

Current and emerging intellectual property issues for business

A roadmap for business and policymakers

Publication profile

Current and emerging intellectual property issues for business: A roadmap for business and policymakers is ICC's flagship IP publication providing businesses and policymakers with a comprehensive and concise overview of key intellectual property policy issues today. www.iccwbo.org/policy/ip/id2950/index.html

This popular ICC report – containing contributions from experts from around the globe – is widely read by business, policy and legal professionals worldwide, both within and outside ICC's international membership.

Published every two years, the IP Roadmap is translated into Arabic, Chinese, German, Portuguese, Russian, Spanish, Ukrainian and other languages. The 11th edition will be published during the first quarter of 2012 and will be made available in hard copy and on the ICC website.

Sponsorship opportunities are available for companies with global reach, law firms with international presence, and international organizations, to associate themselves with this important policy tool and to make their name and expertise known to the wide international readership of the publication.

Global reach

- **Publication launch** The 2012 edition of the IP Roadmap will be launched at the high-profile Licensing Executives Society International (LES) Global Technology Impact Forum (GTIF 2012) in Geneva, Switzerland in January 2012. www.gtiforum.org
- **ICC website** The IP Roadmap will be featured on the ICC website, which is subject to 450,000 page views per month, and had four million page views in 2010. www.iccwbo.org
- **Distribution to business and policymakers** The IP Roadmap is sent to:
 - International organizations and policymakers worldwide: United Nations, World Intellectual Property Organization, World Trade Organization
 - ICC worldwide business membership:
 - Thousands of companies across business and professional sectors in over 120 countries
 - ICC national committees in over 90 countries

(continued on back)



International Chamber of Commerce
The world business organization

For more information contact

Daphne Yong-d'Herve
at dye@iccwbo.org or +33 (0)1 49 53 28 24

Global reach (continued from overleaf)

■ Dissemination at international events (2010 edition)



Sponsorship benefits

Key sponsors

- Will be entitled to a full-colour logo on the back page of the printed publication and mention with a tag-line indicating that the sponsor is a privileged partner and supporter of the publication.
- Will be entitled to a full-page profile inside all language versions* exclusively featuring its logo, its website address and a description of the organization of up to 300 words** in the print and electronic media versions, as well as online.
- Will have the option of receiving up to 100 copies of the printed publication for their personal distribution.

Sponsors

- Will be entitled to have their logo, website address and a description of the organization of up to 40 words** in the print and electronic media versions of the relevant translation of the Roadmap, as well as online.
- Will have the option of receiving up to 50 copies of the printed publication in the relevant language for their personal distribution.

Sponsorship rates

Key sponsor	€8,000
Sponsor / Arabic version	€1,500
Sponsor / Chinese version	€1,500
Sponsor / English version	€3,000
Sponsor / German version	€1,500
Sponsor / Portuguese version	€1,500
Sponsor / Russian version	€1,500
Sponsor / Spanish version	€1,500
Sponsor / Ukrainian version	€1,500

Special rates for sponsoring three or more languages are available upon request.

* Sponsor to provide relevant translations of their profiles.

** Logo and other company information will be in black and white. ICC reserves the right to refuse any content that is not in conformity with its policies. Sponsorship benefits relate to the 11th edition only.