



THE A-CAPP CENTER at MICHIGAN STATE UNIVERSITY

# BRAND PROTECTION STRATEGY SUMMIT

BRAND OWNERS | ACADEMICS | LAW ENFORCEMENT

## 2019 Brand Protection Strategy Summit Event Partnership Opportunities

Michigan State University's Center for Anti-Counterfeiting and Product Protection hosts its Annual Brand Protection Strategy Summit for its brand owner partners and aims to provide a forum that will facilitate open, collaborative, meaningful, and participant-led conversations on brand protection. Through interactive panels, roundtable sessions, and an evening reception, attendees will have the opportunity to share, learn and network with one another, as well as from world-renowned scholars and globally-recognized industry and law enforcement leaders.

Unlike other conference hosts, Michigan State University is not an association that collects membership dues to provide seed money to support the event, and we work to keep registration rates lower than the industry average so all organizations can attend. As a result, the Summit would not be possible without support from our partners.

### Cash Support-Sponsorship

Summit sponsorship levels are not pre-determined by the Center. The typical amount has been \$15,000, ranging anywhere from \$3,000 to \$35,000. Regardless of the cash amount, all cash sponsors receive the following:

- 2019 Brand Protection Strategy Summit registration fees waived for two participants.
- Exhibition booth.
- Recognition on various materials, such as the 2019 Brand Protection Strategy Summit agenda, website, signage, etc.

### Non-Cash Support-Partnership

The Center also accepts non-cash support from its partners in the form of gifted goods or products, which are distributed to Summit attendees in their registration packet. The typical gift item quantity is 150. Regardless of the non-cash gift value, all partners receive the following:

- Recognition on various materials, such as the 2019 Brand Protection Strategy Summit agenda, website, signage, etc.



Center for  
Anti-Counterfeiting  
and Product Protection  
MICHIGAN STATE UNIVERSITY

The A-CAPP Center is an independent, interdisciplinary evidence-based hub, whose activities focus on research, education, and outreach designed to assist in protecting brands and products of all industries worldwide. As an independent university center, our operations are dependent on support from partnerships with brand owners, government agencies, academics, and other stakeholders. The Center accepts support through gifts and sponsorships of its various research, education, and outreach activities, employing first towards specific initiatives and then generally.