



42° CONGRESSO INTERNACIONAL da PROPRIEDADE INTELECTUAL

INTERNATIONAL CONGRESS
on INTELLECTUAL PROPERTY

22 - 23 AGO | AUG 22nd - 23rd

EVENTO HÍBRIDO | HYBRID EVENT

2022 SAO PAULO | BRAZIL
SHERATON WTC HOTEL

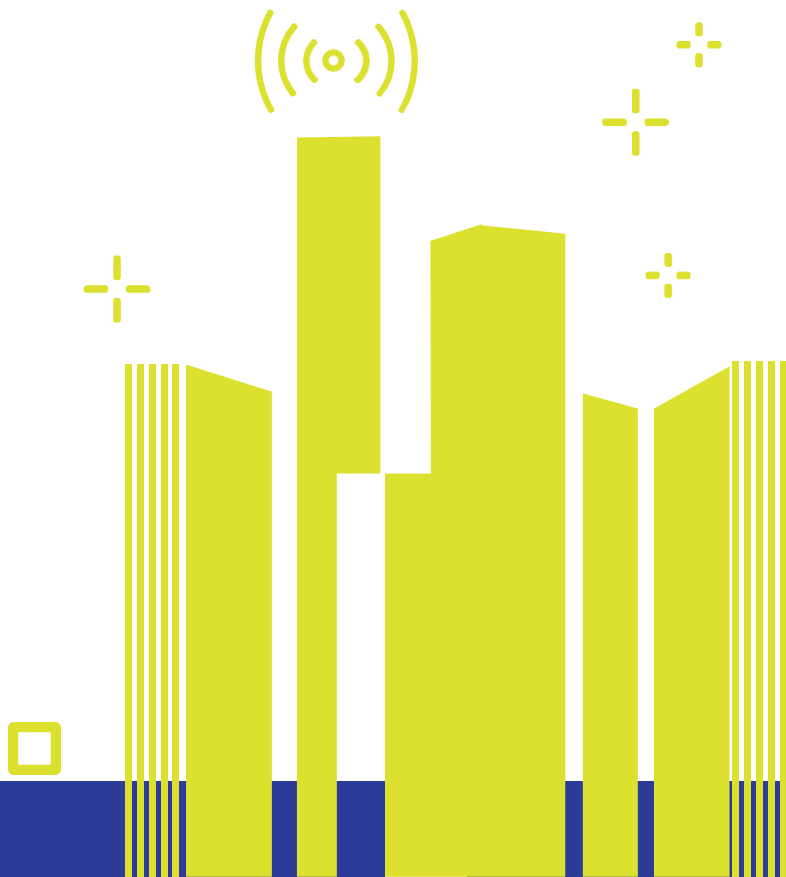




For almost 60 years, ABPI has contributed intensively to the improvement of Intellectual Property, becoming the main Brazilian entity dedicated to the study and dissemination of the matter.

Following the demands and trends that guide contemporary times, ABPI promotes several webinars, courses and other events, with emphasis on the traditional International Congress on Intellectual Property.

This way, ABPI cooperates in the dissemination of knowledge and the strengthening of IP, creating a safer path for entities, companies, brands, products and services.





One of the largest forums in Latin America



ABPI's International Congress on Intellectual Property is one of the largest and most important intellectual property forums in Latin America and brings together renowned experts in the field, and the most influential personalities in the IP scenario in Brazil and worldwide.





One of the largest forums in Latin America

- 
- Fully digital and online;
 - Quality content;
 - High-level debates;
 - Internationally renowned speakers;
 - 2 plenary sessions, 12 panels and 10 Table Topics in 2 days of the event.



IN ITS LAST EDITION - 100% ONLINE:

- 12 thousand website hits registered;
- More than 1,100 registered participants;
- 30 different countries.



Plenary Sessions and Panels

- Participation of the most important professionals from the public and private sectors;
- Unique opportunity to debate contemporary issues and update knowledge on important issues in the IP field:
 - Innovation
 - Patents
 - BPTO and government projects
 - Technology transfer and its impacts
 - Rights Licensing
 - Use of brands in the new economy
 - Copyright and the economics of culture
 - Biotechnology, among others.

