosecution & Portfolio Management, Patent Litigation, and Trade Secrets programs all into one, and 4. Life Sciences.

3

## Women's IP Forum

The **Women's IP Forum** is our newest stand-alone program. We have always attempted to invite speakers from diverse backgrounds, including making every effort to have as much gender parity as possible. Unfortunately, in certain fields within the IP sphere that is not always easy. For example, only approximately 10% of patent litigators are women. Which is why we chose to build this program, where 100% of the speakers are women. Like our Masters™ series of programs, we bring together those within the industry who have many years of experience and are both able and willing to have a contemporaneous, unscripted conversation about a particular topic. We also wanted to give younger attorneys who are rising stars the opportunity to speak, which is essential to achieving success. We believe that by including these younger, rising stars we will not only give them a platform to speak in front of an audience, which they may not otherwise have for some time, but our hope is the more experienced women participating will mentor the younger rising stars.

# 2026 IPWatchdog Advertising Rate Sheet

## WEBINARS WITH IPWATCHDOG ~ \$6,000 Per Webinar

IPWatchdog will collaborate with sponsor on the webinar topic and description & help secure industry expert speakers. We will manage the landing page, collection of registrations and will moderate, and host the webinar. Upon completion of the webinar, the sponsor will receive a detailed list of all leads generated through the webinar registration page, a recording of the webinar, and any additional handouts that were provided to the attendees. **Contracts are required for each webinar. IPWatchdog will supply all registrants with a link to the video and the handouts unless otherwise requested by sponsor. Webinar promotion will include:**

- Advertisement at or near the top of every page of IPWatchdog
- Advertisement in the daily email newsletter
- Promotional email dedicated to the webinar.
- Listing on the **IPWatchdog Events Calendar**
- Dedicated post via IPWatchdog social media accounts

## MASTERS PROGRAMS & ANNUAL MEETING SPONSORSHIPS ~ RANGING FROM \$2,500 - \$25,000

Throughout the year we host our Masters Series of programs as well as our LIVE annual meeting. These programs are listed on our **Upcoming Programs Page** at <https://ipwatchdog.com/live-programs/>

### BANNER ADVERTISING:

#### **Varsity Sponsor ~ \$2,500 per month (Upgrade to an Animated Ad - \$3,000 per month)**

- 350 X 250 static advertisement in the top of the sidebar section on homepage and blog pages
- Company included on Partner Page

#### **Junior Varsity Sponsor ~ \$1,500 per month (Upgrade to an Animated Ad - \$1,750 per month)**

- 350 X 150 static advertisement in the Junior Varsity sidebar section on homepage and blog pages

#### **Intramural Sponsors ~ \$750 per month (Upgrade to an Animated Ad - \$1,000 per month)**

- 350 X 75 static advertisement in the Intramural Sponsor sidebar section on homepage and blog pages

### OTHER OPPORTUNITIES ~ added to IPWatchdog website and distributed via IPWatchdog daily email newsletter.

- **JOBORTUNITIES™ JOB BOARD ~ \$199 Per Job Post** (60 Day Duration)
- **PAID PRESS RELEASES ~ \$199 Per Press Release** (Never Removed - Flows through to bottom section of website and promoted via our daily email newsletter)
- **INDUSTRY EVENT SUBMISSIONS ~ \$129 Per Event** (Flows through to sidebar & bottom sections of website and promoted via our daily email newsletter)

**PLEASE NOTE:** All prices are subject to change without notice. Advertising space is subject to availability and is not guaranteed until start and end dates are accepted by IPWatchdog.com, and payment is received.



