

LES 2022 SPONSORSHIP PROSPECTUS



COMMERCIALIZING INNOVATION



LES ANNUAL MEETING

October 16-19, 2022
San Francisco Marriott Marquis



Who is LES?

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

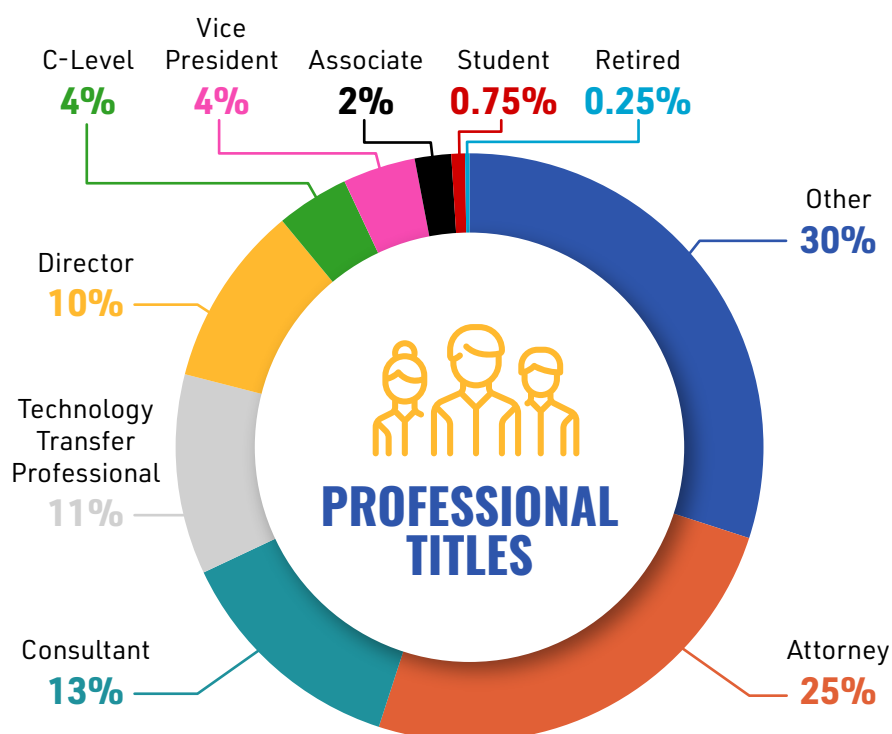
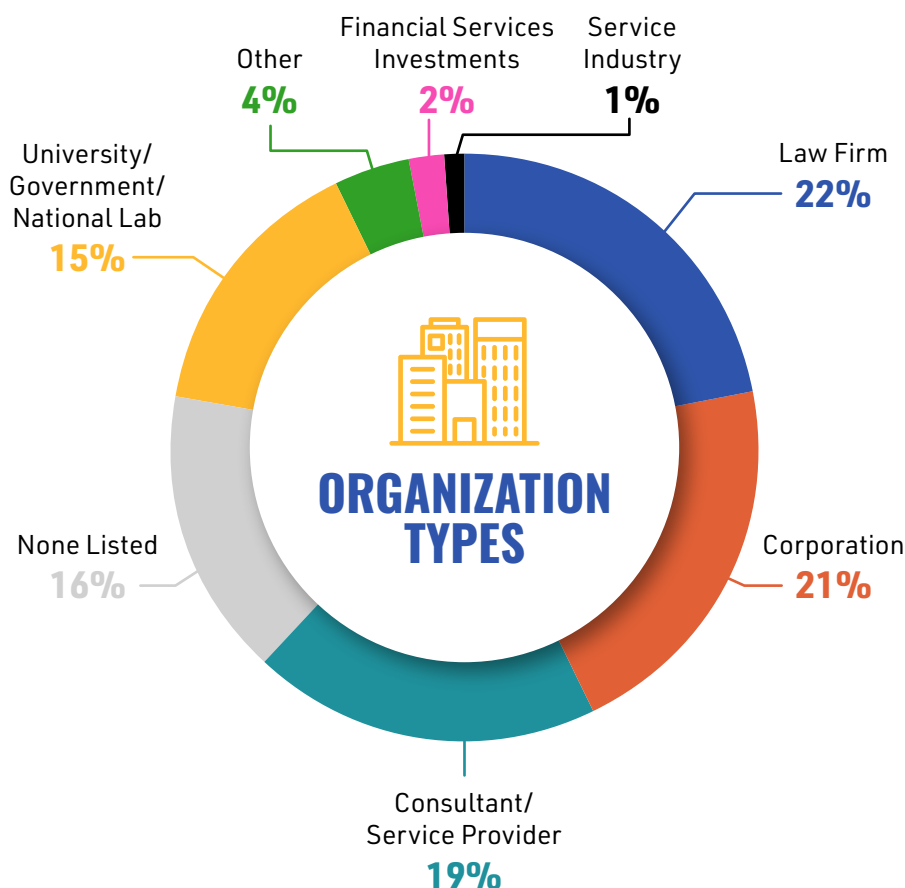
Grow Your Business with LES