Table Topics



- An advantage of ABPI's online Congress;
- 10 sessions;
- Spaces for the exchange of experiences between panelists and participants;
- Participative experience with exclusive content.



Exhibition, Hospitality Rooms & Networking Area

Our EXHIBITION AND NETWORKING areas offer the sponsor a qualitative showcase, providing great visibility to a selected audience.

The main companies and brands linked to the world of Intellectual Property attend the event.

You can also become one of the solution providers for law firms and companies within the EXHIBITOR categories (in-person & virtual or 100% virtual) at ABPI's Congress, a way to present your products and services to the clients you are looking for.





Why Join?



Interact with key stakeholders in the IP community. During the Congress days, it is possible to exchange experiences with the most respected minds in patents, trademarks, industrial design, copyright and other intellectual property issues.



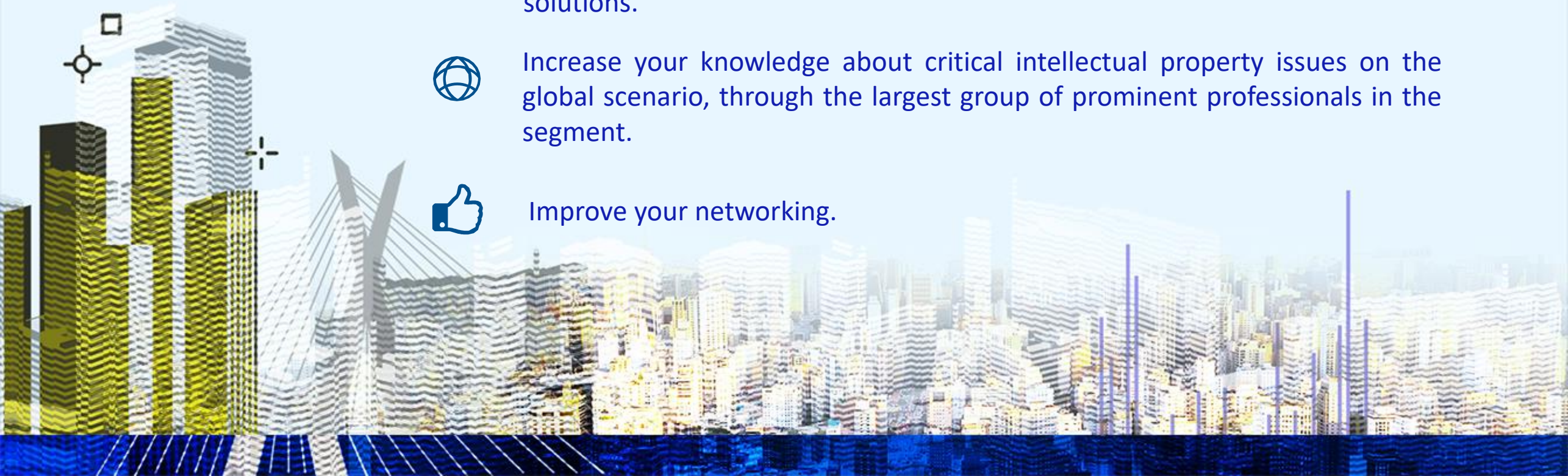
Find out more about new legal techniques and cutting-edge legal problem solutions.



Increase your knowledge about critical intellectual property issues on the global scenario, through the largest group of prominent professionals in the segment.



Improve your networking.





Why Join?

Regular participants at ABPI Congress: lawyers involved in intellectual property, IP owners and agents, magistrates, teachers, students, media professionals, entrepreneurs, company executives, members of the Executive Branch, legislators, consultants, members of academies and national and foreign science and technology institutes.





Why Join?



Being a sponsor of ABPI's 42nd International Congress on Intellectual Property means increasing your company's influence within the community that composes the event's vast audience.

It is also a way to keep up to date with the news of the segment, reinforce networking and increase the visibility of your products and services to the customers that really matter.