# IPWatchdog LIVE 2026 Sponsorship Opportunities

## Renaissance Arlington Capital View Hotel, March 22-24, 2026

	Diamond Sponsor (Max 4)	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Wi-Fi Sponsor (Max 1)	Lunch Sponsor (Max 2)	Registration Sponsor (Max 1)	Breakfast Sponsor (Max 2)	Network Break (Max 7)	Bronze Sponsor	Solo Practitioner Sponsor <sup>1</sup>
<b>Base Sponsorship</b>	\$25,000	\$20,000	\$15,000	\$10,000	\$10,000	\$10,000	\$10,000	\$7,500	\$7,500	\$5,000	\$2,595
Number of Speaker <sup>2</sup> Slots <sup>3</sup> (included)	3	2	2	1	1	1	1	1	1	-	-
Addition All-Access Ticket to the event	3	3	2	2	1	1	1	1	1	1	1
May Purchase Up to 3 Additional Tickets @ \$1,395 <sup>4</sup>	X	X	X	X	X	X	X	X	X	X	X
Identified on IPWatchdog.com Event All Sponsors Page	X	X	X	X	X	X	X	X	X	X	X
Logo Displayed on Event Signage During Event <sup>5</sup>	X	X	X	X	X	X	X	X	X	X	X
Sponsor Designation on Name Badge	X	X	X	X	X	X	X	X	X	X	X
Registrants List <sup>6</sup>	X	X	X	X	X	X	X	X	X	X	X
Give-Away Item in Attendee Bags	X	X	X	X	X	X	X	X	X	X	X
Sponsor Recognition on Event Signage	X	X	X	X	X	X	X	X	X	X	X
Promotional Material in Attendee Bags	X	X	X	X	X	X	X	X	X		
Special Dedicated Hallway Signage at Event	X	X	X	X	X	X	X	X	X		
Basic Contact Info for Registrants & Attendees <sup>7</sup>	X	X	X	X	X	X	X				
Logo Listed on Promotional Emails	X	X	X	X	X	X	X				
Identified as Top Sponsor on Event Webpage	X	X	X	X	X	X	X				
Enhanced Profile of Registrants & Attendees <sup>8</sup>	X	X	X								
Reserved Table for Lunches	X	X									
Company Logo on Event Ads	X										
Branded Room <sup>9</sup>	X										

### Exhibitor Space Available - 6' Deep x 10' Wide Exhibitor Space - \$6,000\*

At IPWatchdog LIVE, exhibitor booths will be in a PRIME location in the most heavily traveled area of the conference, directly in front of the main Ballroom, where our general sessions, breakfasts and lunches will be held. In addition, all networking breaks will all take place amongst the exhibitor booths. Exhibitors are not able to add their promotional materials and giveaways to the attendee bags. **\$6,000 REGISTRATION FEE INCLUDES:** Two (2) complimentary All-Access tickets, One (1) 6' table, and two (2) chairs. Exhibitor Spaces are assigned on a first come, first serve basis. Wi-Fi and power are included in the cost of the exhibitor booth. Exhibitors may purchase up to 3 additional All-Access tickets at \$1,395 per ticket. Exhibitors will receive a final list of registrants<sup>10</sup> including full name, company name, job title & LinkedIn profile if we have it.

<sup>1</sup> Special sponsorship available to those who are full-time solo practitioners only.

<sup>2</sup> Speakers subject to approval. Speakers must have sufficient expertise and experience to engage in contemporaneous, unscripted conversation and be able to answer questions presented by a moderator, other panelists, and the audience.

<sup>3</sup> One speaker who appears on two different panels would count as two (2) speaker slots, for example. May substitute any speaking slot for an All-Access Ticket.

<sup>4</sup> Additional tickets may be used internally within your organization or may be shared with customers and/or colleagues from other organizations.

<sup>5</sup> As is customary, sponsors at larger amounts will have their logos more prominently displayed. However, all sponsors will have their logo displayed if they provide appropriate artwork on time.

<sup>6</sup> Registrant list includes name, company/organization, title, state, country and LinkedIn profile if we have it.

<sup>7</sup> Basic contact information includes name, e-mail, phone number, title, and company/organization.

<sup>8</sup> Enhanced Profile information includes refined, specific information provided by Registrant/Attendee. Including additional phone numbers. Illustrative example available upon request.

<sup>9</sup> First-come-first-serve availability. Rooms will be named after Diamond Sponsor and a co-branded 15' x 8' "Step and Repeat" Banner will be used.

<sup>10</sup> Registrant list includes name, company/organization, title, state, country and LinkedIn profile if we have it.

## **Additional Sponsorship Opportunities**

### **Coffee Sponsor - \$10,000 plus the cost of 2500 coffee cups**

We will be providing coffee all day throughout the program. The Coffee Break Sponsor will have their logo featured on 12-ounce disposable coffee cups for our attendees to use throughout the entire event. Sponsorship amount does not include the cost of coffee cups, which can either be provided by sponsor, or we can place the order for the sponsor in either full color or 1 color. This sponsorship comes with (1) Speaking Slot on the program (must be approved), one (1) All-Access ticket to the event plus sponsor may purchase up to three (3) additional All Access tickets for \$1,395. Sponsor may put a promotional give-away item in attendee bags for the event and will receive the basic contact information for Registrants of the event.