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

With more opportunities to connect with the highest-caliber intellectual property (IP) and licensing professionals, LES's commitment to you and your business development objectives, is unmatched. The exposure to decision makers, who promote thought leadership in the IP and licensing community, is designed to help you develop crucial relationships. Our Members represent a highly diverse community of experts, who collaborate within and across multiple industry sectors. Leverage the power of LES's network and connect with members worldwide to increase your brand awareness, reach key prospects, showcase new products and services, and stand out among your competitors.

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

Demographics



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
- Royalty Audits
- University/Government/Industry Interface
- IP Tools and Technology Solutions/Software
- Patent Brokerage
- Patent Intelligence Services
- Patent search
- Competitive Intelligence
- IP Project and Portfolio Management
- Patent Application Services
- Legal Services
- Litigation finance
- Patent Translation Services
- Research and Development
- Risk Assurance
- Statistical Modeling and Analytics
- Talent Acquisition and Recruitment
- Taxation

Annual Meeting Sponsorship Opportunities

All Sponsorship levels below include these standard benefits:

- ✓ Sponsor recognition on LES website, linked to sponsor organization's URL
- ✓ One piece of digital collateral in the virtual welcome tote and mobile app
- ✓ Sponsor recognition in event emails

ANNUAL MEETING SPONSORSHIP OPPORTUNITIES	PLATINUM \$35,000	GOLD \$20,000	SILVER \$15,000	BRONZE \$7,500	FRIEND \$3,000
Complimentary meeting registrations	up to 5	up to 4	up to 2	up to 1	
20% discount on additional meeting registrations	up to 5	up to 4	up to 2	up to 1	up to 1
Exhibit space	✓	✓	✓		
Premium exhibit space available for an additional \$3,500	✓	✓	✓		
Exhibit space available at discounted rate of \$3,500				✓	✓
Sponsor recognition in a weekly society email	5	4	3	2	1
Sponsor recognition in social posts	3	2	1		
Sponsor ad in LES Viewpoints	1 Full page	1 Half page	1 Half page	1 Quarter page	
Attendee list (consistent with privacy laws)	✓	✓	✓	✓	
Opportunity to place branded items or collateral in a pre-determined area for all attendees during the time of the sponsored activity (provided by sponsor and approved by LES)	✓	✓	✓		
Recognition at the event, reception and/or dinner	✓	✓	✓	✓	
Sponsor's choice of:	Welcome Reception OR Gala Dinner (final name TBD)	Keynote Session, Closing Reception, Business Meeting Lunch (Monday)	Breakfast (Monday or Tuesday) OR Women in Licensing Program	One Workshop Session	

Premier Annual Meeting Branding Opportunities



WI-FI SPONSOR

Limited to two sponsors

\$20,000

- ✓ Logo recognition on the Wi-Fi signage
- ✓ Complimentary meeting registrations (up to 2 passes)
- ✓ 20% discount on meeting registrations (up to 2 additional passes)
- ✓ Exhibit space available at discounted rate of \$3,500
- ✓ Logo recognition on the event emails, mobile app and website
- ✓ One piece of digital collateral in the virtual welcome tote and mobile app

MOBILE APP SPONSOR

Exclusive Opportunity

\$20,000

- ✓ Logo recognition on the splash screen of the Mobile App
- ✓ Complimentary meeting registrations (up to 2 passes)
- ✓ 20% discount on meeting registrations (up to 2 additional passes)
- ✓ Logo recognition on the event emails, mobile app and website
- ✓ One piece of digital collateral in the virtual welcome tote and mobile app

REGISTRATION SPONSOR

Exclusive Opportunity

\$15,000

- ✓ Logo recognition on the registration emails that advise attendees how to register for the event
- ✓ Logo recognition on login screen, where attendees register for the event
- ✓ Complimentary meeting registrations (up to 2 passes)
- ✓ 20% discount on meeting registrations (up to 2 additional passes)
- ✓ Logo recognition on the event emails, mobile app and website
- ✓ One piece of digital collateral in the virtual welcome tote and mobile app

HOTEL KEY CARDS

Exclusive Opportunity

\$10,000

- ✓ Logo recognition on the hotel key cards, along with the LES logo
- ✓ Complimentary meeting registrations (up to 1 pass)
- ✓ 20% discount on meeting registrations (up to 2 additional passes)
- ✓ Logo recognition on the event emails, mobile app and website
- ✓ One piece of digital collateral in the virtual welcome tote and mobile app