Advantages of becoming a DIAMOND sponsor

THE BENEFITS INCLUDED IN ALL CATEGORIES ARE NEGOTIABLE OR INTERCHANGEABLE, CONSIDERING THE PARTICULAR INTERESTS OF EACH SPONSOR

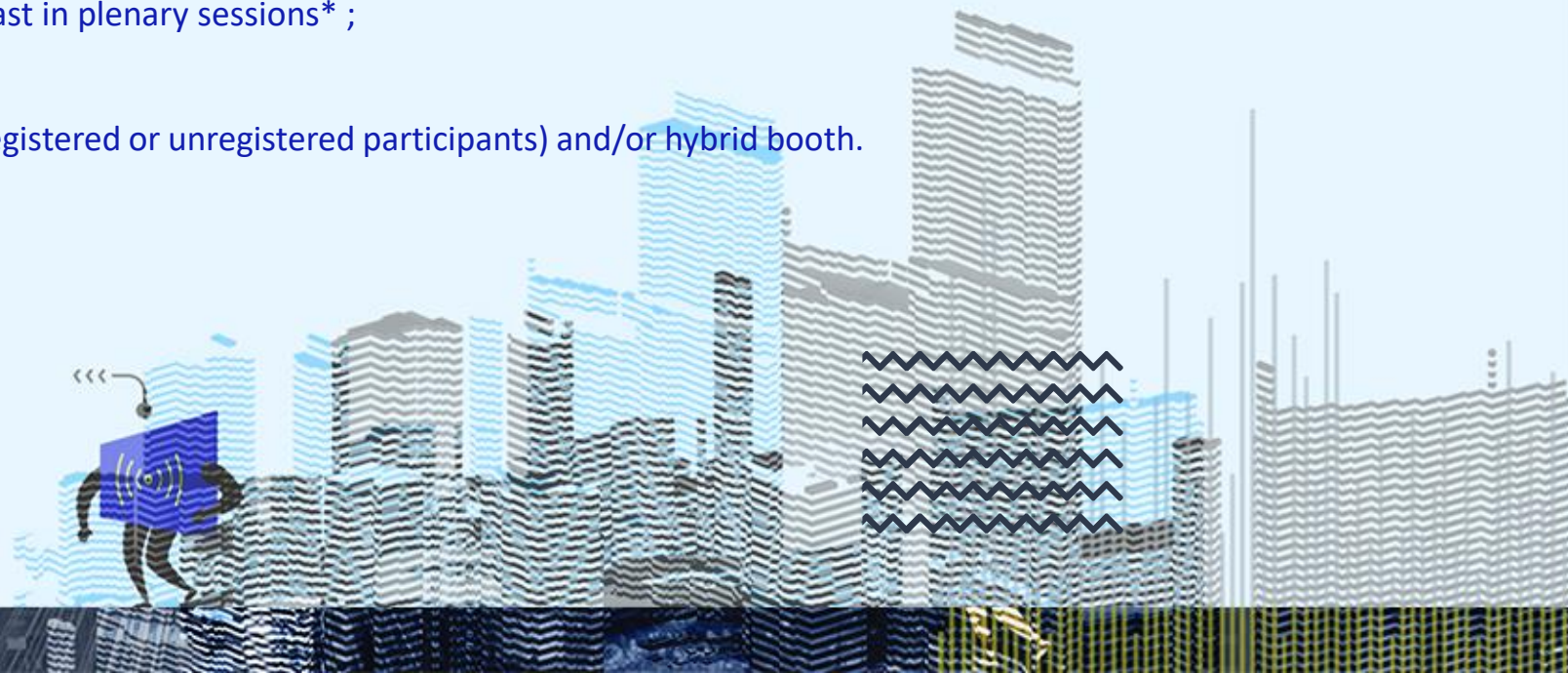
BENEFITS:

**INVESTMENT:
BRL 75,000.00**



- **Speaker/theme nomination** in one of the 12 panels of the Congress;
- 5 free in-person registrations; 10 free online registrations;
- Mention of the sponsor in videos at the opening and closing of the event according to the category;
- Insertion of the sponsor's logo in the digital promotional material according to the category;
- Advertising video (30s) of the sponsor broadcast in plenary sessions* ;
- Access to the event speakers' room;
- Virtual Hospitality Room open to the public (registered or unregistered participants) and/or hybrid booth.

