

IPWatchdog Partnership Guide

2027 Edition

Strategic Access to the Most
Influential Intellectual
Property Audience



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Update August 11, 2026

Why Leading Organizations Partner With IPWatchdog

Thought Leadership

Become part of the industry's most respected conversations.

Conferences • Webinars • Article Publication • Podcasts

Brand Visibility

Stay in front of one of the world's largest IP audiences throughout the year.

Banner Advertising • Press Releases • Job Board • Industry Events

Relationships

Connect with high-level decision makers, including corporate counsel, government officials, judges, innovators, and leading practitioners.

In-Person Events • Virtual Events • Webinars

Showcase Expertise

Maximize the value of every sponsorship.

Speaking Opportunities • Webinars • Article Publication

Flexibility

Build a customized partnership that aligns with your organization's goals.

Conferences • Webinars • Publishing • Podcasts • Advertising • Studio Services

Professional Event Space

Host sophisticated meetings, conferences, and productions in a purpose-built IPWatchdog environment.

Studio Services • Conferences • Company Meetings • Employee Retreats

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2027 Event Schedule

JANUARY
21 - 22

VIRTUAL PTAB 2027

This VIRTUAL program will be held via Zoom

FEBRUARY
18 - 19

VIRTUAL SEP 2027

This VIRTUAL program will be held via Zoom

APRIL
4 - 6

IPWatchdog LIVE 2027

Our annual meeting will be held at the Renaissance Arlington Capital View Hotel in Arlington, VA

MAY
20 - 21

Emerging IP Leaders 2027

This inaugural in-person program will be held at IPWatchdog Studios in Ashburn, VA

SEPTEMBER
8 - 10

Women's IP Forum 2027

This in-person program featuring all women speakers will be held at IPWatchdog Studios in Ashburn, VA

OCTOBER
6 - 8

Patent Masters™ 2027

This in-person series program will be held at IPWatchdog Studios in Ashburn, VA

NOVEMBER
8 - 10

Life Sciences 2027

This in-person program will be held at IPWatchdog Studios in Ashburn, VA

IPWatchdog Speaker Selection Policy

IPWatchdog does not require sponsorship as a condition of speaking at one of our programs. Sponsorship does, however, affect how and when speaking opportunities are allocated.

Sponsors provide the financial support necessary to produce our programs and therefore receive priority in program and topic development, panel placement, and scheduling. We generally work first with sponsors, in-house counsel and industry leaders, and current or former judges and government officials to identify topics and build each program.

As the program approaches, we may invite qualified individuals from non-sponsoring law firms or vendors to fill remaining positions on panels that have already been developed. When filling any remaining positions, we first consider qualified individuals who have already registered for the event, followed by professionals from organizations that have sponsored another IPWatchdog program within the preceding 12 months.

Non-sponsoring speakers do not select their panel, speaking time, or fellow panelists, and we generally permit only one speaker from a non-sponsoring law firm or vendor.

Sponsorship never allows an organization to purchase a speaking role for an individual who would not otherwise qualify. Every speaker must be approved by IPWatchdog and must possess the experience, expertise, and ability to participate meaningfully in a substantive, unscripted discussion.

Sponsorship is essential to the financial viability of our programs. Registration revenue alone does not cover the cost of producing high-quality events, particularly because many current or former judges and government officials, in-house counsel, speakers, and other industry leaders attend without charge.

Frequently Asked Questions

Can a non-sponsor request a prime speaking position?

Opening panels and other prime positions, including panels scheduled before lunch on the first day, are typically reserved for sponsors, in-house counsel and industry leaders, current or former judges and government officials.

Can a non-sponsor plan or select a panel?

Non-sponsors may be invited to join a panel that IPWatchdog has already developed, but we do not create panels specifically for non-sponsors or allow them to select their panel. Invitations are based on program needs and the individual's relevant expertise.

Can multiple attorneys from a non-sponsoring firm speak?

Speaking positions are limited, and we ordinarily permit only one speaker from a non-sponsoring law firm or vendor.

When will a non-sponsor know whether they have a speaking role?

Non-sponsor speaking positions are generally not confirmed until the final several weeks before a program, after sponsor placements and the overall agenda have largely been finalized.

Does sponsorship guarantee a speaking role?

Some sponsorship packages include a speaking opportunity, but every proposed speaker remains subject to IPWatchdog's approval. Sponsorship does not permit an organization to place a speaker who does not meet our qualifications. For Masters™ programs, speakers generally must have at least 12 years of meaningful experience in the subject matter they will address. Other IPWatchdog programs may apply different experience requirements based on the format and audience.



IPWatchdog Webinar Partnerships

Standalone Webinar Partnership | \$6,000

Preferred terms may be available as part of a broader IPWatchdog platform partnership

For nearly three decades, IPWatchdog has earned the trust of intellectual property professionals as a leading editorial, educational, and media platform. IPWatchdog webinars extend that platform into a focused digital format, enabling partners to convene a highly targeted audience around issues that matter to the IP community.

Each webinar is developed to provide genuine educational value while advancing the partner's broader market objectives. The result is more than a one-hour online program—it is a substantive industry conversation with a qualified audience interested in the topic. This gives partners a measurable opportunity to convert visibility into sustained engagement and business development.

Specifically, an IPWatchdog webinar can:

- Position the partner alongside a consequential industry issue.
- Reach a concentrated audience of IP decision-makers.
- Generate hundreds of qualified registrations and identify high-interest prospects.
- Provide actionable audience intelligence using available engagement data and registration questions.
- Produce reusable content and an enduring on-demand asset.
- Create a bridge between thought leadership, brand visibility, and business development.

