



APRIL 26
REACH FOR GOLD
WORLD INTELLECTUAL PROPERTY DAY
2019
VENUE: CONSTITUTION CLUB OF INDIA

ABOUT WORLD IP DAY

Intellectual property (IP) rights stimulate creativity in virtually all aspects of human behavior; they provide the platform to translate good ideas into profitable endeavors. World Intellectual Property Organization WIPO observed 26th April as World IP Day, to raise awareness of the impacts of intellectual property on our daily life. World Intellectual Property Day is a great opportunity to get people interested in issues relating to intellectual property (IP). World IP Day offers a unique opportunity to join with others around the globe to consider how intellectual property (IP) helps the global arts scene to flourish and how it enables the technological innovation that drives human progress. WIPO promotes a theme each year to celebrate the innovation and creativity of human intellect. This year do it differently and honoring the sports in innovation and creativity the theme underlined by WIPO is “Reach for Gold – takes a closer look inside the world of sports”. It explores how innovation, creativity and the IP rights that encourage and protect them support the development of sport and its enjoyment around the world.

By its nature, sports involves multiple layers of economic activity. Properly framed, kicking the ball on a rural dirt field can become instead a stadium filled with tens of thousands of spectators plus millions more glued to their televisions, laptops, or smartphones. Cutting-edge sports gear, alluring sportswear designs, and the excitement surrounding competition make sports a highly enjoyable and popular activity. But each sport and the related sports industries need the protection of some form of IP rights, and an environment that enforces those rights. In an enabling environment of robust IP rights, a chain reaction occurs benefiting multiple sectors of the economy—to the tune of 1% of global GDP.

REACH

ABOUT THE PROGRAM

Sports have become a multi-billion dollar global industry – one that generates investment in facilities (from sports stadia to broadcasting networks), employs millions of people around the world, and entertains many more. Business relationships built on IP rights help to secure the economic value of sports. This, in turn, stimulates growth of the industry by enabling sporting organizations to finance the events we savor, and by providing the means to promote sports development at the grassroots.

We look at how sports businesses use patents and designs to foster the development of new sports technologies, materials, training, and equipment to help improve athletic performance and engage fans worldwide.

We find out how trademarks and branding maximize commercial revenue from sponsorship, merchandising and licensing agreements. These revenues offset the cost of organizing world class events, such as the Olympic Games and World Cup series, and ensure that the value and integrity of these spectacular events are safeguarded.

We look at how sports personalities are able to generate earnings from sponsorship deals with brand owners and by leveraging their own brands as athletes.

We explore how broadcasting rights underpin the relationship between sport and television and other media that bring fans ever closer to sporting action.

We zoom in on some of the game-changing technological advances in robotics and artificial intelligence that are driving change in all sports fields.

This year's campaign is an opportunity to celebrate our sporting heroes, and all the people around the world who are innovating behind the scenes to boost sports' performance and its global appeal.

WIEF and IALM takes this opportunity to celebrate World IP Day 2019 "Run for Gold"

Join Us in celebration the power of sports to engage and inspire, to innovate and to unite us all in pushing the boundaries of human achievements. This year World IP Day celebration is to motivate each and everyone involved in the sports domain from Gully to Olympic or World series.

We bring to you World IP Day 2019 at Constitution Club of India on 26th April 2019 - taking a closer look into the future of sports!!

EVENTS FLOW

Panel-1/Fireside Chat-Taking a closer look into the future of sports!! - (Sports Media and Sports Tech)

Panel2. - IP rights Supporting sports industry growth.

Recognizing Sports Achievers:-
a. Players/Achievers/coaches/trainers
b. Sports Event Organisers
c. Sports supporters/initiators
d. Sports manufacturers/sports brand
e. Sports media
f. Sports tech

Faster, Stronger, Higher! -
Unleashing Extraordinary abilities -
Story of India's emerging achievers and sports startups!!

Sportovation Workshop - Covering IPR with respect to the Sports industry

STANDUP SHOW - YEKHELHAIMERA!!
-SPORTSAREAWSOME.
HOMOSPAEINS AREHORRENDOUS!!!!!!

© Picturix/Waltripart / Daily images / Circle / Getty Images / Getty Images / Getty Images

WHY YOU SHOULD JOIN US FOR THIS INCREDIBLE EVENT?

01

A shining chance to grow your network

Learn to identify IP in your business and research

02

03

Access to free IP Consultancy

Understanding of sports industry with respect to IPR and support for innovation

04

05

Be part of the Innovation workshop and explore innovative ideas and how to catch them.

Inspire and motivate and get your self-motivated for your involvement with sports.

06

07

Meet the Champions

Meet the Innovators

08

09

Meet Industry IP Leaders and Government

HOW INVESTING IN US IS A GOLD MINE?