** video subject to approval by the Organizing Committee.*



Advantages of becoming a PLATINUM sponsor

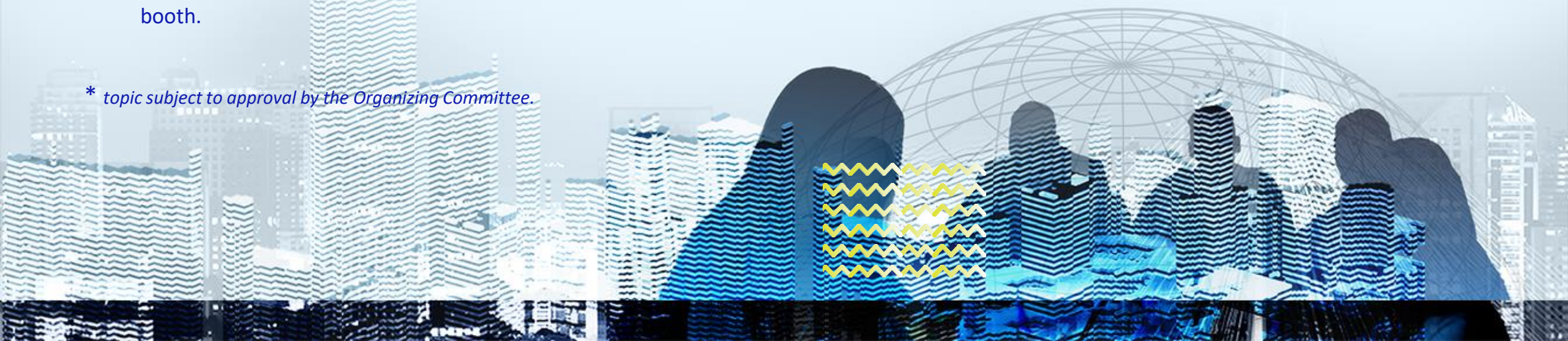
THE BENEFITS INCLUDED IN ALL CATEGORIES ARE NEGOTIABLE OR INTERCHANGEABLE, CONSIDERING THE PARTICULAR INTERESTS OF EACH SPONSOR

BENEFITS:

INVESTMENT:
BRL 55,000.00

- 4 free in-person registrations; 8 free online registrations;
- Mention of the sponsor in videos at the opening and closing of the event according to the category;
- Insertion of the sponsor's logo in the digital promotional material according to the category;
- Advertising video (30s) of the sponsor broadcast in plenary sessions (*video subject to approval by the Organizing Committee*);
- Sponsorship/organization of a HYBRID Table Topic*, with an online version open to all ABPI members (dissemination to all ABPI mailings);
- Access to the event speakers' room;
- Virtual Hospitality Room open to the public (registered or unregistered participants) and/or hybrid booth.

* *topic subject to approval by the Organizing Committee.*



Advantages of becoming a GOLD sponsor

THE BENEFITS INCLUDED IN ALL CATEGORIES ARE NEGOTIABLE OR INTERCHANGEABLE, CONSIDERING THE PARTICULAR INTERESTS OF EACH SPONSOR

BENEFITS:

**INVESTMENT:
BRL 40,000.00**

- 3 free in-person registrations; 6 free online registrations;
- Mention of the sponsor in videos at the opening and closing of the event according to the category;
- Insertion of the sponsor's logo in the digital promotional material according to the category;
- Sponsorship/organization of a HYBRID Table Topic*, with an online version open to all ABPI members (dissemination to all ABPI mailings).

** topic subject to approval by the Organizing Committee.*



Advantages of becoming a SILVER sponsor

THE BENEFITS INCLUDED IN ALL CATEGORIES ARE NEGOTIABLE OR INTERCHANGEABLE, CONSIDERING THE PARTICULAR INTERESTS OF EACH SPONSOR

BENEFITS:

INVESTMENT:
BRL 25,000.00

- 2 free in-person registrations; 4 free online registrations ;
- Mention of the sponsor in videos at the opening and closing of the event according to the category;
- Insertion of the sponsor's logo in the digital promotional material according to the category;
- Sponsorship/organization of a Table Topic - 100% ONLINE and free for ABPI members *.