Our one-hour webinars are typically held on Tuesdays and Thursdays at 12:00pm Eastern Time. Over the years, the IPWatchdog webinar series has developed a substantial and highly engaged following. Even programs addressing specialized or narrowly focused subjects frequently attract more than 300 registrants, while webinars addressing issues with broader industry appeal have generated as many as 1,300 registrants.

IPWatchdog webinars average more than 450 registrants. Approximately 55% of registrants attend live, with additional on-demand engagement in the days after the webinar.

Webinars as Part of a Broader IPWatchdog Partnership

Webinar partnerships may be purchased independently or incorporated into a broader IPWatchdog platform partnership. When coordinated with IPWatchdog LIVE or one of IPWatchdog's In-Person or Virtual Programs, a webinar can build issue awareness and anticipation before an event, extend an important conference conversation to a wider audience, or provide a focused follow-up opportunity that reinforces the partner's participation and deepens engagement with interested attendees.

Partner Collaboration

IPWatchdog works closely with each partner to develop a program that aligns with its objectives while providing meaningful value to our audience. For each webinar, IPWatchdog:

- Collaborates with the partner on the webinar topic, title, and description to reach the target audience.
- Produces, manages, and hosts a turn-key webinar and registration process.
- Executes a coordinated promotional campaign across the full IPWatchdog platform.
- Provides the partner with the complete registration list, webinar reports, and analytics.
- Sends a follow-up email to all registrants with a link to the recording and any presentation materials.

Types of Webinars

The appropriate format depends on objectives and the stage of audience engagement. Partners can use these formats independently or sequentially, moving from a broad conversation to a highly focused demonstration.

1. Substantive Industry Webinar

These webinars are moderated by Gene Quinn and focus on substantive, legal, business, or technical issues rather than on promoting a specific product or service. The primary objective is a thoughtful discussion among industry leaders on a topic of importance. These substantive webinars consistently attract the strongest audiences, both in number and caliber of registrants. This style of webinar provides the greatest value for partners looking to reach the largest possible audience. When paired with a Product Demonstration webinar in the week that follows, it creates an effective two-stage engagement strategy—first establishing credibility and thereafter inviting interested attendees to a focused product-evaluation environment.

Substantive webinars are most successful when they feature respected practitioners, corporate IP leaders, former government officials, and other recognized industry experts. Because many high-profile professionals are reluctant to participate on panels that discuss products or services, a partner representative may participate in the substantive discussion only if the individual possesses relevant subject-matter expertise and agrees to an educational, nonpromotional role. Where the partner wishes to discuss its product or service, the partner's role should be limited to opening and closing remarks, which ensures the program focus is on thought leadership.

This structure has consistently proven to be the most effective way to attract the most prominent high-level outside speakers, and it preserves the educational nature of the program while still giving the partner highly visible placement. When using this format, IPWatchdog can, with enough lead time, often assist in identifying and recruiting appropriate outside speakers through our industry relationships.

2. Industry Discussion with Product Preview

These webinars are intended to preview a specific product or platform without a full-blown demonstration and are particularly effective when the partner's solution can help illustrate or address the industry problem being discussed. For these webinars, the description will clearly communicate that attendees will learn about the partner's product or service, so expectations are set appropriately. We also strongly recommend that any product or service preview be limited to 10 minutes and integrated at a natural point after the underlying industry problem and relevant use cases have been framed.

Because these webinars include significant product discussion, ordinarily CLE will not be available. And our ability to recruit outside speakers may be limited depending on the nature of the program and the partner's role. For this type of webinar Gene Quinn ordinarily opens the program, frames the industry issue, and introduces the partner's brief product preview. Following the preview by the partner, Gene returns to moderate the substantive discussion.

3. Product Demonstration Webinar

Product Demonstration Webinars enable partners to provide a detailed, practical walkthrough of a specific product, platform, or service. The demonstration is the central focus and is intended for an audience with a defined interest in evaluating the partner's offering. This is often most effective when used as a follow-up to a Substantive Industry Webinar or an Industry Discussion with Product Preview. This two-stage engagement strategy begins with a broad industry conversation and concludes with the most interested members of the audience being invited to a more focused product-evaluation environment.

The most effective demonstrations are often led by a power user, internal champion, or experienced practitioner who can show how the product operates in a real-world environment and explain the value it delivers. A partner product specialist may also participate.

The partner is responsible for developing the presentation, securing speakers, and leading the program. Because the program is focused on the partner's product, service, or platform, CLE credit is not available, and Gene Quinn does not participate in or moderate the product demonstration.

Webinar Promotion by IPWatchdog Includes:

- Featured promotion on IPWatchdog.com, with banners and pop-up ads.
- Promotion in the IPWatchdog Daily Newsletter.
- A coordinated email campaign announcing the webinar to our subscribers.
- Targeted e-mail invitations to those in our community known to be interested in the webinar topic.
- Listing on the IPWatchdog Events Calendar.
- Promotion through the IPWatchdog LinkedIn channel.

Webinar Planning and Speaker Recruitment

The credibility of an IPWatchdog webinar depends on the quality of the subject matter, the composition of the panel, and the expectations established with speakers and attendees.

To ensure a smooth planning process, a signed webinar agreement is required before planning begins, speakers are contacted, or a webinar date is reserved. Once the agreement has been received, IPWatchdog will begin working with the partner to develop the program and establish a production timeline.

IPWatchdog maintains relationships with many of the leading practitioners, judges, former government officials, and corporate IP professionals in the industry. Depending on the webinar format, we are happy to invite speakers when the webinar is educational in nature and participation is consistent with the expectations of those speakers.

Many senior professionals—including top-tier industry thought leaders—choose not to participate in product-focused webinars or panels featuring vendor representatives discussing their own products or services. Therefore, IPWatchdog cannot guarantee the availability of outside speakers or any specific speaker.

Speaker recruitment ultimately depends on the nature of the program, the role the partner wishes to play in the discussion, whether the speaker will be afforded latitude to discuss issues of importance to them personally, and, of course, speaker availability.

