

THE A-CAPP CENTER AT MICHIGAN STATE UNIVERSITY
BRAND PROTECTION STRATEGY SUMMIT



**SPONSORSHIP
OPPORTUNITIES**

2022

**MARCH
16 - 18**

DEARBORN, MI

THE A-CAPP CENTER AT MICHIGAN STATE UNIVERSITY

BRAND PROTECTION STRATEGY SUMMIT

OUR MISSION

Identify and examine the complex issue of trademark counterfeiting from a practical, actionable, academic nexus/ viewpoint, working collaboratively with brand protection practitioners and communities worldwide.

OUR VISION

Combat trademark counterfeiting through our research, education, and outreach.

OUR TEAM

We are a small and committed team passionate about brand protection and anti-counterfeiting. We rely on partnerships with others in the brand protection community for funding and engagement as well as data for our research.

OUR VALUES

As a public, research-intensive, land-grant university funded in part by the State of Michigan, our university mission is to advance knowledge and transform lives. At the Center for Anti- Counterfeiting and Product Protection, these same values are at the core of what we do, as applied to the brand protection field. Through our vision, we live out these values by helping create solutions on a global scale to problems with significant health, safety and other risks. We also help train a diverse cadre of current and future industry professionals.



Center for Anti-Counterfeiting
and Product Protection
MICHIGAN STATE UNIVERSITY

ABOUT US

BRAND PROTECTION STRATEGY SUMMIT

OUR BOARD

Members are brand-owning companies most interested in forming long-term, substantive, and mutually beneficial partnerships. The board provides advice and supports the development and application of strategic goals and specific objectives as its fundamental role, which helps fulfill the Center's vision to be a trusted resource for industry.

LEVI STRAUSS & CO.



MERCK

Johnson&Johnson



OUR COUNCILS

The BP Councils sit under the A-CAPP's Advisory Board by invitation to enhance the research and scholarship of faculty and staff, curricula of the A-CAPP Center's education programs, information sharing and gathering through outreach activities, and placement and career opportunities for graduates.



LEVI STRAUSS & CO.

NCFTA



MERCK

ABRO

TIFFANY & CO.

CORSEARCH



Johnson&Johnson



The Research Council members are researchers from universities around the world from an array of academic disciplines that share information for current and future research endeavors in the area of trademark counterfeiting, including advertising and public relations, Korean literature and culture, supply chain management, apparel and textile design, wine and beverage, communications, global health, criminology, psychology, economics, logistics, and retailing.

ABOUT US

BRAND PROTECTION STRATEGY SUMMIT

THE SUMMIT

The Summit is a collaborative event designed for brand protection professionals at any level to discuss pressing issues and devise solutions with other like-minded professionals in an intimate setting that is sales free. From interactive panel sessions led by peers and experts and focused breakout sessions with in-depth discussions and information sharing to access to innovative ideas, developments, and research from internationally recognized scholars and multiple opportunities for meaningful networking with attendees, the Center's industry partners, team, and student interns, the A-CAPP Center Summit is a must attend event.

MARCH 16

TUESDAY

- Evening Private Reception for Advisory Board and Councils (invitation only)
- Evening Welcome Reception (open to all attendees)

MARCH 17

WEDNESDAY

- Day Sessions (open to all attendees)
- Evening Annual Reception (open to all attendees)

MARCH 18

THURSDAY

- Day Sessions (open to all attendees)

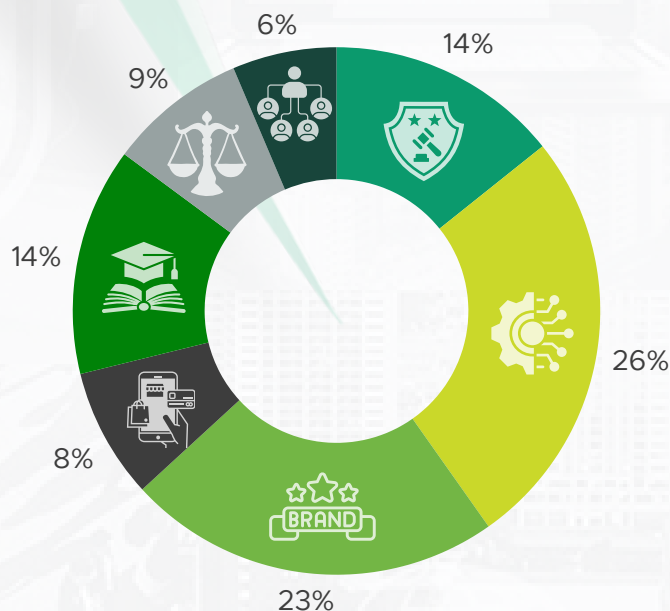
MARCH 19

FRIDAY

- Morning Advisory Board and Brand Protection Council Meeting (members only)

WHO ATTENDS?

- Brand Owners -all sizes
- Government Officials
- Academia
- eCommerce Platforms
- Law Firms
- Technology Providers
- Brand Protection Consultants
- Law Enforcement
- Industry Associations
- Social Media Platforms
- Service Providers
- Investigators



BRAND PROTECTION STRATEGY SUMMIT

WHY SPONSOR

Supporting the A-CAPP Summit is an investment in one of the field's leading interdisciplinary forums for brand protection thought leadership and collaboration, for substantive dialogue in a trusted, non-commercial environment.