** topic subject to approval by the Organizing Committee.*



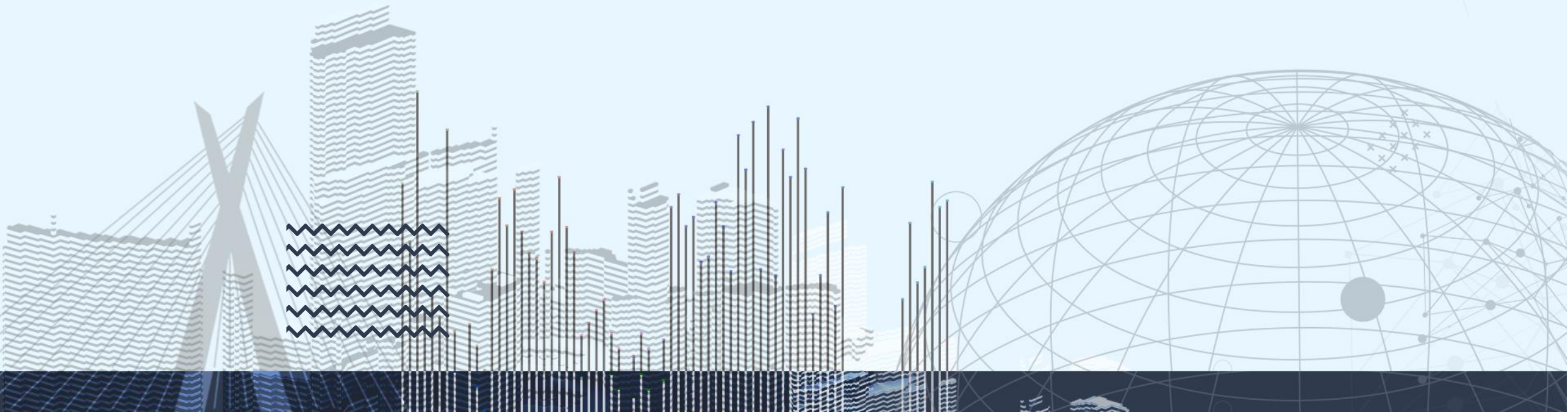
Advantages of becoming a BRONZE sponsor

THE BENEFITS INCLUDED IN ALL CATEGORIES ARE NEGOTIABLE OR INTERCHANGEABLE, CONSIDERING THE PARTICULAR INTERESTS OF EACH SPONSOR

BENEFITS:

INVESTMENT:
BRL 20,000.00

- 1 free in-person registration; 2 free online registrations;
- Mention of the Sponsor in videos at the opening and closing of the event according to the category;
- Insertion of the sponsor's logo in the digital promotional material according to the category;
- Virtual Hospitality Room open to the public (registered or unregistered participants).



Advantages of becoming an Exhibitor

EXHIBITOR A BENEFITS (in-person and virtual)

- 2 free registrations in the EXHIBITOR category;
- Mention of the sponsor in the *support* category in the event's promotional material;
- Company description;
- Virtual room and in-person service lounge;
- Institutional video broadcast on TV;
- Link to the company website;
- PDF material available for download by visitors;
- Option to invite participants for a meeting/raffle at the booth – organized by ABPI.

INVESTMENT: BRL 20,000.00

EXHIBITOR B BENEFITS (100% virtual):

- 2 free ONLINE registrations;
- Mention of the sponsor in the *support* category in the promotional material of the event;
- Company description;
- Link to a virtual service room;
- PDF material available for download by visitors.

INVESTMENT: BRL 10,000.00




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SÃO PAULO | BRASIL



ASSOCIAÇÃO
BRASILEIRA DA
PROPRIEDADE
INTELLECTUAL

For additional information please
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**CONNECT TO THE BEST INTELLECTUAL
PROPERTY EXPERTS**

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SÓCIOS INSTITUCIONAIS | INSTITUTIONAL MEMBERS



PLATINA | PLATINUM



OURO | GOLD



PRATA | SILVER



BRONZE