When a partner would like our assistance inviting speakers, the greater the lead time the more likely we will be able to assist. Similarly, the more latitude the partner provides IPWatchdog to identify and invite appropriate speakers, the greater our ability to assemble a strong panel.

Finally, many leading industry professionals maintain extremely demanding calendars, and most in-house attorneys must also complete internal approval processes before accepting a speaking invitation. Accordingly, when outside-speaker recruitment is requested, IPWatchdog strongly recommends beginning the process at least eight to ten weeks before the proposed webinar date.

Virtual Program Partnerships

IPWatchdog Virtual Programs are built around substantive discussion, free CLE, and frictionless access to our international audience. Each program creates repeated opportunities for Partners to engage a large, highly targeted audience across multiple sessions and then extend that participation through full-length video, podcast distribution, editorial coverage, short-form video, YouTube, LinkedIn, and IPWatchdog.com distribution.

International reach. Live engagement. Enduring content.

By eliminating registration fees and travel requirements, we attract an enormous audience of IP professionals from around the country and across the world. In 2026, our virtual PTAB program attracted 760 registrants. Every panel drew more than 300 attendees live, and the largest session reached 560 attendees. Our virtual AI program attracted 808 registrants. Each panel drew more than 268 attendees live, and the largest session reached 383 attendees. One virtual AI panel was repurposed as a podcast episode, which received 396 podcast downloads and an additional 243 watches on YouTube.

These results demonstrate that virtual programming can produce both substantial live participation and continuing engagement in the weeks and months that follow. Through full-length programming, companion editorial coverage, and short-form video, each virtual program becomes an enduring collection of content that continues reaching the intellectual property community long after the live sessions conclude.

Choose the Level of Platform Integration

	Diamond	Platinum	Gold	Silver	Bronze
	\$15,000	\$12,000	\$9,000	\$6,000	\$3,000
Number of Speaker Slots¹	4	3	2	1	0
Standard logo placement on program webpage	✓	✓	✓	✓	✓
Logo placement on virtual sponsor wall shown at start and end of each panel	✓	✓	✓	✓	✓
Recorded panels distributed post-event via IPWatchdog YouTube channel	✓	✓	✓	✓	
Basic registrant & attendee information	✓	✓	✓	✓	
Session-level attendance information	✓	✓	✓	✓	
Companion post-event editorial coverage on IPWatchdog.com	✓	✓	✓		
Featured partner designation on main event landing page	✓	✓	✓		
Featured recognition on virtual sponsor wall by partnership level	✓	✓	✓		
Enhanced registrant & attendee intelligence ²	✓	✓	✓		
Dedicated pre-event LinkedIn post highlighting partner's participation	✓	✓	✓		
Dedicated during-event LinkedIn post highlighting partner's participation	✓	✓			
Dedicated post-event LinkedIn post highlighting partner's participation	✓	✓			
Early agenda-development consultation and speaker placement ³	✓	✓			
Recorded panels distributed post-event via IPWatchdog Unleashed podcast	✓	✓			
12 Months of Complimentary Publishing on IPWatchdog ⁴	✓				
Logo displayed in promotional emails	✓				
Professionally edited short-form video clips for social media distribution	✓				
Featured partner spotlight in one promotional email, including logo, speakers, panels	✓				
One representative designated as Co-Chair ⁵	✓				
One separately scheduled conversation for cross-platform distribution	✓				

¹ Speakers are subject to approval and 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. One speaker on two different panels counts as two speaker slots. Speakers must be confirmed 4 weeks before, otherwise slot will be offered to an alternate speaker. All programming, speaker placement and panel participation subject to IPWatchdog editorial discretion and program requirements.

² Enhanced Profile includes refined, specific information provided by Registrant/Attendee. Illustrative example available upon request.

³ Diamond and Platinum Partners that commit before the initial agenda is released receive the greatest opportunity to provide substantive input regarding potential topics, appropriate speaker placement, and panel timing. Once the agenda has been published, panel creation and speaker placement are based on editorial fit, program requirements, remaining availability, and the timing of the commitment.

⁴ Includes unlimited publication of qualifying articles on IPWatchdog.com for 12 months following the sponsored program, subject to editorial guidelines. Available to Partners whose qualifying annual IPWatchdog sponsorship investment totals \$15,000 or more.

⁵ An honorary recognition not requiring any responsibilities. Agenda input is welcomed, but IPWatchdog retains editorial and agenda control.

IPWatchdog LIVE 2027 Platform Partnerships

Renaissance Arlington Capital View Hotel | Arlington, Virginia | April 4-6, 2027

Substantive content is the organizing principle of IPWatchdog LIVE, which brings together over 130 top-level speakers for candid, contemporaneous discussion of issues shaping IP law, policy, practice, and business. This concentration of senior speakers creates a center of gravity that attracts chief IP and patent counsel, deputy and associate general counsel, senior in-house attorneys, law firm partners, judges and government officials, licensing executives, and innovation leaders.

Because panels are not recorded, speakers engage more openly, which produces organic and substantive exchanges that continue even after the session. To facilitate conversation, PowerPoint is not used and panel conversations are moderator-led.

Networking is critical for event success, so we build over fifteen hours of networking opportunities into IPWatchdog LIVE. These opportunities are distributed throughout the program, giving speakers, partners, and attendees repeated opportunities to build relationships. We invite you to come and see for yourself. There really is a difference!

Please note pre-event promotional benefits, agenda consultation, speaker-placement opportunities, and advance registrant-information deliveries are subject to the timing of the Partner's commitment and timely receipt of complete, approved materials. When a pre-event benefit can no longer reasonably be delivered because of a late commitment, IPWatchdog may substitute a reasonably comparable post-event promotional benefit.