### **Breakout Session Sponsor - \$10,000**

This is an opportunity for service providers to host their own breakout sessions where they do a substantive presentation related to the use of their solution to address or solve a problem faced by practitioners. If the breakout session is titled properly, so people know what they are attending and pitched as solving a pain point, then we know people will attend, and sales will be made.

### **Lanyard Sponsor - \$7,500 plus the cost of lanyards**

We will give all attendees a lanyard for their name tag featuring the Lanyard Sponsors Logo. Sponsorship amount does not include the cost of lanyards, which can either be provided by sponsor, or we can place the order for the sponsor in either full color or 1 color. This sponsorship comes with one (1) All-Access ticket to the event plus 20% off up to 5 additional tickets. Sponsor may put a promotional give-away item in attendee bags for the event and will receive the basic contact information for Registrants of the event.

### **Lounge Sponsor (Max 2) - \$15,000 plus the cost of snacks and drinks for the room.**

The Lounge Sponsor is an exclusive sponsorship for those who want to make deals happen. Lounge Sponsors are given 1 of 3 private rooms with comfortable chairs, a television for product demonstrations, and a table for snacks and drinks to share throughout the day. A highboy table will be placed just outside of the room (for brochures or signs to entice people to come in) and sponsors are encouraged to bring a large welcome sign or flag inviting them to come into the "Organization Name" Lounge. Lounge sponsors will be promoted in the program app, as a great place to come in for a snack and to kick your feet up. We will also welcome attendees to visit your lounge throughout the program as well. **Each Lounge sponsorship comes with five (5) All-Access tickets to the event.**

**Custom Sponsorships Available: Don't see a level that works for you? If your budget doesn't fall within one of the above levels, we are happy to work with you on a custom campaign.**

We do offer custom sponsorships at virtually any level. So, if there's an amount between the levels above, or you wish to sponsor at a lower level\*, we can put together a custom package for you.

\*Sponsors of a lower-level custom sponsorship are listed as a sponsor on the program microsite and on the electronic agenda for the program, and received the names, company name and job titles of all of those who attend.

**LIVE 2026 sponsorships are not eligible for discounts. Pricing is subject to change without warning!**



## IPWatchdog Masters™ Sponsorship Opportunities, Ashburn, VA (Includes All Masters Programs & Women's IP Forum)

	Diamond Sponsor (Max 3)	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Network Sponsor (Max 1)	Lanyard Sponsor (Max 1)	Lunch Sponsor (Max 2)	Wi-Fi Sponsor (Max 1)	Breakfast Sponsor (Max 2)	Coffee Sponsor (Max 1)	Bronze Sponsor	Crystal Sponsor
<b>Sponsorship Opportunities</b>	\$15,000	\$12,500	\$10,000	\$7,500	\$5,000	\$5,000+	\$5,000	\$5,000	\$5,000	\$5,000+	\$5,000	\$2,500
Number of Speaker <sup>1</sup> Slots <sup>2</sup> (included)	4	3	2	1	1	1	1	1	1	1	1	-
Additional All-Access Tickets to the Event <sup>3</sup>	3	3	2	2	1	1	1	1	1	1	1	1
May Purchase Up to 5 Additional Tickets @ \$395 <sup>4</sup>	x	x	x	x	x	x	x	x	x	x	x	x
Listed on Electronic Agenda as Sponsor	x	x	x	x	x	x	x	x	x	x	x	x
Listed on IPWatchdog.com Event Page	x	x	x	x	x	x	x	x	x	x	x	x
Logo Displayed on Event Signage <sup>5</sup>	x	x	x	x	x	x	x	x	x	x	x	x
Basic Info for Registrants/Attendees <sup>6</sup>	x	x	x	x	x	x	x	x	x	x	x	x
Panel Later Broadcast as Free Webinar <sup>7</sup>	x	x	x	x	x	x	x	x	x	x	x	
Promotional Flyer/Item in Attendee Bags	x	x	x	x	x	x	x	x	x	x	x	
Special Recognition During Event & Later Broadcast <sup>8</sup>	x	x	x	x								
Enhanced Profile Registrants/Attendees <sup>9</sup>	x	x	x									
Logo Listed on Promotional Emails	x	x	x									
Special Dedicated Signage at Event	x	x										
Company Logo on Event Ads	x											
1 Representative as Event Co-Chair <sup>10</sup>	x											