MEET THE SPORTS AND IP INDUSTRY
STALWARTS

100+ STARTUPS AND SMES
PARTICIPATION

GROWING CHANCE TO ENGAGE WITH INDUSTRY
AND GOVERNMENT DELEGATES

SHOWCASE YOUR PRODUCT THROUGH US AND OUR WIDE NETWORKS
INTERESTED TO INVEST IN THE SPORTS INDUSTRY

GET FEATURED WITH OUR MEDIA
PARTNERS

CHIEF GUEST



DR. KIRAN BEDI

Lieutenant Governor of Puducherry

GUEST OF HONOUR



DR. ASHUTOSH SHARMA

Secretary DST GOI

KEYNOTE SPEAKERS



VIJENDER SINGH

INDIAN PROFESSIONAL BOXER



SUSHIL KUMAR

INDIAN FREESTYLE WRESTLER

SPEAKERS



DR. VISHAL ANAND
IPR HEAD - RELIANCE



KAVITA VIJH
COMMERCIAL SPECIALIST FOR
INTELLECTUAL PROPERTY -
EMBASSY OF THE UNITED STATES
OF AMERICA



RAHUL VERMA
HEAD, CONTENT OPERATIONS,
INDIA AT CLARIVATE ANALYTICS



ANKHI DAS
FACEBOOK



LAKSHIKA JOSHI
GLOBAL IP HEAD AND LEGAL
LEADERSHIP, ARICENT



DINESH JOTWANI
HEAD, GOVERNMENT
PROGRAMS AT NCR CORPORATION



KOMAL KALHA
OFFICER-IN-CHARGE, USPTO,
OFFICE OF SOUTH ASIA



DR. PINAKI GHOSH
SENIOR ADVISOR AT KPMG INDIA



PAVITHRA ANAND CHUGH
Head - Corporate Legal,
Decathlon Sports India



TUHIN MISHRA
Managing Director
& Co-Founder at Baseline
Ventures



SHWETA RATHORE
International physique Athlete,
Miss world, Founder of Fitness
Forever



DIKSHA CHHABRA
Mrs. India Earth (R. up),
Mrs. Body Fit (2017),
Founder - Diksha Chhabra
Fitness Consultancy

Platinum Partner

SPONSORSHIP MONEY: 5 Lac + Taxes

PRE-EVENT

EDMs to Database	3 EDM's in Calendar 2019-20
Newspaper Promotions (If any)	Logo Included
Hoardings (if any)	Logo Included
Radio Ad (if any)	If Possible a Mention
TV Ads or Programs (if any)	If Possible a Mention and/or Logo
Social Media Promotions	Individual & Shared Promotions on Social Media

AT- EVENT

Stall Space (Minimum)	6x2 Mtrs
Backdrop Branding (Print or LED)	Platinum Partner
Acknowledgement in Speeches	Yes
Standeers (To be Provided)	4 Placed At Venue (none allowed in conference area)
Event Passes	8 Full Passes & Unlimited Exhibition Hall Passes
Panel Discussion (Main Stage)	CEO or Senior Mgmt on Relevant Panel
Panel Discussion (CXO)	CEO or Senior Mgmt on Relevant Panel
Workshop (Ind. Speaking)	30 Minutes Workshop
Awards Sponsor	Category Sponsor (1 Category) - CEO/Senior Mgmt to Present Award to Recipient
Delegate Badge	Logo on Delegate Badge (Back Side)
Brochure Insertion (Delegate Bag)	1 Brochure Per Kit (Brochure to be Provided)
Mobile/Website Event Application - Marketing	Listing as Platinum Partner in Mobile App/Website, Banner Ads, Push Notifications/Emails Logo Included to Attendees

POST-EVENT

Attendee List	Shared Fully
EDMs to Database	3 EDM's in Calendar 2016-17
Event Souvenir Mention	1 Page CXO Message and Logo present
Event Video_Share Official Channel	Exclusive CXO Interview at the event

WEBSITE Mention As Platinum Partner In Past Events With Clickable Logo

Gold Partner

SPONSORSHIP MONEY: 3 Lac + Taxes

PRE-EVENT

EDMs to Database	2 EDM's in Calendar 2019-20
Newspaper Promotions (If any)	Logo Included
Hoardings (if any)	Logo Included
Radio Ad (if any)	If Possible a Mention
TV Ads or Programs (if any)	If Possible a Mention and/or Logo
Social Media Promotions	Individual & Shared Promotions on Social Media

AT- EVENT

Stall Space (Minimum)	4x2 Mtrs
Backdrop Branding (Print or LED)	Gold Partner
Acknowledgement in Speeches	Yes
Standees (To be Provided)	3 Placed At Venue (none allowed in conference area)
Event Passes	8 Full Passes & Unlimited Exhibition Hall Passes
Panel Discussion (Main Stage)	CEO or Senior Mgmt on Relevant Panel
Panel Discussion (CXO)	CEO or Senior Mgmt on Relevant Panel
Workshop (Ind. Speaking)	15 Minutes Workshop
Awards Sponsor	N/A
Delegate Badge	Logo on Delegate Badge (Back Side)
Brochure Insertion (Delegate Bag)	1 Brochure Per Kit (Brochure to be Provided)
Mobile/Website Event Application - Marketing	Listing as Gold Partner Mobile App/Website, Banner Ads, Push Notifications/Emails Logo Included to Attendees

