

Learn, Connect & Collaborate
at the 16th Global IP Convention

6-7 June 2024 | Radisson Blu Sisli, Istanbul, Turkey

ISTANBUL

SPONSORSHIP BROCHURE



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ABOUT GIPC

Since its modest **inception in 2009** with just about 150 individuals in a room, **Global Intellectual Property Convention (GIPC)** has evolved into an eminent hub of IP expertise. Now, **we proudly announce the Istanbul Edition**, marking a historic leap beyond Indian borders.

GIPC has been a trailblazer in India's IP landscape, standing as a premier hub for learning and networking, driving impactful changes in the field. With a track record of hosting over 5000 delegates and 500 esteemed speakers, including luminaries from reputable international IP organizations such as **USPTO, WIPO, IPO, JPO, EPO, EAPO, ARIPO**, and more. In the last 15 years, our journey has encompassed insights and visions from **50+ countries**.

This expansion is a testament to GIPC's commitment to excellence, echoed through collaborations with influential Indian organizations like FICCI, CIPAM, CSIR, NRDC, and CII. GIPC has also played a pivotal role in the formation of the National IPR Policy in 2015, solidifying its legacy as a catalyst for change. As GIPC steps onto the global stage, we carry with us the collective wisdom of these partnerships, breaking barriers, and fostering dialogue on innovation and IP worldwide.

Join us from **June 6-7** at **Radisson Blu Hotel Sisli** in **Istanbul** for the **16th GIPC**, where the legacy of impactful collaboration converges with a vision for the future of intellectual property on a global scale.



India's pioneer conference on IP since 2009

1,00,000+

Total Database

20,000+

Email Subscribers

5,000+

Cumulative footfall
over the years

50+

Countries

300+

Sessions conducted

15th GIPC Statistics

450+

Registrations

140+

Speakers

100+

Industry participation

20+

Countries



CONFERENCE SESSIONS

Engage in thought-provoking discussions on the future of intellectual property

WORKSHOPS

Deepen your knowledge and hone your skills through interactive workshops

NETWORKING OPPORTUNITIES

Expand your network with leading IP professionals from around the globe

EXHIBITION AREA

Discover innovative solutions & connect with leading IP providers

AWARDS & RECOGNITION

Celebrate the achievements of top IP professionals and organizations

INDUSTRY INSIGHTS

Dive into cutting-edge trends and gain actionable insights from renowned experts

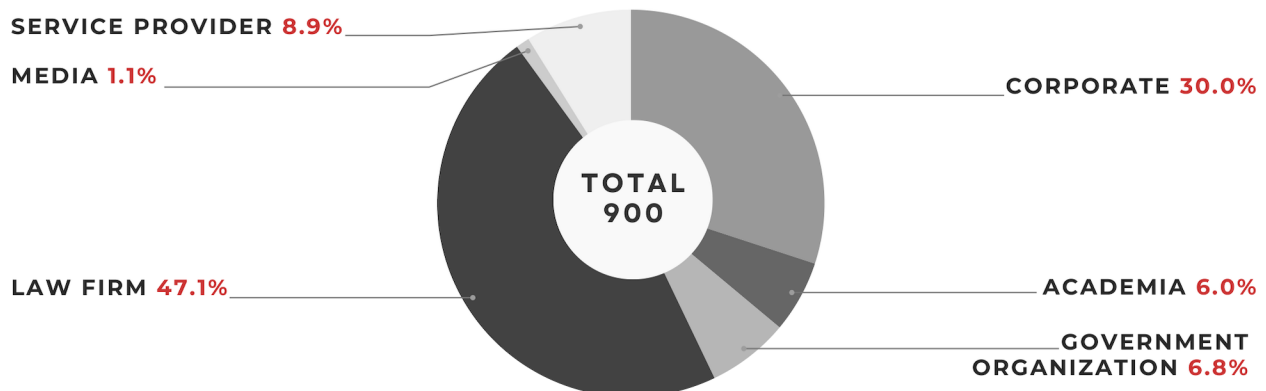
LEGAL & POLICY UPDATES

Stay ahead of the curve with the latest legal & policy developments in IP

INTERNATIONAL COLLABORATION

Join hands with global partners to shape the future of IP together

PARTICIPATION BY ORGANIZATION TYPE



The GIPC Awards, inaugurated in 2019 in Bangalore and subsequently hosted in New Delhi in 2020, made a triumphant return after a 3-year hiatus at the 15th Global IP Convention in New Delhi in 2024.