### Exhibitor Space Add-On Available - \$2,000

Exhibitor booths are available as an add-on to any sponsorship level. **Exhibitor booths will be in a PRIME location in the most heavily traveled area of the conference!** Exhibitors will be in our main meal room, where meals, networking breaks and the reception will be held. **\$2,000 REGISTRATION FEE INCLUDES:** One (1) Additional ticket to the event, one (1) 6' table, and two (2) chairs. Your Exhibitor registration gives you full access to meals, networking receptions, and sessions during the entire event. Exhibitor is assigned on a first come, first serve basis. Wi-Fi and power are included. Exhibitors may purchase up to 3 additional tickets at the cost of \$395 per ticket.

<sup>1</sup> Speakers subject to approval. Speakers **must** have sufficient expertise and experience to engage in contemporaneous, unscripted conversation and be able to answer questions presented by a moderator, other panelists, and the audience.

<sup>2</sup> One speaker who appears on two different panels would count as two (2) speaker slots, for example.

<sup>3</sup> Additional Tickets may be used by sponsor employees or shared with colleagues and/or clients. Refunds/discounts will not be given for unused tickets.

<sup>4</sup> Additional Tickets at the cost of \$395 per ticket may be used by sponsor employees or shared with colleagues and/or clients. Tickets must be purchased in advance of the event.

<sup>5</sup> Sponsors will have logo displayed on signage if appropriate artwork is timely provided. As is customary, sponsors at higher levels will have their logos more prominently displayed.

<sup>6</sup> Basic contact information includes name, e-mail, title, and company/organization.

<sup>7</sup> Panels are recorded unless panelists object to recording (sometimes judges and in-house counsel do object). Panels recorded are edited (we capture multiple camera angles) and broadcast to our worldwide audience, typically 6-8 weeks after the event.

<sup>8</sup> During the broadcast of panels, Silver, Gold, Platinum, and Diamond sponsors will have their logo inserted into the background. More prominence and frequency at higher levels.

<sup>9</sup> Enhanced Profile information includes refined, specific information provided by Registrant/Attendee. Illustrative example available upon request.

<sup>10</sup> Co-Chairs will help plan the event with IPWatchdog, moderate or co-moderate panels and speak during event Welcome segment.

# IPWatchdog UNLEASHED Podcast

## Sponsorships Available



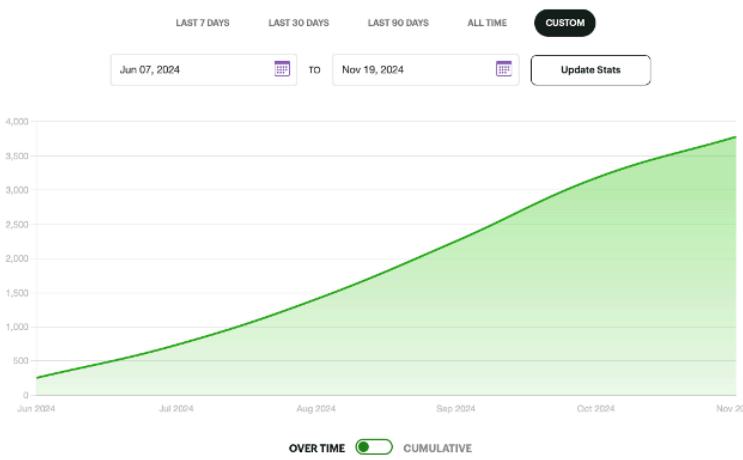
Each week we journey into the world of intellectual property to discuss the law, news, policy and politics of innovation, technology, and creativity. With analysis and commentary from industry thought leaders and newsmakers from around the world, **IPWatchdog Unleashed** is hosted by world renowned patent attorney and founder of IPWatchdog.com, Gene Quinn.

Started in June 2024, according to Buzzsprout, **IPWatchdog Unleashed** has already broken into the top 25% of all podcasts and continues to grow week after week. Episodes

are either recorded in-studio at IPWatchdog Studios in Ashburn, VA (about 10 minutes from Dulles International Airport), or remotely using Riverside.fm. Whenever possible, episodes of IPWatchdog Unleashed record both audio and video.

