



# LES 2023

## SPONSORSHIP PROSPECTUS

### LES ANNUAL MEETING

October 15–18, 2023  
Chicago Marriott Downtown  
Magnificent Mile







## 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 IP, licensing, and intellectual capital management standards, with two approved ANSI standards available and ongoing work on others. LES's educational offerings include extensive licensing professional development opportunities.

# 2022 Annual Meeting Attendees Breakdown

**16**

**COUNTRIES REPRESENTED**

Australia, Brazil, Canada, Finland, Germany, India, Italy, Japan, Mexico, Netherlands, Saudi Arabia, Singapore, Switzerland, Thailand, UK and USA

**35<sup>+</sup>**

**INTERNATIONAL & DOMESTIC FOCUSED SESSIONS**

**30<sup>+</sup>**

**PROMINENT SPONSORS, EXHIBITORS AND MEDIA PARTNERS**

**100<sup>+</sup>**

**EXPERT SPEAKERS FROM ACROSS INDUSTRIES**

**70%**

**OF SESSIONS HAD FEMALE SPEAKERS**

**400<sup>+</sup>**

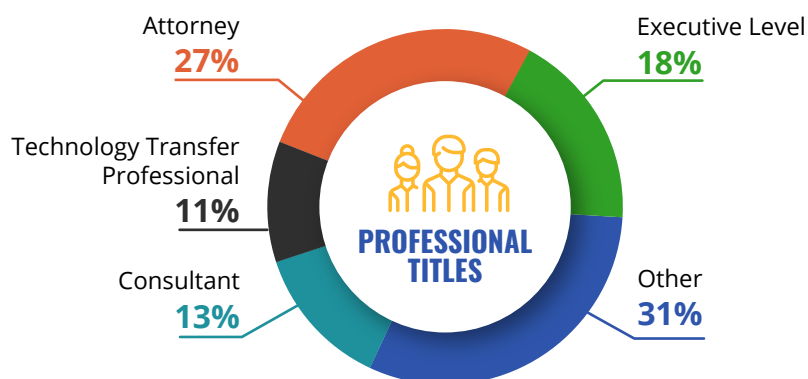
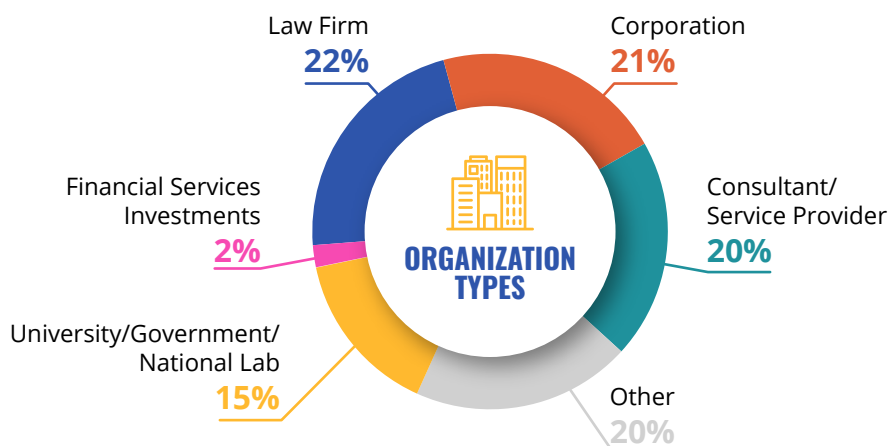
**ATTENDEES FROM AROUND THE WORLD**

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

By sponsoring LES you will have access to professionals in the following fields:

- 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

## Member Demographics





# 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 \$30,000	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		
Attendee list (consistent with privacy laws)	✓	✓	✓	✓	
Branded collateral placement opportunity	✓	✓	✓		
Recognition at the event, reception and/or dinner	✓	✓	✓	✓	
Wi-Fi sponsor	✓				
Welcome Bag Flyer	✓	✓	✓		
Welcome Bag Branded Gift	✓	✓			
Sponsor's choice of:	<ul style="list-style-type: none"> <li>• Welcome Reception</li> <li>• Keynote Session (Monday)</li> <li>• Gala Dinner</li> </ul>	<ul style="list-style-type: none"> <li>• Closing Reception</li> <li>• Deals of Distinction</li> <li>• Mobile App</li> <li>• Business Meeting Lunch (Monday)</li> <li>• Roundtables</li> </ul>	<ul style="list-style-type: none"> <li>• Breakfast (Monday or Tuesday)</li> <li>• Registration</li> <li>• New Attendee Reception</li> <li>• Conference Bags <b>SOLD</b></li> </ul>	<ul style="list-style-type: none"> <li>• One Workshop Session</li> </ul>	

\*Branded collateral/gifts provided by sponsor and approved by LES.



**Discounts available!**

Interested in joint sponsorship packages for LESI in Montreal and LES in Chicago? Contact [sponsors@les.org](mailto:sponsors@les.org) for more information.

# Premier Annual Meeting Branding Opportunities



## HOTEL KEY CARDS

**\$12,000**

### Exclusive Opportunity

- ✓ 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

**\$12,000**

### Exclusive Opportunity

- ✓ 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

**\$10,000**

- ✓ 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

**\$7,500**

### Exclusive Opportunity

- ✓ 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

## NEW ATTENDEE RECEPTION SPONSOR

**\$7,500**

- ✓ 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

## WELLNESS SPONSOR

**\$5,000**

- ✓ Logo recognition on the hand sanitizers
- ✓ 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

## LUGGAGE TAGS

**\$5,000**

- ✓ Logo recognition on the luggage tags
- ✓ 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

## MINTS

**\$5,000**

- ✓ Logo recognition on the mints
- ✓ 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 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

**\$8,500**

**Limited space is available**

- ✓ 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