Over the years, this prestigious accolade has been presented to distinguished entities and IP leaders.

These awards celebrate exceptional achievements in the realm of Intellectual Property, recognizing companies and individuals for their groundbreaking contributions to technology, law education, social impact, and sustainable innovation.

The GIPC Awards stand as a testament to the commitment and innovation exhibited by industry leaders in the ever-evolving landscape of intellectual property.

PAST AWARDEES



Want to nominate someone for awards?
Write to us at info@gipc.in



Richard Baddeley

Patent attorney at
Watermark

“*..So many topics in IP are covered and the conference is not scared to deal with leading-edge and controversial topics in IP I really benefit from the education I get here...*”



Masayoshi Yamazaki

Furuno Electronics Company

“*It's very informative here, i got to learn a lot about AI technology here in India.*”



Dr. Andra Musatescu

Andra Musatescu Law & Industrial Property Offices

“*This is an extremely good conference and I would recommend it*”



Chandni Agarwal

Head of International Patent Strategy & Technical Advisory at
Google

“*I had a great start to this year! Had the wonderful chance of making new connections and reconnecting with colleagues and friends from the IP fraternity in India and the world at GIPC.*”

Arnold Freeke

Head of IP Image Guided Therapy, IP Business Partner IGT-Systems at
Philips

“*Nice people nice contacts very nice discussions & interesting to be here, inspiring*”



Gregory L. Maurer

Partner at
Klarquist Sparkman,LLP

“*We come to this conference every year now because just to the sheer amount of knowledge and the depth of experience that we can find here at the conference is just unmatched..*”



Kevin Murphy

Partner at
Garson, Segal, Steinmetz, Fladgate LLP

“*“overwhelming” the word is overwhelming... the number of industries that are represented here is simply incredible*”



FEATURED PAST SPEAKERS



Anand Sharma
Finnegan



Beat Weibel
Siemens



Chid Iyer
Sughrue Mion PLLC



Dan Bereskin
Bereskin & Parr



Dr. Stephan Wolke
Thyssenkrupp AG



Fernando dos Santos
ARIPO



Joerg Thomaier
Bayer



Kevin Nachtrab
Johnson & Johnson



Naresh Prasad
WIPO



Paul Fehlner
Novartis Pharma AG



Pramod Sawant
Chief Minister, Goa



Prof. Dr. Heinz Goddar
Boehmert & Boehmert



Ruud Peters
Philips



Takashi Sakurai
Japan Patent Office



Teresa Rea
USPTO



V. Anantha Nageswaran
CEA of India

SOME OF THE PAST PARTICIPANTS



SOME OF THE PAST SPONSORS





REASONS TO ATTEND/SPONSOR THE GIPC ISTANBUL EDITION

Elevate Your Global Presence:

- **Reach a Diverse Audience:** Connect with IP professionals globally, expanding your reach and fostering international collaborations.
- **Boost Brand Recognition:** Gain global visibility through extensive marketing materials and prominent event presence.

Network & Learn:

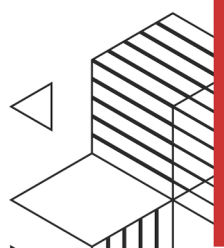
- **Connect with Key Players:** Build valuable connections with leading international IP professionals, opening doors to new opportunities.
- **Access Industry Thought Leaders:** Engage with renowned experts and gain insights from their cutting-edge perspectives.

Showcase Your Expertise:

- **Present Your Solutions:** Highlight your products and services to a targeted audience of potential clients, driving business growth.
- **Share Knowledge & Gain Insights:** Participate in interactive sessions and workshops, enhancing your expertise and staying ahead of the curve.

Join a Global Movement:

- **Be Part of History:** Witness a landmark event shaping the future of global IP and contribute to this groundbreaking dialogue.
- **Become a Catalyst for Innovation:** Drive positive change and help define the future of intellectual property alongside leading minds.