Podcast sponsorship is available on a non-exclusive basis for \$200 per episode (or \$800 to \$1,000 per month), with sponsorships billed monthly. Sponsors will be mentioned and thanked with a call-to-action before and after each episode, including all previously published episodes. Sponsor logos will prominently be shown in each new video posted to YouTube, at the start, end and periodically throughout.

3,781 downloads from Jun 07, 2024 to Nov 19, 2024



937 downloads in the last 30 days.



Whenever video is available the conversation is posted to YouTube, which significantly increases the audience. Views and downloads below are through November 19, 2024.

			YouTube Views	Podcast Downloads
 58:16	<b>How to Successfully License Consumer Products</b> Our conversation this week takes us into the world of product licensing, and what we discuss will no doubt...	Aug 5, 2024 Published	897	246
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Each episode will also be included in our **daily email newsletter** within 24 hours after publishing on IPWatchdog.com.

**COST: \$500 per episode – pay per episode or per quarter, each episode must be paid prior to publication.**

# IPWatchdog Studios Rental Information



Floor Plan

Total Rentable Sq. Ft. - 3,633

IPWatchdog Studios are available to rent from \$0.05 - \$0.07 per square foot, per hour with a minimum rental of 2-4 hours depending upon space needed and if catered meals will be served. A deposit of 50% of the total must be paid in order to reserve the space for a specific date and time. Deposits are non-refundable if canceled within the last 4 weeks. Wi-Fi is included in the rental cost. Renters are also responsible for clean-up, and removal of all items left behind by their guests. Technology such as microphones and camera usage is available for an additional fee.

## We have two meeting rooms available:

Select the room you'd like to use based on the number of people you will have.

### 1770 Square Foot Training Room:

The training room can accommodate up to 160 people depending upon the configuration. Some examples include:

- Classroom Style - Up to 82
- Auditorium Style – Up to 165 people
- Large Hollow Square or Giant Conference Table – Approximately 36 people

### 1248 Square Foot Meeting Room:

Our smaller meeting room can comfortably fit up to 120 people depending upon the configuration. Some examples include:

- Classroom Style - Up to 52
- Banquet Style (Large 8-foot tables) – up to 56 (8 per table) or 70 (10 per table)
- Auditorium Style – Up to 100 people
- Large Hollow Square or Giant Conference Table – Approximately 24 people

Next select the package based on whether you will be serving meals during your stay.

## **RENTAL PACKAGES AVAILABLE:**

- 1. MEETING SPACE ONLY - NO MEALS SERVED.** Our meeting rooms are available at \$0.05 per square foot with a minimum of 2 hours. This is for meetings that will not require catered meals. Wi-Fi is included, and rental will cover the cost of the meeting space, and reception desk.

### **Training Room Only + Reception Area - 2,118 Sq. ft. - NO MEALS SERVED**

2-4 hours with no meals being served.

**\$105.90 per hour – Minimum of 2 hours.**

### **Smaller Meeting Room Only + Reception Area - 1,596 Sq. ft. - NO MEALS SERVED**

2-4 hours with no meals being served.

**\$79.80 per hour – Minimum of 2 hours.**

- 2. MEETING SPACE WITH CATERED MEALS SERVED.** Our meeting rooms are available for meetings that will provide catered meals for its guests at \$0.07 per square foot with a minimum of 4 hours. Wi-Fi is included and rental will cover the cost of the meeting space, meal room, reception desk, and kitchen area, as well as the use of IPWatchdog's serving dishes, utensils, platters, and baskets as well as our coffee urns (we can provide the coffee unless you prefer to provide your own), sugar, Equal & Splenda packets, coffee stirrers and food signage. Renter must line up their own caterers, and provide their own beverages, coffee cups and lids, plates, & utensils for meals, coffee creamer, hot cocoa, and all food items. Renter should also plan to bring reusable containers and or zip loc baggies to pack up any leftover food.

### **Training Room/Meal Room/Kitchen Combo + Reception Area - 3,633 Sq. ft. 4 or more hours over 1 or more days with drinks/catered meals served in the meal room.**

**\$254.31 per hour – Minimum of 4 hours.**

# IPWatchdog

## Marketing Contact



Want to learn more?  
Contact Renée

### CONTACT:

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