



THE COPYRIGHT SOCIETY OF THE U.S.A.

Annual Mid-Winter Meeting
Los Angeles, California
February 2 - 4, 2012

About Us

The Copyright Society of the U.S.A. is a non-profit organization established in 1953. The Society is the only nation-wide organization devoted to copyright law, education and understanding headquartered in New York City with 11 chapters across the country. Its mission is to foster interest in and advance the study of copyright law and of rights in literature, music, art, the theater, motion pictures, television and other forms of intellectual property, including computer programs, architectural works and other works of authorship. The Society's membership includes attorneys, individuals, copyright industry professionals, business organizations, and law firms and associations involved in or affected by copyright.

The 2012 Mid-Winter Meeting and Award Celebration

The Copyright Society of the U.S.A.'s Mid-Winter Meeting is one of the organization's two annual national events that bring together its members in the U.S. and around the world for educational legal panels and presentations. Held in a different city each year, The Society's Mid-Winter Meeting in February 2012 will be held in Los Angeles and will partner with several other prominent organizations whose members have an interest in copyright and the entertainment industries. As outlined in the enclosed fact sheet, the Meeting will offer a collaborative discourse on the legal and business issues that are at the forefront of copyright and intellectual property. Over the course of two and a half days, the event brings together diverse industry leaders from the legal, business, and creative communities in an effort to broaden perspectives and provide exceptional networking opportunities.

The Mid-Winter Meeting is also the setting of The Society's Award of Excellence in Creativity presentation. The award is given by The Society each year to an individual or organization that has demonstrated excellence in the creation of copyrightable works in any media. This year, The Society will present the esteemed Award at a luncheon reception held at The Beverly Hilton on Friday, February 3, 2012.

Sponsorship

The 2012 Mid-Winter Meeting provides an invaluable opportunity for sponsors to support a memorable event while receiving targeted visibility in the copyright and entertainment communities. Sponsorship brings with it numerous benefits, including reaching a broad audience of legal and non-legal professionals, establishing relationships with preeminent industry figures who are leaders in their field, and highlighting your organization's support of events that promote leading issues in the copyright and entertainment industries.

We are pleased to provide you with the following overview of the sponsorship opportunities available at the upcoming Mid-Winter Meeting. We invite you to contact us at any time with any questions you might have.



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EVENT SPONSORSHIP OPPORTUNITIES

OPENING NIGHT RECEPTION SPONSORSHIP (Thursday, February 2, 2012)

3 openings at \$2,500 each

This networking cocktail reception will be held at The Beverly Hilton to welcome attendees as they gather on the opening of the meeting on Thursday evening. Sponsors will receive the following benefits in return for their valuable support:

- Recognition as an official sponsor of this event in meeting materials
- Recognition during opening remarks at cocktail reception
- Option for sponsor to display sponsor signage at entrance of reception
- Option for sponsor to provide marketing materials to be made available at the reception
- Recognition on CSUSA website, including logo and link references
- Recognition in CSUSA emails and other materials promoting the meeting
- Opportunity for sponsor to provide a giveaway item or promotional insert to be distributed to attendees in official meeting tote bags
- *Exclusive sponsorship provides two (2) complimentary meeting registrations

MOVIE STUDIO RECEPTION SPONSORSHIP (Friday, February 3, 2012)

3 openings at \$3,000 each

Following a morning of copyright law panels and the Friday award luncheon, the afternoon will be devoted to networking, featuring a private behind-the-scenes studio tour and reception on the backlot of a major motion picture studio. Sponsors will receive the following benefits in return for their valuable support:

- Recognition as an official sponsor of this event in meeting materials
- Recognition during opening remarks at cocktail reception
- Option for sponsor to display sponsor signage at reception
- Option for sponsor to provide marketing materials to be made available at the reception
- Recognition on CSUSA website, including logo and link references
- Recognition in CSUSA emails and other materials promoting the meeting
- Opportunity for sponsor to provide a giveaway item or promotional insert to be distributed to attendees in official meeting tote bags
- *Exclusive sponsorship provides two (2) complimentary meeting registrations

AWARD LUNCHEON SPONSORSHIP (Friday, February 3, 2012)

3 openings at \$3,000 each; subject to award recipient approval

The Friday luncheon immediately follows the morning schedule of legal panels at The Beverly Hilton, and is highlighted by the presentation of the Copyright Society of the U.S.A. Award for Excellence in Creativity, presented by The Society this year to a leading member of the entertainment industry. Sponsors will receive the following benefits in return for their valuable support:

- Recognition as an official sponsor of this event in meeting materials
- Recognition during opening remarks at luncheon reception
- Option for sponsor to display sponsor signage at entrance of luncheon reception
- Option for sponsor to provide marketing materials to be made available at the luncheon
- Recognition on CSUSA website, including logo and link references
- Recognition in CSUSA emails and other materials promoting the meeting
- Opportunity for sponsor to provide a giveaway item or promotional insert to be distributed to attendees in official meeting tote bags
- *Exclusive sponsorship provides two (2) complimentary meeting registrations



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KEYNOTE ADDRESS LUNCHEON SPONSORSHIP (Saturday, February 4, 2012)