Sponsorship reflects a commitment to advancing education, research, and cross-sector engagement shaping the future of the field.

premier	STANDARD RECOGNITION	PRIVATE RECEPTION	SUMMIT REGISTRATION	SWAG RECOGNITION	OTHER RECOGNITION	
GOLD	✓	2 INVITES	2 FREE	SHARED TABLE	⊘	\$20,000 USD
SILVER	✓	1 INVITE	1 FREE	SHARED TABLE	⊘	\$10,000 USD
program & venue						
PRAXIS STUDIO (4)	✓	⊘	⊘	⊘	ROOM & HANDOUTS	\$7,500 USD
REGISTRATION (1)	✓	⊘	⊘	⊘	EXCLUSIVE SIGN	\$5,000 USD
WIFI (1)	✓	⊘	⊘	⊘	SPONSOR NAME IS WIFI CODE	\$5,000 USD
LANYARD (1)	✓	⊘	⊘	⊘	⊘	\$5,000 USD
APP (1)	✓	⊘	⊘	⊘	⊘	\$2,000 USD
meals						
BREAKFAST (2)	✓	⊘	⊘	⊘	EXCLUSIVE SIGN	\$8,000 USD
LUNCH (1)	✓	⊘	⊘	⊘	EXCLUSIVE SIGN	\$8,000 USD
networking						
NEWCOMER BREAKFAST (1)	✓	⊘	⊘	ATTENDEE TABLES	EXCLUSIVE SIGN	\$10,000 USD
BREAK (4)	✓	⊘	⊘	⊘	EXCLUSIVE SIGN	\$5,000 USD
STUDENT LUNCH (1)	✓	⊘	⊘	ATTENDEE TABLES	⊘	\$3,000 USD
WELCOME RECEPTION (1)	✓	⊘	⊘	SHARED TABLE	EXCLUSIVE SIGN	\$8,000 USD
ANNUAL RECEPTION (2)	✓	⊘	1 FREE	SHARED TABLE	EXCLUSIVE SIGN	\$10,000 USD

**Praxis Studios are structured exploration of real-world challenges in sessions that bring together a cross-disciplinary group of experts from brands, academia, law enforcement, legal, technology, and policy communities to bridge theory to practice. Designed as hands-on, collaborative environments, these studios move beyond discussion to test ideas, synthesize insights, and co-develop actionable strategies that strengthen global brand integrity and illicit trade prevention that can be carried forward after the Summit. A sponsorship of a PS is for a half-day block.*

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RECOGNITION & BENEFITS

Recognition & benefits will be coordinated between the A-CAPP Center and sponsor coordinator using the Summit sponsorship form. See below for details on recognition & benefits and the terms and conditions on page 6 for additional information.

STANDARD RECOGNITION	• Marketing materials & emails	• Shared signage
	• Shared main screen slide	• App & web sponsor page

PRIVATE RECEPTION	Invitation to the March 16, 2027 Advisory Board, BP Councils, Research Council, & A-CAPP private reception
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SUMMIT REGISTRATION	Complimentary registration to the 2027 BP Strategy Summit
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SWAG RECOGNITION	One as stated:
	• Company swag on a shared table for sponsors • Company swag on attendee tables for specific event

OTHER RECOGNITION	One as stated:
	• Exclusive sign during/at the specific event (registration table, reception, etc.) • Recognition on room sign and handouts for the Praxis Studios by day

OTHER CONSIDERATIONS

The A-CAPP Center will consider in-kind support of the Summit outside of sponsorships on a limited basis. Acceptance of in-kind support is at the discretion of the A-CAPP Center and must align with its mission and directly benefit the Summit.

Recognition will be aligned with the packages and a la carte benefits based on value. For example, the item will be assigned a dollar value and that value will be used to determine recognition if applicable.

SPONSORSHIP

BRAND PROTECTION STRATEGY SUMMIT

SPONSORSHIPS

- Offer specific recognition benefits based on the level of sponsorship.
 - Benefits from one sponsorship level can not be traded for benefits from another level.
 - Sponsorships and/or their benefits can not be transferred to another event or organization.
- Adhere to the A-CAPP Center's sponsorship terms and conditions and Michigan State University's Endorsements, Advertising and Sponsorships Policy.
 - Sponsors may communicate their sponsorship to the general public in adherence to above policy and using an A-CAPP Center provided graphic.
- Are not pay-for-speaking or pay-for-contact list access opportunities.
- Are considered tax deductible. MSU will issue a letter for end of year tax purposes.

SPONSORS

- Are required to complete a sponsorship form by due date to receive recognition benefits.
 - The sponsorship form supplies additional logistic information and is the only platform to submit the required information, files, and other assets needed for sponsorships.
 - The sponsor contact is responsible to submit materials and/or information according to specifications and by the due date as provided on the sponsorship form.
 - Failure to submit materials/information by the due date implies that the sponsor does not wish to receive the applicable sponsor benefits.

Questions about benefits or coordination can be directed to Sara Heeg heegsar1@msu.edu