DAY 1

9:30 am onwards	Registration & Networking
11:00 pm - 11:10 pm	Welcome Address
11:10 am - 12:00 pm	IP and the Sustainability Transition: A Balancing Act
12:00 pm - 12:50 pm	The Greenwash Endgame: Policy Solutions for a Sustainable Future
12:50 am - 1:45 pm	Lunch Break
1:45 pm - 2:15 pm	Quiz
2:15 pm - 3:00 pm	IP Law & Enforcement Updates - Turkiye
3:00 pm - 3:45 pm	IP Law & Enforcement Updates - India
3:45 pm - 4:15 pm	Networking and Refreshments
4:15 pm - 5:00 pm	Deepfakes: Friend or Foe for Brands & Celebrities?
5:00 pm - 5:45 pm	Non-Traditional Trademarks

DAY 2

10:30 am onwards	Registration & Networking
11:00 am - 11:40 pm	IP Risk Measurements and Mitigation
11:40 pm - 12:20 pm	Technology Transfer of Unprotected Things
12:20 pm - 1:00 pm	Combatting Counterfeiting and Piracy in Global Trade
1:00 pm - 2:00 pm	Lunch Break
2:00 pm - 2:30 pm	Speed Networking
2:30 pm - 3:15 pm	Decoding Prior Art Search - Obvious and Non-obvious
3:15 pm - 4:00 pm	Making Your Case - The Art of Persuading Judges
4:00 pm - 4:30 pm	Networking and Refreshments
4:30 pm - 5:00 pm	GIPC Awards and Valedictory Session

***This schedule subject to slight changes, contact us to get the latest version. ***

PRELIMINARY SCHEDULE *



RADISSON BLU SISLI ISTANBUL

19 Mayis Street no. 2, Sisli, Istanbul



6th

7th

June 2024

Standard Room

34 m²

3 adults

2 twin or 1 queen or 1 king

Premium Room - City View

38 m²

3 adults

2 twin or 1 queen or 1 king

Executive Room with Lounge Access - City View

33 m²

3 adults

2 twin or 1 queen

[Contact us for booking enquiry](#)

Radisson Blu sisli Istanbul is about 32km away from the airport. A car ride can take around one hour, depending on the traffic.

Whats around

Blue Mosque: Dazzling turquoise tiles & unique blend of Ottoman & Byzantine architecture.

Grand Bazaar: Centuries-old shopping haven for spices, fabrics, and hidden treasures.

Hagia Sophia: Witness the captivating history of this iconic church-turned-mosque.

Write to us: info@gipc.in

DELEGATE REGISTRATION FEES

CATEGORIES	PRICE <i>(taxes as applicable)</i>
Regular	EUR 299
Student	EUR 149
Corporates	One Complimentary, Additional EUR 149
ENTITLEMENTS	
Access to all sessions at the two day conference. Lunch and refreshments on both the days. Personalized ID card. Delegate kit. Access to attendee mobile app.	

SPONSORSHIP PACKAGES

DELIVERABLES	PREMIUM		STANDARD	
	TITLE	DIAMOND	GOLD	SILVER
Availability	1	3	5	Multiple
In-Person Stage Presence <i>(minutes)</i>	40	30	20	10
Delegate Registration	4	3	2	1
Logo on Stage Backdrop	Largest	Large	Medium	Regular
Logo on Sponsor Board	Largest	Large	Medium	Regular
Space in GIPC Magazine <i>(A5)</i>	4 Page	2 Page	1 Page	1 Page
Speaker Profile in Magazine <i>(100 words)</i>	✓	✓	✓	✓
Ad Time on Digital Screen <i>(seconds)</i>	30	20	15	10
Logo on Website Home Page	✓	✓	✓	-
Acknowledgement in Inaugural	✓	✓	-	-
Logo on Welcome Board	✓	✓	-	-
Delegate Kit Insert <i>(to be provided)</i>	Souvenir	Brochure	-	-
Email Campaign with Ad Banner <i>(to be provided)</i>	Thrice	Twice	-	-
Logo on Mobile App Welcome Page	✓	-	-	-
Discount on Sponsorship Add-ons	50%	40%	20%	10%
Common Entitlements* <i>(Page 13)</i>	✓	✓	✓	✓
PRICE <i>(taxes as applicable)</i>	EUR 3000	EUR 2400	EUR 1800	EUR 1200

INDIVIDUAL SPONSORSHIPS

Cocktail Sponsor - Day 1

EUR 4500 Availability: Exclusive

- Common sponsorship entitlements.
- Four delegate pass to access the conference.
- Logo presence at the venue.
- Logo in sponsor board.

Refreshments Sponsor - Both Days

EUR 750 Availability: Exclusive

- Common sponsorship entitlements.
- One delegate pass to access the conference.
- Logo presence at the refreshments counter.
- Logo in sponsor board.