Choose the Level of Platform Integration	Diamond	Platinum	Gold	Silver	Bronze
	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000
Number of Speaker Slots¹	4	3	2	1	0
All-Access Conference Registrations (i.e., tickets in addition to Speakers)	4	3	2	1	1
Standard logo recognition on onsite signage and IPWatchdog.com all partners page ²	✓	✓	✓	✓	✓
Opportunity to purchase attendee tickets at the discounted price of \$1,495 ³	✓	✓	✓	✓	✓
Exhibitor Booth available at discounted Partner rate	✓	✓	✓	✓	✓
Give-away item in attendee bags	✓	✓	✓	✓	
Basic registrant & attendee information ⁴	✓	✓	✓	✓	
Access to Add-on Engagements (see next page)	✓	✓	✓	✓	
Enhanced Registrant & Attendee Intelligence ⁵	✓	✓	✓		
Featured partner designation on event landing page	✓	✓	✓		
Featured onsite signage identifying Partner by partnership level	✓	✓	✓		
12 Months of Complimentary Publishing on IPWatchdog ⁶	✓	✓	✓		
Additional invitations to Awards Ceremony, Hall of Fame Induction & Closing Reception	4	3	2		
Dedicated pre-event LinkedIn post highlighting partner's participation	✓	✓			
Dedicated during-event LinkedIn post highlighting partner's participation	✓	✓			
Dedicated post-event LinkedIn post highlighting partner's participation	✓	✓			
Early agenda-development consultation and speaker placement ⁷	✓	✓			
Exclusive branded breakout room and session introductions⁸	✓				
Featured partner spotlight in one promotional email, including logo, speakers, panels	✓				
One representative designated as IPWatchdog LIVE 2027 Co-Chair ⁹	✓				
One separately scheduled conversation for cross-platform distribution ¹⁰	✓				

Add-on Engagements

Silver, Gold, Platinum, and Diamond Partners may purchase available Add-on Engagements to supplement their core partnership package. **The Exhibitor Booth Add-on is also available to Bronze Partners.**

Add-ons do not include additional speaker slots, audience information or partnership-level recognition.

SIGNATURE EVENT EXPERIENCES

Lunch Partner (Max 2) — \$5,000

On Monday and Tuesday, IPWatchdog provides a buffet lunch followed by a keynote address. One exclusive Lunch Partnership is available for each day. A representative of the Lunch Partner may deliver up to 5 minutes of substantive, non-commercial remarks before the keynote, subject to advance approval. The Lunch Partner also receives exclusive signage at the buffet, and on each table in the main ballroom.

Cocktail Reception Partner (Max 1 per Reception) — \$5,000 plus the cost of cocktail napkins (if desired)

IPWatchdog hosts three open-bar cocktail receptions with hors d'oeuvres. Each reception is available to one exclusive Partner, who will be identified on the online and onsite agenda and receive exclusive signage at each bar.

Breakfast Partner (Max 2) — \$2,500

IPWatchdog provides a hot buffet breakfast on Monday and Tuesday. One exclusive Breakfast Partnership is available each day and includes recognition on the online and onsite agenda and exclusive signage at the buffet.

CONFERENCE-WIDE VISIBILITY

Coffee Partner (Max 1) — \$5,000 plus the cost of coffee cups

Coffee is available throughout the program. The Coffee Partner's logo will appear on 12-ounce disposable coffee cups used throughout the entire event, and on signage beside the coffee bar.

Registration Partner (Max 1) — \$5,000

The Registration Desk serves as the event's central information hub, beginning with the one-hour registration and welcome period. The Registration Partner receives recognition on the online and onsite agenda and exclusive signage at the Registration Desk throughout the event.

Wi-Fi Partner (Max 1) — \$5,000

The Wi-Fi Partner receives recognition on signage throughout the conference area and on the online and onsite agenda and may select an appropriate Wi-Fi password.

Lanyard Partner (Max 1) — \$2,500 plus the cost of lanyards

The Lanyard Partner's logo appears on the official conference lanyard distributed to all registered attendees and speakers, providing continuous visibility throughout the program, networking functions, and social events.

Networking Break Partner (Max 11) — \$2,500

Networking Break Partners receive exclusive signage at the food table during their break and recognition on the online and onsite agenda.

EXHIBITOR BOOTH ADD-ON — \$3,000

Available to Bronze, Silver, Gold, Platinum, and Diamond Partners, the Exhibitor Booth Add-on includes one 6-foot table, two chairs, basic Wi-Fi, and one additional All-Access Conference Registration. Booth locations are assigned on a first-come, first-served basis and are subject to availability.

EXHIBITOR BOOTH OPPORTUNITIES

Stand-Alone Exhibitor Booth — 6' Deep x 8' Wide — \$6,000

Exhibitor booths are located directly outside the main ballroom in one of the most heavily traveled areas of the conference. General sessions, breakfasts, lunches, and networking breaks are held in or immediately adjacent to this area, providing exhibitors with repeated opportunities to engage speakers and attendees throughout the program.

Each exhibitor booth includes one 6-foot table, two chairs, basic Wi-Fi, two All-Access Conference Registrations, and basic registrant information. Exhibitors may purchase up to three additional registrations at the discounted price of \$1,495 each. Booths are assigned on a first-come, first-served basis. Promotional materials and give-away items may be distributed from the exhibitor space but may not be placed in attendee bags.

Current Platform Partners may add an Exhibitor Booth to their partnership package for \$3,000, subject to availability.

¹ Speakers are subject to approval and must have sufficient expertise and experience to engage in an unscripted conversation and be able to answer questions presented by a moderator, other panelists, and the audience. One speaker on two different panels counts as two speaker slots. Speakers must be confirmed 4 weeks before, otherwise speaker slot converts to an All-Access Conference Ticket. All programming, speaker placement and panel participation subject to IPWatchdog editorial discretion and program requirements.

