

LES (USA & CANADA) 2012 SPONSORSHIP OPPORTUNITIES

CONNECTING + COLLABORATING



2011 Meeting Sponsors

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- › TAEUS
- › Technology, Patents & Licensing, Inc.
- › Thomson Reuters
- › UBM TechInsights

LESUSACANADA.ORG/SPONSORSHIP

LES (USA & CANADA)
**2012 WINTER
MEETING**
SPOTLIGHT ON:
CREATING VALUE



March 12-14
Anaheim Marriott
Anaheim, CA

With LES-AUTM Joint Programming

LES (USA & CANADA)
**2012 SPRING
MEETING**
SPOTLIGHT ON:
LIFE SCIENCES



May 15-17
Hyatt Regency Boston
Boston, MA

LES (USA & CANADA)
**2012 ANNUAL
MEETING**
CONNECTING +
COLLABORATING



October 14-17
Sheraton Centre Toronto
Toronto, Ontario, Canada

LES sponsorship is very important to us. It raises our profile with key licensing decision makers.

We received more exposure and value from this sponsorship opportunity than any other we've tried in the past.

As a new organization in licensing, LES sponsorship enabled us to reach the audience we're targeting.

WINTER MEETING March 12-14 / Anaheim, CA

SPRING MEETING May 15-17 / Boston, MA

ANNUAL MEETING October 14-17 / Toronto, Ontario, Canada

LES Meeting Attendees

LES (USA & Canada) Meeting attendees represent a highly diverse community of licensing, intellectual property, business development and technology professionals. Approximately 200-400 attendees are expected for each of the Seasonal Meetings, and over 1,000 attendees are expected for the Annual Meeting. Each meeting offers a unique opportunity to gain broad exposure in the IP marketplace and reach a targeted group of decision makers.

LES (USA & CANADA) 2012 SPONSORSHIP OPPORTUNITIES



Licensing Executives Society
(U.S.A. and Canada), Inc.

YOUR KEY TO INCREASED VISIBILITY
IN THE BUSINESS DEVELOPMENT &
INTELLECTUAL PROPERTY MARKETPLACE

Did you know that event sponsorships are proven to be one of the most effective marketing tools? Sponsorship provides your company with a broad spectrum of benefits from **enhanced visibility and image**, such as differentiating your company from competitors, to **helping to develop closer and better relationships with customers**, both existing and potential ones, and **showcasing your services and products**.

Sponsoring an LES (USA & Canada) Meeting provides you with all of these benefits, as well as the gratification of knowing that you're supporting an association that has been dedicated to promoting the advancement of the licensing profession for over 45 years.

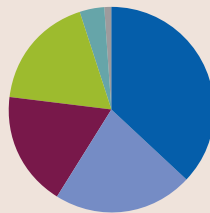
Based on feedback from our sponsors, we've retooled our offerings for 2012 to provide you with more value for your investment. Whether your organization is small, large, national or international, our 2012 offerings allow you to tailor your support to match your firm's unique interests. Key deliverables include:

- ▶ **Gain broad exposure** through branding on pre-event promotional and on-site event materials and signage
- ▶ **Receive complimentary passes** for company executives or clients to attend the meetings
- ▶ **Establish event presence** and connect directly with potential and existing customers at your tech fair or power networking booth
- ▶ **Reach key professionals** in the licensing, IP and business development professions.



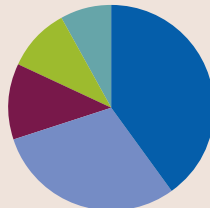
Organization Type

Corporation	37%
Law Firm	22%
Consultant/Service Provider	18%
University/Government	18%
Entrepreneur	4%
Student	1%



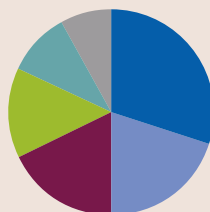
Industry Sector

Life Sciences	40%
High Technology	30%
Industry/University/Gov't Interface	12%
Chemicals, Energy, Environmental and Materials	10%
Consumer Products	8%



Professional Title

Business Development/Licensing	30%
Vice President/Managing Director	20%
Attorney	18%
C-Level Executive	14%
Tech Transfer	10%
Other	8%



Don't miss out on these great opportunities to promote your organization! To take advantage of your full spectrum of promotional benefits apply now at lesusacanada.org/sponsorship or contact us at sponsorship@les.org.

