



*Learning.  
Excellence.  
Sharing.*

## LES 2021 SPONSORSHIP OPPORTUNITIES

Expand your brand, increase your exposure, and promote your thought-leadership with hundreds of senior-level IP, technology transfer and business development professionals and IP owners.





## Who is LES?

For more than 50 years, the Licensing Executives Society (LES) has been the leading association for intellectual property, technology, and business development professionals to achieve professional and personal success.

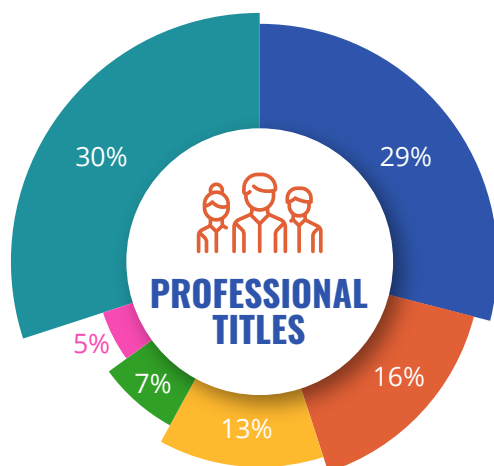
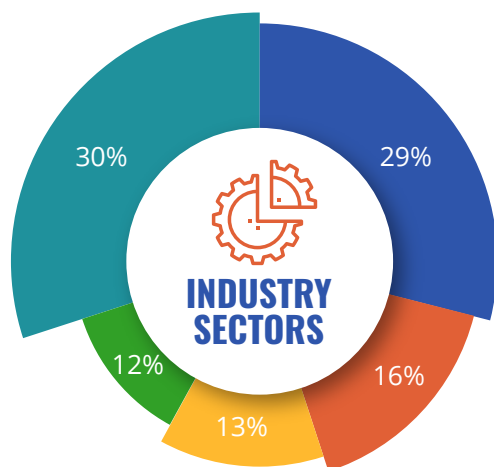
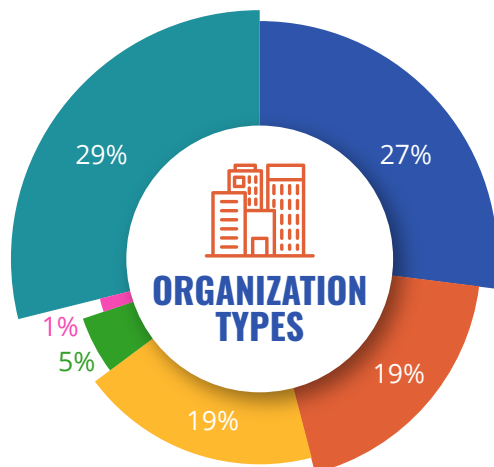
## Grow Your Business with LES

**The most successful professionals in the intellectual property and licensing community leverage their Licensing Executives Society (LES) involvement into deal-making opportunities.**

With more IP licensing executives, the highest-caliber opportunities to connect with them and LES's commitment to you and your business development objectives, you will receive unmatched exposure designed to help you attract and develop crucial relationships with decision-makers. LES represents a highly diverse community of professionals who collaborate across multiple industries and sectors. Leverage the power of our network and connect with members to increase brand awareness, promote thought leadership, reach key prospects, showcase new products and services, and stand out among your competitors.

LES is the global leader in standards development, education, and certification in promoting IP commerce.

## Demographics



- Corporate 29%
- Law Firm 27%
- Consultant/Service Provider 19%
- University/Government 19%
- Entrepreneur 5%
- Student 1%

- High Technology 30%
- Life Sciences 29%
- Industry-University-Government Interface, IUGI 16%
- Chemicals, Energy, Environment & Materials, CEEM 13%
- Consumer Products 12%

- Attorney 31%
- Business Development/Licensing 29%
- Vice President/Managing Director 16%
- Tech Transfer 13%
- C-Level Executive 7%
- Other 5%

**If your business addresses any of the following categories, then this is your opportunity to partner with LES.**

LES and its members are attractive to you if you work in any of the following areas:

- Corporate licensing / Business Development
- IP & Tech Commercialization
- Technology Transfer
- Valuation Services
- IP Advisory Services
- University and Government Interface
- IP Tools and Technology Solutions/Software
- Patent Brokerage
- Patent Intelligence Services
- Patent search
- Competitive Intelligence
- IP Project and Portfolio Management
- Legal Services
- Litigation finance
- Patent Application Services
- Patent Translation Services
- Research and Development
- Risk Assurance
- Royalty Audits
- Statistical Modeling and Analytics
- Talent Acquisition and Recruitment
- Taxation





# Become a 2021 Annual Sponsor

As an Annual Sponsor, you gain unique access and broad visibility to LES members and meeting attendees.