² Higher level Partners will have their logos more prominently displayed. However, all partners will have their logo displayed if timely provided.

³ Subject to availability and based on program capacity. Additional tickets may be used internally within your organization or shared with customers/colleagues from other organizations.

⁴ Basic registrant information provided includes name, company/organization, title, state, country and LinkedIn profile if we have it.

⁵ Enhanced Profile includes refined, specific information provided by Registrant/Attendee. Illustrative example available upon request.

⁶ Includes unlimited publication of qualifying articles on IPWatchdog.com for 12 months following the sponsored program, subject to editorial guidelines. Available to Partners whose qualifying annual IPWatchdog sponsorship investment totals \$15,000 or more.

⁷ Diamond and Platinum Partners that commit before the initial agenda is released receive the greatest opportunity to provide substantive input regarding potential topics, appropriate speaker placement, and panel timing. Once the agenda has been published, panel creation and speaker placement are based on editorial fit, program requirements, remaining availability, and the timing of the commitment.

⁸ Exclusive breakout-room branding includes naming rights, co-branded backdrop, and the opportunity to provide brief panel introductions for breakout sessions held in the branded breakout room. Session introductions must be brief, non-commercial, and pre-approved by IPWatchdog.

⁹ An honorary recognition not requiring any responsibilities. Agenda input is welcomed, but IPWatchdog retains editorial and agenda control.

¹⁰ Conversation scheduled and produced by IPWatchdog. Distributed through *IPWatchdog Unleashed*, IPWatchdog.com, and IPWatchdog YouTube channel.

2027 IN-PERSON Program Partnerships

For nearly three decades, IPWatchdog has served the IP community as a leading editorial, educational, and media platform, providing partners with access to an engaged audience that extends well beyond conference attendance.

Launched in 2018, the IPWatchdog in-person series is a collection of high-level, interactive programs presented before a highly concentrated audience of senior IP decision-makers. Attendees include chief IP counsel, chief patent counsel, deputy and associate general counsel, senior in-house attorneys, law firm partners, current and former government officials and judges, licensing executives, and innovation leaders who participate in candid, highly interactive discussions in an intentionally limited-attendance environment designed to maximize candid audience engagement and meaningful interaction while maintaining the editorial quality of every program.

For participating organizations, the conversation and the visibility, continue long after attendees return home.

Most IPWatchdog in-person program panels are recorded and then professionally edited and distributed across the IPWatchdog platform, including through *IPWatchdog Unleashed* (our podcast), the IPWatchdog YouTube channel, the IPWatchdog LinkedIn page, and editorial coverage on IPWatchdog.com. Rather than ending when the conference concludes, our discussions become enduring content that continues to reach the IP community long after the event concludes.

Choose the Level of Platform Integration

	Diamond	Platinum	Gold	Silver	Bronze
	\$15,000	\$12,000	\$9,000	\$6,000	\$3,000
Number of Speaker Slots¹	4	3	2	1	0
All-Access Conference Registrations (i.e., tickets in addition to Speakers)	4	3	2	1	1
Standard logo recognition in onsite signage	✓	✓	✓	✓	✓
Opportunity to purchase attendee tickets at the discounted price of \$495 ²	✓	✓	✓	✓	✓
Access to Add-on Engagements (see next page)	✓	✓	✓	✓	
Basic registrant & attendee information	✓	✓	✓	✓	
Give-away item in attendee bags	✓	✓	✓	✓	
Recorded panels distributed post-event via IPWatchdog YouTube channel ³	✓	✓	✓	✓	
Enhanced Registrant & Attendee Intelligence ⁴	✓	✓	✓		
Featured partner designation on main event landing page	✓	✓	✓		
Featured onsite signage identifying partner by partnership level	✓	✓	✓		
Companion post-event editorial coverage on IPWatchdog.com	✓	✓	✓		
Dedicated pre-event LinkedIn post highlighting partner's participation	✓	✓	✓		
Dedicated during-event LinkedIn post highlighting partner's participation	✓	✓			
Dedicated post-event LinkedIn post highlighting partner's participation	✓	✓			
Early agenda-development consultation and speaker placement ⁵	✓	✓			
12 Months of Complimentary Publishing on IPWatchdog ⁶	✓				
Logo displayed in promotional emails	✓				
Professionally edited short-form video clips for social media distribution	✓				
Priority for panel topics and speaker placement ⁷	✓				
One representative designated as Co-Chair ⁸	✓				
One separately scheduled conversation for cross-platform distribution	✓				

Add-on Engagements

Silver, Gold, Platinum, and Diamond Partners may purchase one or more exclusive Add-on Engagements, subject to availability. Add-on Engagements supplement the purchaser's core partnership package. Add-on Engagements do not include additional speaker slots, conference registrations, audience information or partnership-level recognition.

Wi-Fi Partner (Max 1) — \$2,000

Free Wi-Fi is available to IPWatchdog Masters™ attendees throughout IPWatchdog Studios. The Wi-Fi partner receives recognition on signage throughout our facility and can select a suitable Wi-Fi password.

Lunch Networking Partner (Max 2) — \$2,000 per lunch

We host two buffet lunches (sometimes three). There is no lunch program, just good food from one of our favorite local restaurants and networking. Lunch Partner recognition includes prominent signage during lunch, identification as Lunch Partner on the Agenda, and identification as Lunch Partner during the panel immediately preceding the lunch. Host one lunch for \$2,000 or all the lunches for \$3,000.

Coffee Station Partner (Max 1) — \$2,000 plus the cost of coffee cups

We provide coffee all day throughout the program. Host our coffee station and your logo is featured on 12-ounce disposable coffee cups for our attendees to use throughout the entire event.