POST-EVENT

Attendee List	Shared Fully
EDMs to Database	2 EDM's in Calendar 2016-17
Event Souvenir Mention	1 Page CXO Message and Logo present
Event Video_Shareal Official Channel	Exclusive CXO Interview at the event

WEBSITE	Mention As Gold Partner In Past Events With Clickable Logo
---------	------------------------------------------------------------

Silver Partner

SPONSORSHIP MONEY: 2 Lac + Taxes

PRE-EVENT

EDMs to Database	1 EDM in Calendar 2019-20
Newspaper Promotions (If any)	Logo Included
Hoardings (if any)	Logo Included
Radio Ad (if any)	N/A
TV Ads or Programs (if any)	N/A
Social Media Promotions	Individual & Shared Promotions on Social Media

AT- EVENT

Stall Space (Minimum)	3x2 Mtrs
Backdrop Branding (Print or LED)	Silver Partner
Acknowledgement in Speeches	Yes
Standees (To be Provided)	2 Placed At Venue (none allowed in conference area)
Event Passes	6 Full Passes & Unlimited Exhibition Hall Passes
Panel Discussion (Main Stage)	CEO or Senior Mgmt on Relevant Panel
Panel Discussion (CXO)	CEO or Senior Mgmt on Relevant Panel
Workshop (Ind. Speaking)	10 Minutes Workshop
Awards Sponsor	N/A
Delegate Badge	Logo on Delegate Badge (Back Side)
Brochure Insertion (Delegate Bag)	1 Brochure Per Kit (Brochure to be Provided)
Mobile/Website Event Application - Marketing	Listing as Silver Partner in Mobile App/Website, Banner Ads, Push Notifications/Emails Logo Included to Attendees

POST-EVENT

Attendee List	N/A
EDMs to Database	1 EDM in Calendar 2016-17
Event Souvenir Mention	1/2 Page CXO Message and Logo present
Event Video_Shereal Official Channel	Quick Bite Event Video

WEBSITE	Mention As Silver Partner In Past Events With Clickable Logo
---------	--------------------------------------------------------------

Associate Partner (With Speaking)

SPONSORSHIP MONEY: 1 Lac + Taxes

PRE-EVENT

EDMs to Database	N/A
Newspaper Promotions (If any)	Logo Included
Hoardings (if any)	Logo Included
Radio Ad (if any)	N/A
TV Ads or Programs (if any)	N/A
Social Media Promotions	Shared Promotions on Social Media

AT- EVENT

Stall Space (Minimum)	2x2 Mtrs
Backdrop Branding (Print or LED)	Associate Partner
Acknowledgement in Speeches	N/A
Standees (To be Provided)	1 Placed At Venue (none allowed in conference area)
Event Passes	4 Full Passes & Unlimited Exhibition Hall Passes
Panel Discussion (Main Stage)	N/A
Panel Discussion (CXO)	CEO or Senior Mgmt on Relevant Panel
Workshop (Ind. Speaking)	N/A
Awards Sponsor	N/A
Delegate Badge	Logo on Delegate Badge (Back Side)
Brochure Insertion (Delegate Bag)	1 Brochure Per Kit (Brochure to be Provided)
Mobile/Website Event Application - Marketing	Listing as Associate Partner Mobile App/Website, Banner Ads, Push Notifications/Emails Logo Included to Attendees

POST-EVENT

Attendee List	N/A
EDMs to Database	N/A
Event Souvenir Mention	Only Speaker included in Speaker and logo present
Event Video_Shareal Official Channel	Panel Video

WEBSITE

Mention in Past Event With Clickable Logo

Associate Partner (Without Speaking)

SPONSORSHIP MONEY: 50,000 + Taxes

PRE-EVENT

EDMs to Database	N/A
Newspaper Promotions (If any)	Logo Included
Hoardings (if any)	Logo Included
Radio Ad (if any)	N/A
TV Ads or Programs (if any)	N/A
Social Media Promotions	Shared Promotions on Social Media

AT- EVENT

Stall Space (Minimum)	2x2 Mtrs
Backdrop Branding (Print or LED)	Associate Partner
Acknowledgement in Speeches	N/A
Standees (To be Provided)	1 Placed At Venue (none allowed in conference area)
Event Passes	4 Full Passes & Unlimited Exhibition Hall Passes
Panel Discussion (Main Stage)	N/A
Panel Discussion (CXO)	N/A
Workshop (Ind. Speaking)	N/A
Awards Sponsor	N/A
Delegate Badge	Logo on Delegate Badge (Back Side)
Brochure Insertion (Delegate Bag)	1 Brochure Per Kit (Brochure to be Provided)
Mobile/Website Event Application - Marketing	Listing only on Website

POST-EVENT

Attendee List	N/A
EDMs to Database	N/A
Event Souvenir Mention	N/A
Event Video_Share on Official Channel	N/A
WEBSITE	N/A

KNOWLEDGE PARTNERS



SUPPORTED BY



MEDIA PARTNER



REACH FOR GOLD

CONTACT US



info@wief.co.in



www.stepup360.com



+91 9910340299