ANNUAL SPONSORSHIPS	GOLD \$20,000	SILVER \$15,000	BRONZE \$7,500
Sponsor recognition in regularly scheduled society update emails	✓	✓	✓
Recognition in social promotions	Monthly	Quarterly	Biannual
Sponsor logo on LES website	✓	✓	✓
Sponsor logo recognition at the Annual Meeting and Conferences	✓	✓	
Sponsor recognition in blog post	✓		
Complimentary Meeting Registrations	Unlimited	2	1

In addition to the Annual Sponsorships, LES has sponsorship opportunities throughout the year, such as:

## INDUSTRY SECTOR SUPPORTER \$5,000

- ✓ Select one Industry Sector to sponsor
- ✓ Recognition in Industry Sector focused emails and social promotions
- ✓ Logo recognition on LES Industry Sector homepage within LES website

## HALF DAY CONFERENCE SPONSOR (Available for other events; see next page for Annual Meeting offerings)

- ✓ Multiple sponsorship levels available.
- ✓ Includes complimentary registrations, sponsor recognition in emails and social promotions.
- ✓ This opportunity is customizable.
- ✓ Please contact us for pricing which ranges from \$5,000 to \$2,500.

## WEBINAR SPONSOR

**\$5,000 choice of one**  
**\$7,500 choice of two**  
**\$10,000 choice of three**

- ✓ Short video introduction prior to the webinar
- ✓ Recognition in webinar related emails and social promotions
- ✓ Logo recognition on LES website, with link to your organization's website
- ✓ Complimentary passes for sponsored webinar(s)



# Sponsor the 2021 LES Annual Meeting

(a virtual event the week of September 27, 2021)

ANNUAL MEETING SPONSORSHIP OPPORTUNITIES	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$6,000	FRIEND \$3,000
Complimentary passes	Unlimited	3	3	2	2
Sponsor recognition on LES website	✓	✓	✓	✓	✓
Sponsor recognition in a weekly society email	5	4	3	2	1
Virtual flyer in Virtual Resource Kit	✓	✓	✓	✓	✓
Sponsor recognition in event emails	✓	✓	✓	✓	
Attendee List	✓	✓	✓	✓	
Sponsor recognition in social posts	3	2	1		
Sponsor's choice of:	Recognition at One Keynote Speaker Session or Welcome Reception	Two sessions or One Networking Event	Meeting Link, Leaderboard or Networking Break		
*see next page for details					

# Description of Sponsorship Opportunities

## Exclusive Branding Opportunities

Each sponsorship opportunity below is available in one of the Annual Meeting Sponsorship levels.

### KEYNOTE SPEAKER SESSION

You will have the opportunity to welcome a keynote or plenary speaker of choice and associate your company with a leading name in the field.

- ✓ Logo recognition on all promotional emails that promote the selected keynote speaker
- ✓ Short video introduction prior to the keynote session
- ✓ Logo recognition on agenda

### WELCOME RECEPTION

*(Limited to two sponsors)*

Excitement is always high at the LES Welcome Reception, where attendees meet up with old friends and eagerly make new connections.

- ✓ Logo recognition included on promotions for the Welcome Reception
- ✓ Short video introduction prior to the Welcome Reception kick off
- ✓ Logo recognition on the agenda

### SESSION SPONSOR

Select one session to sponsor, Round Table discussions, New Member, Concurrent sessions.

- ✓ Logo recognition on the agenda
- ✓ Short video introduction prior to the session
- ✓ The opportunity for personal contact with attendees who are interested in a specific topic



# Description of Sponsorship Opportunities (continued)

## Additional Sponsorship Opportunities

### WOMEN IN LICENSING SESSION

A session planned by women for everyone to address women's issues in the field. Always well-attended and highly rated.

- ✓ Logo recognition on promotions for session
- ✓ Logo and verbal recognition from speakers during session

### MEETING LINK SPONSOR

*Exclusive opportunity*

- ✓ Logo recognition on the registration emails that advise attendees of the meeting link and password
- ✓ Logo recognition on login screen, where attendees see it every time they log in

### LEADERBOARD SPONSOR

*Exclusive opportunity*

- ✓ Logo recognition on the Leaderboard emails
- ✓ Sponsor recognition in the Annual Meeting platform as the Leaderboard Sponsor
- ✓ Opportunity to provide prizes (\$100 value or more) to the winner of the Leaderboard at the Annual Meeting

### VIRTUAL RESOURCE LIBRARY SPONSOR

*Exclusive opportunity*

- ✓ Virtual Resource Library with your logo available to all attendees as soon as the platform goes online
- ✓ Logo recognition on message sent out to all attendees inviting them to utilize the Virtual Resource Library
- ✓ Available for reference after the meeting

\*Contains files from all event sponsors

**Are you looking for a  
Sponsorship Opportunity  
outside of the list  
provided?**

Please contact us directly,  
so we can create an  
opportunity that meets  
your specific objectives.

**For more information about Sponsorship Opportunities with LES, contact us!**

Regina Young, 781-876-6226, [sponsors@les.org](mailto:sponsors@les.org)