Cocktail Reception Partner (Max 2) — \$1,500/ reception plus cost of cocktail napkins (if desired)

We generally host two cocktail receptions that each run for two hours. We serve heavy hors d'oeuvres with an open bar. Cocktail Reception Partner recognition includes prominent signage during the reception, identification on the agenda and during closing remarks each day, and the option to provide approved branded cocktail napkins at the partner's expense. Host one cocktail reception for \$1,500 or both for \$2,500.

Lanyard Partner (Max 1) — \$1,500 plus the cost of lanyards

The Lanyard Partner's logo is featured on the official conference lanyard distributed to all registered attendees and speakers. This provides continuous visibility across the entire program, networking functions, and social events.

Networking Break Partner (Max 3) — \$1,500

Throughout the conference we have numerous Networking Breaks, each with snacks provided. Networking Break Partner recognition includes prominent signage during Networking Breaks, identification on the agenda, and identification as Networking Break Partner during the panel immediately preceding the Networking Break. Host one day for \$1,500 or all Networking Breaks throughout the entire event for \$2,500.

Breakfast Networking Partner (Max 2) — \$1,000

We generally host two continental breakfasts (sometimes three). There are no panels during breakfast, just light breakfast and networking. Breakfast Partner recognition includes prominent signage during breakfast, and identification as Breakfast Partner on the agenda. Host one for \$1,000 or all the breakfasts for \$1,500.

¹ Speakers are subject to approval and 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. One speaker on two different panels counts as two speaker slots. Speakers must be confirmed 4 weeks before, otherwise speaker slot converts to an All-Access Conference Ticket. All programming, speaker placement and panel participation subject to IPWatchdog editorial discretion and program requirements.

² Subject to availability and based on program capacity.

³ Panel recording and distribution subject to IPWatchdog editorial discretion. Some panels—often those with in-house speakers—are designated as off-the-record and not recorded or distributed.

⁴ Enhanced Profile includes refined, specific information provided by Registrant/Attendee. Illustrative example available upon request.

⁵ Diamond and Platinum Partners that commit before the initial agenda is released receive the greatest opportunity to provide substantive input regarding potential topics, appropriate speaker placement, and panel timing. Once the agenda has been published, panel creation and speaker placement are based on editorial fit, program requirements, remaining availability, and the timing of the commitment.

⁶ Includes unlimited publication of qualifying articles on IPWatchdog.com for 12 months following the sponsored program, subject to editorial guidelines. ⁷ Priority guaranteed to Diamond Partners who sign on prior to first distribution of agenda. Best reasonable efforts thereafter.

⁸ An honorary recognition not requiring any responsibilities. Agenda input is welcomed, but IPWatchdog retains editorial and agenda control.



2027 IPWatchdog Advertising Rate Sheet

Extend your visibility to more than one million IP professionals, innovators, attorneys, executives, government officials, and industry leaders throughout the year. In addition to our conferences, webinars, and educational programs, IPWatchdog offers a variety of advertising and promotional opportunities that keep your organization in front of one of the world's largest and most influential intellectual property audiences. These opportunities work well as stand-alone marketing initiatives or as valuable additions to an existing partnership.

WEBSITE BANNER ADVERTISING:

Promotion	Includes
Varsity Banner \$2,500/month	• Placement: Premium sidebar placement on IPWatchdog Homepage & Article Pages • Size: 350 x 250 static banner* • Bonus: Company featured on IPWatchdog Partner Page
Junior Varsity Banner \$1,500/month	• Placement: Junior Varsity sidebar placement on IPWatchdog Homepage & Article Pages • Size: 350 x 150 static banner*
Intramural Banner \$750/month	• Placement: Intramural sidebar placement on IPWatchdog Homepage & Article Pages • Size: 350 x 75 static banner*

*Animated ads are available for an additional \$500 per month.

ADDITIONAL PROMOTIONAL OPPORTUNITIES

Promote your organization, news, career opportunities, and industry events directly to the IPWatchdog community through the website and our daily email newsletter.

Promotion	Price	Includes
JobOrtunities™	\$199/listing	• Posted for 60 days • Featured on IPWatchdog JobOrtunities™ Page • Promoted through the IPWatchdog daily newsletter
Press Release	\$199/release	• Permanently archived on IPWatchdog.com • Featured in the IPWatchdog daily newsletter • Continues to provide long-term visibility
Industry Event	\$129/event	• Featured on IPWatchdog Industry Events Calendar • Displayed on the IPWatchdog website • Promoted through the IPWatchdog daily newsletter

These opportunities can be purchased individually or combined with sponsorships, webinars, and other partner benefits to create a comprehensive, year-round marketing presence.

IPWatchdog UNLEASHED

Cross-Platform Partnership Opportunities



IPWatchdog Unleashed is a multi-channel content franchise, distributed across the entire IPWatchdog platform—on IPWatchdog.com, in downloadable podcast form, in video form via YouTube, and on IPWatchdog LinkedIn channels.

Each week, **IPWatchdog Unleashed** explores the law, policy, politics, and business of patents, innovation, technology, artificial intelligence and creativity. Hosted by internationally renowned patent attorney and the founder of IPWatchdog, Gene Quinn, **IPWatchdog Unleashed** features timely analysis and candid conversations with leading industry professionals, thought leaders, and newsmakers.

Launched in June 2024, **IPWatchdog Unleashed** is among the top 25% of all podcasts across all genres. Some weekly episodes have reached into the top 10% across all genres for the week. In addition to our listeners,

our YouTube channel significantly increases our cross-platform engagement. And the weekly article about the podcast published on IPWatchdog.com continues to be the dominant channel, accounting for more than half of our cross-platform engagement.

