THE A-CAPP CENTER

The Center for Anti-Counterfeiting and Product Protection (A-CAPP) identifies and examines the complex issue of trademark counterfeiting from a practical, actionable, academic nexus/viewpoint, working collaboratively with brand protection practitioners and communities worldwide.

OUR FOCUS

The A-CAPP Center focuses on examining the characteristics and scale of the international trade in counterfeit goods, coupled with the identification and evaluation of efforts by brand owners, government agencies and other organizations to prevent the trade in counterfeit goods.

WHAT WE DO

The A-CAPP Center operates in a triad of base multi-disciplinary initiatives: industry-leading, cutting-edge Research, the development of the next generation of brand protection professionals through Education; and and a wide range of internal and external Outreach activities and events, both in person and online.

HOW WE DO IT

The A-CAPP Center’s synergy is derived from a number of key collaborative partnerships with brands, multi-disciplinary academic units, and our diverse industry advisory board. Through these collaborations, our initiatives deliver practical, real-world resources to the brand protection community. Since we don’t endorse solutions, allow sales of services or products, or give away our partners information to be used for sales, we are a trusted partner in this space.
**WHY SPONSOR?**

**COLLABORATION**
The A-CAPP Center’s has partnered with over 500 stakeholder groups since 2009. Our partners recognize our sponsors as helping the greater good in the fight against counterfeits and protecting brands.

500+
DIVERSE STAKEHOLDERS

BRANDS
SUPPLIERS
ACADEMIA
LAW FIRMS
GOVERNMENT
SERVICE PROVIDERS
LAW ENFORCEMENT
INTERMEDIARIES

**GLOBAL REACH AND ENGAGEMENT**
The A-CAPP Center’s engagement and reach is global and has expanded significantly in the last two years to include almost every area across the globe.

15K+ WEBSITE USERS
182 COUNTRIES
1.2+ SOCIAL MEDIA FOLLOWERS
4.2K+ EMAIL SUBSCRIBERS
Unlike many other conference hosts, Michigan State University is not an association that collects membership dues to provide seed money to support its events, and we work to keep registration rates lower than the industry average so all organizations can attend. As a result, our events would not be possible without support from our partners. Reach the 500+ stakeholders A-CAPP partners with and be seen as helping the greater good in the fight against counterfeit products and protecting brands.

The Brand Protection Strategy Summit has traditionally been a closed event for brand owners, law enforcement, government and academia to have open discussions on brand protection challenges and solutions in a vendor-free and third party-free environment. While we recognize the benefits of this, we also want to be inclusive of the entire brand protection community and every organizations unique contribution to fighting trademark counterfeiting. With that in mind, we will be hosting the first day of our summit in our traditional manner with a closed event for brand owners, law enforcement, government, and academia. The second and third days will be open to all in brand protection and anti-counterfeiting. As always, we remain a sales-free environment.

Non-Cash Sponsorship
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 250. Regardless of the non-cash gift value, all partners receive brand recognition.
WHO TO CONTACT

For further questions about sponsorships, or general questions about the Summit, contact: Kari Kammel @kkammel@msu.edu. For sponsorship benefits and invoicing, contact Sara Heeg @heegsar1@msu.edu.

The Summit would not be possible without support from our partners — thank you!