A-CAPP Academic
HOT TOPICS
MONTHLY 12:00-1:00PM EST

March 10, 2022
LATEST TRENDS IN SOCIAL AND DIGITAL TECHNOLOGIES IN ANTI-COUNTERFEITING EFFORTS
SPEAKER: SALEEM ALHABASH
MODERATOR: KARI KAMMEL

April 15 2022
LATEST TRENDS ON CONSUMER PURCHASING FROM ILLEGAL ONLINE PHARMACIES
SPEAKER: JOHN HERTIG
MODERATOR: LEAH EVERT-BURKS

May, 2022
TOPIC TBD
SPEAKER: TIM MACKEY
MODERATOR: KARI KAMMEL

Center for Anti-Counterfeiting and Product Protection
MICHIGAN STATE UNIVERSITY
The Academic Hot Topics series are designed to be conversations with academics who are doing research relevant to brand protection and counterfeiting. The event is free and open to anyone in the field of brand protection who registers in advance. The event will be an online moderated conversations with a chance for Q and A.

**Package 1: Series Sponsor**

Sponsor all chats in the series. Recognition of sponsorship type on all event materials, such as agenda, emails, social media, event website, and materials during event.

<table>
<thead>
<tr>
<th>Tier</th>
<th>Amount</th>
<th>What Is Included</th>
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<tbody>
<tr>
<td>Platinum Sponsor</td>
<td>$15,000</td>
<td>Tier and sponsorship type recognition as described above.</td>
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<tr>
<td>Gold Sponsor</td>
<td>$10,000</td>
<td>Tier and sponsorship type recognition as described above.</td>
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<tr>
<td>Silver Sponsor</td>
<td>$5,000</td>
<td>Tier and sponsorship type recognition as described above.</td>
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<tr>
<td>Bronze Sponsor</td>
<td>$2,000</td>
<td>Tier/sponsorship type recognition during event and recordings.</td>
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**Note:** The A-CAPP Center reserves the right to decline any partnership or sponsorship at its discretion.
SPONSORSHIP OPPORTUNITIES

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PACKAGE 2: CHAT SPONSOR

Sponsor one chat in the series or add additional chats via ala cart and receive a 10% discount overall. Recognition of sponsorship type on all event materials, such as agenda, emails, social media, event website, and materials during event.

<table>
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<th>TIER</th>
<th>AMOUNT</th>
<th>WHAT IS INCLUDED</th>
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<tr>
<td>SILVER SPONSOR</td>
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<tr>
<td>BRONZE SPONSOR</td>
<td>$700</td>
<td>Tier/sponsorship type recognition during event and recordings.</td>
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SPONSORSHIP EXPECTATIONS

GENERAL

This series is offered at no cost to attendees. Therefore, sponsorships are vital to our ability to offer these. Our prior event attendees and partners come from a broad range of industries, government, law enforcement, and academia that are addressing counterfeiting and brand protection and understand this. While we typically do not make attendee contact information available, the value of your sponsorship is greater. Our attendees and partners recognize our sponsors as helping the greater good in the fight against counterfeits and protecting brands.

Additionally, unlike other entities, we do not offer pay-for-speaking opportunities. Sponsorship does not guarantee a speaking role in the event. We evaluate and determine speaking opportunities separate from funding.

MARKETING MATERIALS

Sponsorship will receive specific benefits and recognition as described for the sponsorship type and tier. To ensure your recognition is maximized the Center will include pre-event sponsorship recognition within 3-5 days of receiving:

- logo, full company name, and proper pronunciation
- invoice remittance and/or remittance initiation

Recognition during and after the event will utilize the same marketing materials initially submitted.