Partnerships:

Quarterly Exclusive Partner - \$15,000

Three-month minimum commitment, billed quarterly in advance

Annual Exclusive Partner - \$50,000

Billed quarterly in advance; includes 2 complimentary months

- Sole visible commercial sponsorship of *IPWatchdog Unleashed*.
- Host-read acknowledgment on every new audio episode.
- Recognition across the complete podcast back catalog during the term.
- Sole sponsor recognition on every new YouTube episode.
- Sponsor banner recognition with link on every *IPWatchdog Unleashed* article, including the archive.
- Recognition in newsletters promoting *IPWatchdog Unleashed* content.
- Monthly cross-platform reporting.
- “Presented by” designation.

Monthly Non-Exclusive Partner - \$3,000

Billed monthly in advance

Annual Non-Exclusive Partner - \$30,000

Billed quarterly in advance; includes 2 complimentary months

- Host-read acknowledgment on every new audio episode.
- Recognition across the complete podcast back catalog during the term.
- Sponsor recognition on every new YouTube episode.
- Sponsor banner recognition with link on every new *IPWatchdog Unleashed* article.
- Recognition in newsletters promoting *IPWatchdog Unleashed* content.
- Monthly cross-platform reporting.

Annual commitments must be paid either in full or quarterly in advance and require a 12-month agreement.

Cross-Platform Performance:

Below are the top 20 episodes of *IPWatchdog Unleashed* based on cross-platform engagement.

Episode	Combined	Article ⁱ	YouTube ⁱⁱ	Podcast ⁱⁱⁱ
1. <i>Patents and the Future of the PTO in Trump's Second Term</i>	8,358	5,295	1,082	1,981
2. <i>Patent System in Crisis: Backlogs & Examiner Layoffs</i>	8,116	7,242	NA	874
3. <i>What the New USPTO Memo on 101 Means for Eligibility</i>	5,423	4,655	NA	768
4. <i>Patents vs. Trade Secrets: Do You Need a Patent?</i>	4,276	3,306	430	540
5. <i>Patent Policy in the Trump Era: What's News for the USPTO</i>	4,206	3,102	480	624
6. <i>The Judge Newman Story in Her Own Words</i>	3,624	1,686	1,442	496
7. <i>Patent Monetization: Assessing Tomorrow's Prospects</i>	3,163	2,368	377	418
8. <i>Bad Patents, Thwarted Patent Reform, and a Failure to Adapt</i>	2,969	2,024	492	453
9. <i>Settled Expectations: When is a Patent Safe?</i>	2,872	2,353	NA	519
10. <i>\$80 Trillion & Growing: Why IP Matters More Than Ever</i>	2,787	2,204	NA	583
11. <i>A Big Win for Small Business Patent Owners</i>	2,718	1,896	391	431
12. <i>The Slow Death of AIA Trials</i>	2,690	1,928	358	404
13. <i>Fixing the PTAB: 10 Things the USPTO Can Do</i>	2,650	1,610	575	465
14. <i>PTAB Turbulence: A Good Time to Be a Patent Owner</i>	2,518	1,718	373	528
15. <i>Patent Blame Game: Are 70% of Patents Really Defective?</i>	2,426	1,983	NA	443
16. <i>Quantum Computers and the Evolution of AI</i>	2,375	1,644	264	467
17. <i>Patent Reset: 2025's Pivotal Moments</i>	2,269	1,690	159	420
18. <i>False USPTO Narratives</i>	2,031	1,586	NA	445
19. <i>IP as a Force for Good: A Conversation with Daren Tang</i>	2,102	1,443	271	388
20. <i>Intangible Economy: Realizing Wealth from Innovation & IP</i>	2,081	1,366	335	380

ⁱ Views of article published on IPWatchdog.com summarizing conversation.

ⁱⁱ Published to IPWatchdog YouTube channel.

ⁱⁱⁱ Downloads across all major podcast platforms.

Expand the Reach of Your Intellectual Property Podcast Through IPWatchdog

Producing a high-quality intellectual property podcast requires a significant investment of time and resources. Rather than limiting each episode to your existing audience, IPWatchdog can help extend its reach to one of the largest and most engaged intellectual property communities in the world.

You've already invested in creating great content. Let us help you maximize the return on that investment by exposing it to one of the largest and most influential IP audiences in the world.

If your firm or company produces an established IP-focused podcast, partner with IPWatchdog to publish each episode alongside an original companion article. Together, the article and podcast deliver written and audio thought leadership to one of the world's largest and most engaged intellectual property audiences.

Each podcast episode is accompanied by an original article introducing the topic, highlighting key insights from the discussion, and providing additional context for readers. Publishing both written and audio content increases discoverability while extending the reach and longevity of each episode.

Your Podcast Will Receive

- A dedicated, branded podcast landing page on IPWatchdog.com featuring your episodes and links to your preferred podcast platforms.
- Publication of each companion article on the IPWatchdog homepage alongside our regular editorial content.
- Promotion across IPWatchdog's LinkedIn channels, including the IPWatchdog LinkedIn Page and posts from Gene Quinn, Renée Quinn, and additional members of the IPWatchdog team.
- Inclusion in the IPWatchdog Daily Email Newsletter.
- Recognition as an IPWatchdog Partner.

Submission Requirements

Each podcast submission must:

- Publish on a regular schedule (minimum once per month)
- Be accompanied by an original stand-alone article
- Expand upon the discussion in the podcast rather than simply serving as a transcript
- Focus on substantive intellectual property topics
- Avoid purely promotional content such as product demonstrations or product announcements

IPWatchdog publishes substantive educational content. Accordingly, podcasts centered primarily on product demonstrations, product announcements, or other promotional material are not eligible.

Investment

- **\$500 per episode**
- Episodes may be purchased individually or on a quarterly basis.
- Payment is required prior to publication.



Publish on IPWatchdog

Thought Leadership. Never Behind a Paywall!



Why Publish with IPWatchdog?