▶ **MULTIPLE EVENT DISCOUNTS: 10% off for 2 events & 25% off for 3 events!**

Gold Sponsorship Package

Spring - \$10,000 / 5 available Winter - \$10,000 / 5 available Annual - \$20,000 / 5 available

- › 3 complimentary Meeting Registrations
- › 3 complimentary Accompanying Person Registrations
- › Discounted registration fee for colleagues & clients
- › Option to host private event (*Annual Meeting only*)
- › Reserved table at luncheons
- › Prominent complimentary booth (*Choice of Tech Fair booth or private Power Networking space*)
- › Verbal recognition at the meeting
- › On-site event materials & signage
- › Opportunity to distribute materials at meeting in attendee registration bag & Virtual Tote Bag
- › Branding on website/pre-event materials
- › 4 sponsorship announcements in LES Insights
- › First option for 2013 meetings

Silver Sponsorship Package

Spring - \$7,500 / 10 available Winter - \$7,500 / 10 available Annual - \$15,000 / 10 available

- › 2 complimentary Meeting Registrations
- › 2 complimentary Accompanying Person Registrations
- › Discounted registration fee for colleagues & clients
- › Complimentary booth (*Choice of Tech Fair booth or private Power Networking space*)
- › On-site event materials & signage
- › Opportunity to distribute materials at meeting in attendee registration bag & Virtual Tote Bag
- › Branding on website/pre-event materials
- › 2 sponsorship announcements in LES Insights

Bronze Sponsorship Package

Spring - \$5,000 / 10 available Winter - \$5,000 / 10 available Annual - \$10,000 / 15 available

- › 1 complimentary Meeting Registration
- › Discounted registration fee for colleagues & clients
- › Complimentary Tech Fair booth
- › On-site event materials & signage
- › Opportunity to distribute materials at meeting on sponsor literature table & Virtual Tote Bag
- › Branding on website/pre-event materials
- › 1 sponsorship announcement in LES Insights

Welcome Reception Package (exclusive opportunity)

\$30,000

- › 3 complimentary Meeting Registrations
- › 3 complimentary Accompanying Persons passes
- › Complimentary Tech Fair booth
- › Dedicated signage at Welcome Reception
- › On-site event materials & signage
- › Opportunity to distribute materials at Welcome Reception & Virtual Tote Bag
- › Branding on website/pre-event materials
- › 4 sponsorship announcements in LES Insights
- › First option for 2013 meeting

Networking Reception Package (exclusive opportunity)

\$25,000

- › 2 complimentary Meeting Registrations
- › 2 complimentary Accompanying Persons passes
- › Complimentary Tech Fair booth
- › Dedicated signage at Closing Reception
- › On-site event materials & signage
- › Opportunity to distribute materials at Closing Reception & Virtual Tote Bag
- › Branding on website/pre-event materials
- › 4 sponsorship announcements in LES Insights
- › First option for 2013 meeting

*All opportunities are first come, first served.

Wireless Internet Sponsor (exclusive opportunity)

\$10,000

- › Branding on wireless internet access landing page
- › Opportunity to distribute materials in Virtual Tote Bag
- › Branding on website/pre-event materials
- › 2 sponsorship announcements in LES Insights
- › Priority access to purchase Tech Fair booth
- › First option for 2013 meeting

Industry Sector Reception (5 available)

\$10,000

One per sector: Life Sciences, High Technology, CEEM, IUGI & Consumer Products

- › 1 complimentary Meeting Registration
- › Dedicated signage & materials at Industry Sector Reception
- › Opportunity to distribute materials in Virtual Tote Bag
- › Branding on website/pre-event materials
- › 2 sponsorship announcements in LES Insights
- › Priority access to purchase Tech Fair booth
- › First option for 2013 meeting

Luncheon (2 available) / **Continental Breakfast** (3 available)

\$10,00 / \$8,000

- › 1 complimentary Meeting Registration
- › Dedicated signage & materials at Breakfast
- › Opportunity to distribute materials in Virtual Tote Bag
- › Priority access to purchase Tech Fair booth

Networking Coffee Break (6 available)

\$5,000

- › Dedicated signage & materials at Networking Break
- › Opportunity to distribute materials in Virtual Tote Bag
- › Priority access to purchase Tech Fair booth

Webinar Wednesday Sponsorship (1 available)

\$10,000

Webinar Wednesday Continuing Education Programs have been attended by over 700 participants in the past year. Upcoming topics include “Financial Elements of IP Contracts,” “Software Licenses,” “Patent Strategy,” “Structured Innovation & IP” and “Antitrust Implications of Patent Licensing.”

- › Firm name/logo featured on LES home page, webinar notices, webinar download materials & LES Insights
- › Introduction of webinar keynote speaker
- › Closing remarks for webinar
- › Priority for sponsorships of non-Webinar Education Events (e.g., Custom Corporates, LES University, etc.)

Banner Advertising on LES Website & in LES Insights

Advertising on the LES Website and in LES Insights is a highly-targeted, impactful and cost-effective way to gain valuable exposure to the right community of decision-making professionals. Email ads@les.org for rates.

Friend of LES (for individuals)

\$1,000

- › Name recognition in the LES Annual Meeting onsite guide & in LES Insights publication
- › Name recognition on the LES website
- › Allows individuals to support and be recognized by LES at a minimal expense