

## Current and emerging intellectual property issues for business

Sponsorship opportunities



The ICC's flagship IP publication - "Current and Emerging Intellectual Property Issues for Business: A Roadmap for Business" - provides a comprehensive and concise overview of key intellectual property policy issues today for businesses and policy makers.

This popular ICC report is widely read by business, policy and legal professionals worldwide, both within and outside ICC's international membership.

Published every two years, it is translated into Chinese, Spanish, Arabic, and Portuguese and is available both in hard copy and on the ICC's website.

For the tenth anniversary edition of the IP Roadmap as it is commonly known, **sponsorship opportunities** are available for the first time.

Companies, law firms and other organisations have the opportunity to support this key policy tool and to make their name and expertise known to the wide international readership of the publication.



International Chamber of Commerce  
*The world business organization*

**For more information contact:**

**Daphne Yong-d'Hervé**

at [dye@iccwbo.org](mailto:dye@iccwbo.org) or +33 1 49 53 28 24

---

## PUBLICATION PROFILE

**Current and Emerging Intellectual Property Issues for Business: A Roadmap for Business and Policy Makers** is published every two years. The tenth anniversary edition will be published during the first quarter of 2010.

It will be available in English, Spanish, and Chinese in hard copy and on the ICC website. It will also be available in Portuguese and Arabic on the ICC website.

---

## DISTRIBUTION

- **ICC website** ([www.iccwbo.org](http://www.iccwbo.org)): The ICC website is subject to over 1 million page views per month, and had nearly 14 million page views in 2008. There will be direct access to the IP Roadmap from the main ICC homepage and from the home page of the Commission on Intellectual Property ([www.iccwbo.org/policy/ip](http://www.iccwbo.org/policy/ip)).
  - **Hard copies:** ICC plans to print approximately 5 000 copies\* of the tenth edition which will be distributed to ICC members throughout the world and at events organized by ICC and other organizations worldwide.
- 

## SPONSORSHIP BENEFITS

### Key sponsors

- Key sponsors will be entitled to a full page exclusively featuring its logo, and a description of the organization of up to 300 words \*\*
  - in the printed English, Chinese and Spanish versions; and
  - on the web page of all the above language versions.
- Key sponsors will have the option of receiving up to 60 copies of the printed publication in English, Chinese and Spanish for their personal distribution.

### Sponsors

- The organization's logo, website address, and a description of the organization of up to 40 words\*\* will feature
    - in the printed version in the relevant language(s); and
    - on the web page of the relevant language version of the Roadmap.
  - Sponsors will have the option of receiving up to 30 copies of the printed publication in the relevant language for their personal distribution.
- 

## RATES

<b>Key sponsor</b>	€5 000
<b>Sponsor</b>	
- English version	€ 2 000
- Chinese version	€ 1 000
- Spanish version	€ 1 000
- All three languages	€ 3 500

\*English version

\*\*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 tenth edition only.