LANYARD SPONSOR

Exclusive Opportunity

\$10,000

- ✓ Logo recognition on the lanyards, along with the LES logo
- ✓ Complimentary meeting registrations (up to 1 pass)
- ✓ 20% discount on meeting registrations (up to 2 additional passes)
- ✓ Logo recognition on the event emails, mobile app and website
- ✓ One piece of digital collateral in the virtual welcome tote and mobile app

CHARGING STATION

Exclusive Opportunity

\$7,500

- ✓ Logo recognition on the charging stations, along with the LES logo
- ✓ Complimentary meeting registrations (up to 1 pass)
- ✓ 20% discount on meeting registrations (up to 2 additional passes)
- ✓ Logo recognition on the event emails, mobile app and website
- ✓ One piece of digital collateral in the virtual welcome tote and mobile app

CONFERENCE PENS

Exclusive Opportunity

\$5,000

- ✓ Logo recognition on the conference pens
- ✓ 20% discount on meeting registration (up to 1 pass)
- ✓ Logo recognition on the event emails, mobile app and website
- ✓ One piece of digital collateral in the virtual welcome tote and mobile app

NETWORKING BREAKS

\$5,000

- ✓ Logo recognition at the designated break
- ✓ 20% discount on meeting registration (up to 1 pass)
- ✓ Logo recognition on the event emails, mobile app and website
- ✓ One piece of digital collateral in the virtual welcome tote and mobile app

SECTOR LUNCH SPONSOR

\$5,000

- ✓ Recognition at the sponsored event and logo displayed at the designated lunch area
- ✓ 20% discount on meeting registration (up to 1 pass)
- ✓ Logo recognition on the event emails, mobile app and website
- ✓ One piece of digital collateral in the virtual welcome tote and mobile app

YOUNG MEMBERS CONGRESS (YMC) RECEPTION SPONSOR

\$5,000

- ✓ Recognition at the sponsored event and logo displayed at the designated reception area
- ✓ 20% discount on meeting registration (up to 1 pass)
- ✓ Logo recognition on the event emails, mobile app and website
- ✓ One piece of digital collateral in the virtual welcome tote and mobile app



Exhibit Opportunities

EXHIBIT SPACE PACKAGE

\$5,000

- ✓ 10 x 10 booth space, includes table, 2 chairs, wastebasket
- ✓ Complimentary meeting registrations (up to 2 passes)
- ✓ 20% discount on additional meeting registrations (up to 2 additional passes for your company)
- ✓ Opportunity to bring your clients to the event. Buy one pass and get one complimentary pass
- ✓ Exhibitor listing on the Annual Meeting website and mobile app
- ✓ One-line identification sign indicating your company name

PREMIUM EXHIBIT SPACE PACKAGE

Limited space is available

\$8,500

- ✓ 10 x 10 booth space plus additional 10 x 10 booth space adjacent your booth, for exclusive meeting space access. Includes two tables, 6 chairs, wastebasket
- ✓ Complimentary meeting registrations (up to 3 passes)
- ✓ 20% discount on additional meeting registrations (up to 3 additional passes for your company)
- ✓ Opportunity to bring your clients to the event. Buy one pass and get one complimentary pass
- ✓ Exhibitor listing on the Annual Meeting website and mobile app
- ✓ One-line identification sign indicating your company name



Additional Opportunities to Partner with LES

ANNUAL INDUSTRY SECTOR AND/OR COMMITTEE SUPPORTER

\$5,000

- ✓ Select one Industry Sector or Committee to sponsor
- ✓ Recognition in Industry Sector or Committee focused emails and social promotions
- ✓ Recognition at the Industry Sector Business meeting (if Industry Sector is selected)
- ✓ Logo recognition on LES Industry Sector or Committee homepage within LES website

WEBINAR SPONSOR

\$5,000

- ✓ Short video introduction prior to the webinar
- ✓ Complimentary registrations (up to 10 pass)
- ✓ Recognition in webinar related emails and social promotions
- ✓ Logo recognition on LES website, linked to sponsor organization's URL

HALF DAY CONFERENCE SPONSOR

Available for other events; to learn more please contact us.

- ✓ Multiple sponsorship levels available
- ✓ Includes complimentary registrations, sponsor recognition in emails and social promotions
- ✓ This opportunity is customizable
- ✓ Please contact us for more information and pricing

LES ANNUAL SPONSORSHIPS ARE AVAILABLE

For \$10,000 you may become an Annual Sponsor of LES. The Annual Sponsorship would include the following:

- ✓ Special logo recognition on LES website, linked to sponsor organization's URL
- ✓ Regular exposure to LES membership via logo recognition in the weekly Pulse newsletter
- ✓ Your choice of webinar to sponsor
- ✓ Recognition in sponsored webinar related emails and social promotions