Networking Lunch - Both Days

EUR 750 Availability: Exclusive

- Common sponsorship entitlements.
- Roll up standee at the venue.
- Logo in sponsor board.

Branding on Lanyards

EUR 1500 Availability: 2

- Common sponsorship entitlements.
- Logo placement on ID card lanyards.
- Two delegate pass to access the conference.
- Logo in sponsor board.

Exhibition Space

EUR 750 Availability: 4

- Common sponsorship entitlements.
- Two delegate pass to access the conference.
- One table and two chairs with fish bowl.
- Logo in sponsor board.
- *Screen add-on available at additional cost.*

Delegate Kit Tag Sponsor

EUR 1500 Availability: Exclusive

- Common sponsorship entitlements.
- Logo placement on tags on delegate bags.
- Two delegate pass to access the conference.
- Logo in sponsor board.

Pen Sponsor

EUR 900 Availability: Exclusive

- Common sponsorship entitlements.
- Logo placement on pens inside delegate kit.
- Two delegate pass to access the conference.
- Logo in sponsor board.

Speaker's Memento Sponsor

EUR 750 Availability: Exclusive

- Common sponsorship entitlements.
- Logo placement on memento gift wrap.
- Two delegate pass to access the conference.
- Logo in sponsor board.

BRANDING ADD-ONS

Promo Space on Table Near Registration Counter

EUR 150 Availability: 6

- 1x1 ft space on table for placing promotional materials.

Space in Delegate Kit

EUR 120 Availability: Multiple

- Light weight brochure insert in delegate kit.

Space in GIPC Magazine

EUR 100 Availability: Multiple

- Full Page ad / article space in the conference magazine.



COMMON SPONSORSHIP ENTITLEMENTS

- Logo mention in all digital media platforms. (*mass mailers, social media posts, mobile app, website*)
- Logo mention in all printed materials. (*GIPC magazine, notepad and other promotional materials*)
- Use of conference logo until the end of the event. (*logo will be provided by GIPC*)
- Website links of all sponsors will be linked across all logo mentions on the website.
- Tags across all social media platforms. (*links to be provided by sponsors*)
- Regulated access to the attendee list through GIPC Mobile App.
- Personalized name badges with the mention of sponsor category.
- All delegate entitlements.

BRANDING & DELIVERABLE REFERENCES



**STAGE
BACKDROP**



**REFRESH-
MENTS
SPONSOR**



**MEMENTO
SPONSOR**



**SPONSOR
BOARD**



**PROMO
SPACE ON
TABLE**



**DELEGATE
KIT TAGS**



**BRANDED
LANYARDS**



**PORTRAIT
PHOTO
BOOTH**

BRANDING & DELIVERABLE REFERENCES



STANDEE PLACEMENTS



WELCOME BOARD



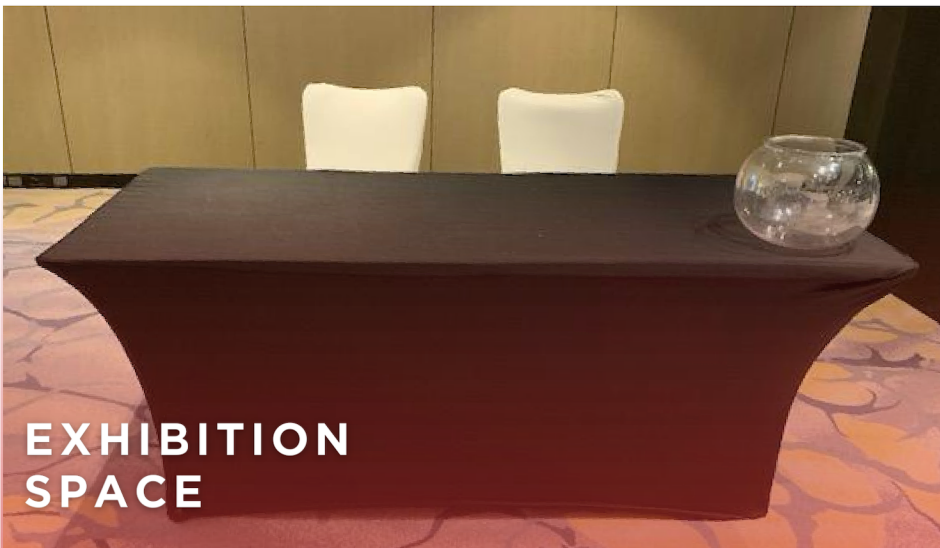
COCKTAIL DINNER



SPACE IN GIPC MAGAZINE



SPEAKER POSTS



EXHIBITION SPACE



IN-PERSON STAGE PRESENCE

BRANDING & DELIVERABLE REFERENCES



LIVE ENTERTAINMENT



PANEL DISCUSSION



NETWORKING LUNCH SPONSORSHIP



LOGO ON STAGE

Don't See What You Want?