3 openings at \$3,000 each

Immediately following a morning of panels on issues impacting the copyright community, the Saturday luncheon reception at The Beverly Hilton will feature a keynote address from Maria A. Pallante, the United States Register of Copyrights. Sponsors will receive the following benefits in return for their valuable support:

- Recognition as an official sponsor of this event in meeting materials
- Recognition during opening remarks at luncheon reception
- Option for sponsor to display sponsor signage at entrance of luncheon reception
- Option for sponsor to provide marketing materials to be made available at the luncheon
- Recognition on CSUSA website, including logo and link references
- Recognition in CSUSA emails and other materials promoting the meeting
- Opportunity for sponsor to provide a giveaway item or promotional insert to be distributed to attendees in official meeting tote bags
- *Exclusive sponsorship provides two (2) complimentary meeting registrations

BREAKFAST SPONSORSHIPS (Friday, February 3, 2012; Saturday, February 4, 2012)

3 openings per event at \$1,500 each

Opportunities are available to support one of the meeting's two networking breakfasts hosted on either February 3rd or 4th at The Beverly Hilton. These events provide attendees with a rewarding opportunity to network with one another over a catered breakfast with diverse offerings. Sponsors will receive the following benefits in return for their valuable support:

- Recognition as an official sponsor of this event in meeting materials
- Recognition during opening remarks immediately following the breakfast
- Option for sponsor to display sponsor signage at entrance of breakfast location
- Option for sponsor to provide marketing materials to be made available at the breakfast
- Recognition on CSUSA website, including logo and link references
- Recognition in CSUSA emails and other materials promoting the meeting
- Opportunity for sponsor to provide a giveaway item or promotional insert to be distributed to attendees in official meeting tote bags
- *Exclusive sponsorship provides one (1) complimentary meeting registration

NETWORKING COFFEE BREAK SPONSORSHIPS (Friday, February 3, 2012; Saturday, February 4, 2012)

3 openings per event at \$1,250 each

Opportunities are available to support a networking coffee break held at The Beverly Hilton in-between the morning panel sessions on either February 3rd or 4th. Attendees will gather over coffee and tea, while greater sponsorship support would make possible finer offerings such as pastries and other light refreshments. Sponsors will receive the following benefits in return for their valuable contributions:

- Recognition as an official sponsor of this event in meeting materials
- Option for sponsor to display sponsor signage at entrance of networking break location
- Option for sponsor to provide marketing materials to be made available during the networking break
- Recognition on CSUSA website, including logo and link references
- Recognition in CSUSA emails and other materials promoting the meeting
- *Exclusive sponsorship provides one (1) complimentary meeting registration



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ATTENDEE GIFTS SPONSORSHIP OPPORTUNITIES

MEETING TOTE SPONSOR (1 Available)

\$1,750 exclusive

Opportunity to gain maximum exposure by contributing to provide the official tote bag for the meeting distributed to each attendee at registration. Sponsors will receive the following benefits in return for their valuable contributions:

- Attribution of your logo, together with meeting logos, on official meeting tote bags
- Option for sponsor to provide marketing materials to be included in official tote bags, on non-exclusive basis
- Opportunity to include a giveaway item or promotional insert to be distributed to attendees in official meeting tote bags, on non-exclusive basis
- Recognition on CSUSA website, including logo and link references
- Recognition in CSUSA emails and other materials promoting the meeting

MEETING LANYARD SPONSOR (1 Available)

\$1,250 exclusive

Opportunity to gain broad exposure by contributing to provide the official lanyard of the meeting distributed to each attendee at registration. Sponsors will receive the following benefits in return for their valuable contributions:

- Attribution of your logo on official meeting lanyard
- Option for sponsor to provide marketing materials in official meeting tote bag
- Recognition on CSUSA website, including logo and link references
- Recognition in CSUSA emails and other materials promoting the meeting

MEETING TOTE BAG GIFT INSERT* (Multiple Available)

\$500 per item

Opportunity to gain significant visibility by providing a branded gift or marketing material to be inserted in the official meeting tote distributed to each attendee at registration. Sponsor provides one such giveaway item, with your valuable contribution further entitling you to the following benefits:

- Inclusion of one gift or marketing material provided by sponsor in each attendee's meeting tote bag, per approval instructions and by date specified in sponsor form
- Recognition on CSUSA website, including logo and link references
- Recognition in CSUSA emails and other materials promoting the meeting

* Partner organizations may include one (1) complimentary gift or marketing material with the organizations' particular branding or logo as a courtesy for their presentation of a panel discussion at the meeting.

WEBSITE SPONSORSHIP OPPORTUNITIES

GENERAL SPONSOR LISTING (Multiple Available)

\$500 per listing

Opportunity to have your company or organization known as a branded supporter of the meeting. Sponsors will be listed as sponsors on the main CSUSA website for the meeting, where attendees will be directed for meeting materials. Sponsors will receive the following benefits in return for their valuable support:

- Recognition in general patron listing on CSUSA website
- Recognition in general patron listing on CSUSA emails and other materials promoting the meeting

QUESTIONS

Please contact Janice Mayer, Director of Operations, with any questions at (212) 354-6401 or amy@csusa.org.