For more than 25 years, IPWatchdog.com has been a leading destination for intellectual property news, analysis, and thought leadership. Since launching in 1999, we have built extraordinary visibility and credibility throughout the IP community. Our articles are frequently indexed by major search engines, including Google, within hours of publication. Because our articles are never placed behind a paywall, contributors benefit from broad and lasting exposure to the audiences they most want to reach.

Every article published on IPWatchdog.com benefits from built-in amplification through:

- Indexing on major search platforms
- Promotion on LinkedIn and our team's professional networks
- Inclusion in the IPWatchdog Daily Email Newsletter

With nearly 1.1 million unique visitors in 2024 alone, IPWatchdog.com is where industry leaders come to stay informed—and where contributors are seen. Publishing with IPWatchdog allows authors to build authority, enhance credibility, and reach an influential intellectual property audience.

Article Submissions

We publish 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**. We welcome thought leadership, not “advertorials.”
- Topics should be relevant to our readership, which includes private practice attorneys, in-house counsel, judges, policymakers, government officials, and other key IP stakeholders.
- Topic proposals are encouraged before drafting to ensure alignment with our readership and avoid duplication with recently published articles or other submissions already in development.
- The viewpoints expressed remain entirely those of the author. Agreement with IPWatchdog's editorial team is not required; relevance and value to our audience are what matter

Publishing Opportunities on IPWatchdog

Because our content remains free to readers, IPWatchdog is supported through sponsorships, programs, and advertising. Accordingly, there are three ways to publish on IPWatchdog.

Editorial Contributors

Priority editorial publishing is available to:

- **Industry Thought Leaders**, including current and former judges and government officials
- **In-house Counsel** participating in IPWatchdog programs and events

IPWatchdog Premier Partner Publishing Benefits

Organizations investing **\$15,000 or more annually in qualifying sponsorships receive 12 months of complimentary Thought Leadership Publishing Access**, beginning immediately following their sponsored program.

During this 12-month period, Premier Partners may submit an unlimited number of sponsored articles for publication, subject to IPWatchdog's editorial review and publishing standards.

Sponsored Content

Organizations and professionals who are not otherwise eligible to publish may purchase Sponsored Content opportunities.

Sponsored Content is clearly identified but receives the same promotional support and distribution as other published articles, including:

- Placement on the IPWatchdog.com home page
- Inclusion in the IPWatchdog Daily Email Newsletter
- Distribution across IPWatchdog's LinkedIn channels, including the IPWatchdog LinkedIn Page and posts from Gene Quinn, Renée Quinn, and additional members of the IPWatchdog team.

Sponsored Content Rates

Whether you publish occasionally or throughout the year, IPWatchdog offers flexible publishing options designed to fit your marketing and thought leadership strategy.

Individual Sponsored Article

\$800 per accepted article.

Ideal for organizations wishing to publish occasionally.

Multi-Article Package

\$3,500

Up to five accepted articles within 12 months.

Designed for organizations planning several thought leadership articles during the year.

Annual Publishing Pass

\$4,200

Unlimited article submissions for 12 months, subject to editorial review and approval.

How to Submit Sponsored Content

Submit Sponsored Content proposals to publish@ipwatchdog.com and include:

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

Please Note: Purchasing Sponsored Content or holding an Annual Publishing Pass does not guarantee publication of any individual article. All submissions must be original, satisfy IPWatchdog's editorial standards, and be relevant to our audience. Articles previously published elsewhere will not be accepted.

Choose the Space That Fits Your Event



Total Rentable Sq. Ft. - 3,633

Conveniently located in Ashburn, Virginia, IPWatchdog Studios provides a professional venue for meetings, training sessions, CLE programs, seminars, client presentations, networking events, and educational programs. Flexible room configurations, integrated technology, ample parking, and optional access to a private conference room make the space ideal for organizations seeking a polished, turnkey meeting environment.

IPWatchdog Studios is available to rent Monday through Friday from 8 AM to 6 PM, with access to the space as early as 7:30 AM for set up.

Rental Information

- 50% deposit required to reserve your date
- Deposits become non-refundable within four weeks of the event
- Wi-Fi included
- Renters are responsible for cleanup and removal of all materials
- Microphones, cameras and additional technology available for an additional fee

1,248 Square Foot Meeting Room:

Accommodates up to 100 guests, depending upon the configuration. 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

1,770 Square Foot Training Room:

Accommodates up to 165 people, depending upon the configuration. Examples include:

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

Rental Packages Available:

	Meeting Space Only	Meeting Space with Catered Meals
Minimum Rental	2 Hours	4 Hours
Wi-Fi	✓	✓
Reception Area	✓	✓
Kitchen		✓
Meal Room		✓
Serving Equipment		✓

Meeting Space Only

Smaller Meeting Room Only + Reception Area - 1,596 Sq. Ft.

- \$80.00 per hour – Minimum of 2 hours
- 2-4 hours with no meals being served.

Training Room Only + Reception Area - 2,118 Sq. Ft

- \$106.00 per hour – Minimum of 2 hours
- 2-4 hours with no meals being served.

Meeting Space with Catered Meals

Smaller Meeting Space/Kitchen Combo + Reception Area – 1,863 Sq. Ft.

- \$130.00 per hour - Minimum of 4 hours.
- For smaller meetings with drinks/catered meals served in same room.

Training Room/Meal Room/Kitchen Combo + Reception Area - 3,633 Sq. Ft.

- \$254.00 per hour – Minimum of 4 hours.
- 4 or more hours over 1 or more days with drinks/catered meals served in the meal room.

Catering

Rental includes use of the kitchen, serving dishes, platters, baskets, coffee urns, food signage, and related serving equipment.

Renters are responsible for securing their own caterer and providing all food, beverages, disposable serving items, and cleanup containers.



IPWatchdog

Marketing Contact

Want to learn more?
Contact Renée



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