A variety of sponsorship packages and partnership opportunities are available. Should the given options not meet your needs or budget, **write to us at info@gipc.in** to create a personally tailored package.

1. Event Details:

- The organizers reserve the right to cancel or postpone the event due to unforeseen circumstances.
- All items and inclusions are subject to slight changes.

2. Sponsorship and Exhibition:

- Sponsorship items and exhibition space are allocated on a first-come, first-served basis.
- Special requests for sponsorship and advertising packages can be made by contacting info@gipc.in.
- Purchase of sponsorship items or exhibition is confirmed upon receipt and processing of full payment.
- Cancellation of sponsorship or exhibition must be submitted in writing and is subject to a cancellation fee.
- Full payment before print deadlines determines exposure in Conference publications.
- Failure to meet the deliverable deadlines established by the GIPC team could lead to commitment failure.

3. Payment and Invoicing:

- The invoice must be cleared within the due date to secure participation.
- A late payment fee will be applied to outstanding payments received after the due date.
- The fee is calculated as follows: *Daily Late Fee Rate: 18% per year divided by 365 days = 0.05% (rounded off)*
- Total Late Fee: *Number of days overdue multiplied by the Daily Late Fee Rate plus the outstanding balance*

4. Confidentiality and Data Protection:

- All correspondence and discussions are treated and retained in complete confidence.
- Confidential data collected about participants will not be shared outside ITAG.
- Public information may be shared with a limited number of GIPC sponsors.

5. Ownership and Usage of Images and Videos:

- Participants acknowledge that photographs, videos, or recordings taken during the event will be owned by the Global IP Convention.
- The Global IP Convention reserves the right to use these images and videos for marketing and promotional purposes.

6. Code of Conduct:

- Participants must adhere to a code of conduct promoting respectful and professional behavior.
- Violation may result in immediate removal from the convention without refund.

7. Intellectual Property Rights:

- Participants are responsible for ensuring their materials and content do not infringe upon others' intellectual property rights.
- The Global IP Convention organizers are not liable for any infringement by participants.

8. Disclaimer of Liability:

- The organizers, including ITAG Business Solutions Limited, are not responsible for any loss, damage, or injury during the event.
- Participants are responsible for their own safety and well-being.

9. Force Majeure:

- The organizers are not liable for failure or delay in their obligations due to circumstances beyond their control.

10. Governing Law and Jurisdiction:

- These terms and conditions are governed by the laws of the jurisdiction where the Global IP Convention is held.
- Any disputes shall be subject to the exclusive jurisdiction of the courts in that jurisdiction.

11. Cancellation Policy:

- Cancellations made 3 months or more prior to the event receive a 50% refund.
- No refund is provided for cancellations made within 3 months of the event.

ADVISORY COMMITTEE



Abhai Pandey
LexOrbis



Prof. Dr. Anindya Sircar
NALSAR University of law



Chid Iyer
Sughrue Mion PLLC



D. Calab Gabriel
FICPI



Dr. D.R. Agarwal
Global IP Convention



Hari Subramaniam
Subramaniam & Associates



Prof. Dr. Heinz Goddar
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Hemant Singh
Inttl Advocate



Dr. Malathi Lakshmikumaran
Lakshmikumaran & Sridharan Attorneys



Dr. Mohaan Dewan
R. K. Dewan & Co.



M.S. Bharath
Kira Law



Muhammad Yawar Irfan Khan
United Trademark & Patent Services



Prabuddha Ganguli
Vision IPR



Pravin Anand
Anand & Anand



Ravi Bhola
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Stephan Wolke
Thyssenkrupp



Dr. Venkat Reddy Donthi Reddy
Senior Advocate



Conceived By



Organized By



**GLOBAL
INTELLECTUAL
PROPERTY
CONVENTION**

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