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MID-WINTER MEETING FACT SHEET

- WHO:** The Copyright Society of the U.S.A.
- WHAT:** The Annual Mid-Winter Meeting
- WHERE:** The Beverly Hilton, 9876 Wilshire Boulevard, Beverly Hills, CA 90210
- WHEN:** February 2 - 4, 2012
- WHY:** The Mid-Winter Meeting will offer a collaborative discourse on the legal and business issues that are at the forefront of copyright and intellectual property and provide attendees with networking opportunities.
- WITH:** Organizations partnering with The Copyright Society of the U.S.A. to present panel discussions include:
- The American Bar Association, Entertainment and Sports Law Forum
 - Association of Independent Music Publishers
 - Beverly Hills Bar Association, Entertainment Law Section
 - California Copyright Conference
 - Los Angeles Copyright Society
 - Los Angeles County Bar Association, Entertainment Law and Intellectual Property Section
- TOPICS:** Panel discussions on copyright issues include topics on:
- Idea Protection and Copyright Preemption after *Montz v Pilgrim Films*
 - Copyright Challenges in the New Digital World
 - Copyright Terminations in the U.S. and Abroad
 - Advanced Copyright Issues on the Internet
 - Music Licensing Issues in the Film and Television Industries
 - Public Domain Works and *Golan v. Holder*
 - Registration and Recordation in the 21st Century
- WEB:** Additional information about The Copyright Society of the U.S.A. and its national and regional events can be found by visiting www.csusa.org.
- QUESTIONS:** Please contact Janice Mayer, Director of Operations, with any questions at (212) 354-6401 or amy@csusa.org.



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HOW TO CONTRIBUTE

Your generous contribution can be submitted by completing this form and sending it together with payment for the selected sponsorship opportunity to: *Janice Mayer, The Copyright Society of the U.S.A., 352 Seventh Avenue, Suite 739, New York, NY 10001*. You may also send completed forms with credit card authorization via facsimile to (212) 354-2847 or email to amy@csusa.org. Sponsorships are subject to availability on a first come, first served basis.

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP CODE: _____

TELEPHONE: _____

FAX: _____

EMAIL: _____

Please [1] circle desired sponsorship opportunity; [2] fill in desired number of openings you would like to contribute towards each one; [3] fill in total required contribution (calculated by taking the selected number of openings multiplied by the specified cost for each). If a sponsorship package entitles you to the distribution of marketing materials or gifts, please follow the "Marketing Materials and Gifts" instructions below.

SPONSORSHIP OPPORTUNITY	SELECT NUM.	X	COST OF EACH	=	TOTAL	SPONSORSHIP OPPORTUNITY	SELECT NUM.	X	COST OF EACH	=	TOTAL
Opening Night Reception [Thurs.]	__ of 3	x	\$2,500	=	\$ _____	Networking Coffee Break [Fri.]	__ of 3	x	\$1,250	=	\$ _____
Movie Studio Reception [Fri.]	__ of 3	x	\$3,000	=	\$ _____	Networking Coffee Break [Sat.]	__ of 3	x	\$1,250	=	\$ _____
Award Luncheon [Fri.]	__ of 3	x	\$3,000	=	\$ _____	Meeting Tote Sponsor	__ of 1	x	\$1,750	=	\$ _____
Keynote Address Luncheon [Sat.]	__ of 3	x	\$3,000	=	\$ _____	Meeting Lanyard Sponsor	__ of 1	x	\$1,250	=	\$ _____
Breakfast Sponsorship [Fri.]	__ of 3	x	\$1,500	=	\$ _____	Tote Bag Gift Insert Fee	1/Multi	x	\$500	=	\$ _____
Breakfast Sponsorship [Sat.]	__ of 3	x	\$1,500	=	\$ _____	General Sponsor Listing	1/Multi	x	\$500	=	\$ _____

METHOD OF PAYMENT: MasterCard Visa American Express Check* Wire Transfer**

CREDIT CARD NO.: _____

EXPIRATION DATE: (MM) / (YY) _____

SECURITY NO.: _____

TOTAL AUTHORIZED: _____

CARDHOLDER'S NAME: _____

SIGNATURE: _____

* Please make checks payable to THE COPYRIGHT SOCIETY OF THE U.S.A. ** Please contact us for details on paying by wire transfer.

Marketing Materials and Gifts

Please contact us to provide a sample graphic or image of your proposed printed marketing material or gift for approval. Subject to prior approval, please ship approximately 225 units for receipt by January 20, 2012, to *Ballard Spahr LLP, c/o Irma Williams, 2029 Century Park East, Suite 800, Los Angeles, CA 90067-2909*. Please note that shipper is responsible for all duties, costs, and ensuring that shipment arrives at specified address prior to deadline.

Logo Requirements

Please email a high resolution .gif or .jpg file format of your logo that renders in a browser successfully and/or is discernible at 200 pixels natively. Large files should be compressed or sent on CD to the address specified above.

Contact Us

Please contact Janice Mayer, Director of Operations, with any questions at (212) 354-6401 or amy@csusa.org.