



2024 NEW ORLEANS

ANNUAL MEETING OCTOBER 20-23

BETTER LIVING
THROUGH INTELLECTUAL PROPERTY
– *LAISSEZ LES BONS TEMPS ROULER* –



SPONSORSHIP
PROSPECTUS

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.

450+

ATTENDEES
FROM AROUND
THE WORLD

16

COUNTRIES
REPRESENTED

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

35+

INTERNATIONAL &
DOMESTIC FOCUSED
SESSIONS

2023
ANNUAL MEETING
ATTENDEES
BREAKDOWN

30+

PROMINENT
SPONSORS, EXHIBITORS
AND MEDIA PARTNERS

100+

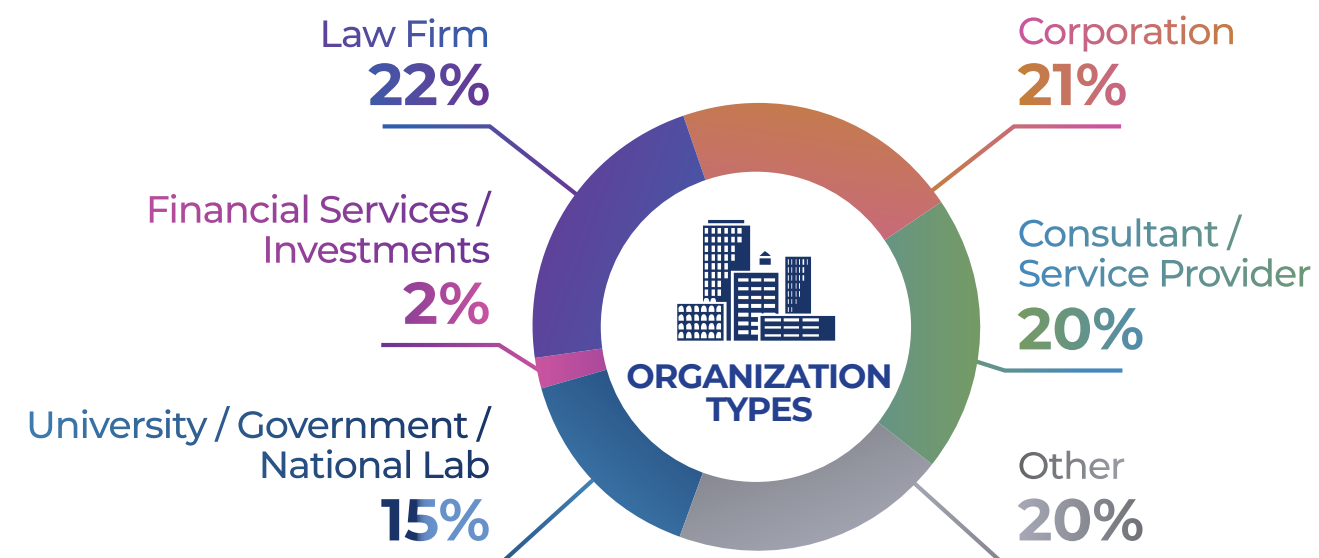
EXPERT SPEAKERS
FROM ACROSS
INDUSTRIES

70%

OF SESSIONS
HAD FEMALE
SPEAKERS



MEMBER DEMOGRAPHICS



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

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 \$10,000	 FRIEND \$3,000
Complimentary meeting registrations (can include workshop participants)	up to 5	up to 4	up to 2	up to 1	
20% discount on additional meeting registrations (can include workshop participants)	up to 5	up to 4	up to 2	up to 1	up to 1
Exhibit space	✓	✓	✓		
Premium exhibit space 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)	✓	✓	✓	✓	
Logo recognition on the pop-up banner	✓	✓	✓		
Recognition at the event, reception and/or dinner	✓	✓	✓	✓	
Digital flyer in APP	✓	✓	✓		
Workshop session *	plan / moderate **	plan / moderate **	one speaker	one speaker	
Sponsor's choice of events (select ONE of the following)	Sponsorship & Introduction of one of the following: • WELCOME RECEPTION • KEYNOTE SPEAKER	Sponsorship & Introduction of one of the following: • CLOSING RECEPTION • DOD AWARDS • BUSINESS MEETING LUNCH Or to Sponsor one of the following: • MOBILE APP • ROUNDTABLES	Sponsorship & Introduction of one of the following: • BREAKFAST (Monday or Tuesday) • REGISTRATION		

* The subject matter, content, timing, and location of all planned workshops subject to approval by the LES meeting planners.

** Max. 2 participants from same firm.



PREMIER ANNUAL MEETING BRANDING OPPORTUNITIES



exclusive
OPPORTUNITY

HOTEL KEYCARDS – \$15,000

- 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 mobile APP

exclusive
OPPORTUNITY

LANYARDS – \$15,000

- 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 mobile APP

MONDAY NETWORKING EVENT – \$15,000

- Logo recognition on the pop-up banner, along with the LES logo
- Complimentary meeting registrations (up to 1 pass)
- 20% discount on meeting registrations (upto 1 additional passes)
- Logo recognition on the event emails, mobile APP and website
- One piece of digital collateral in the mobile APP

exclusive
OPPORTUNITY

ATTENDEE BAGS – \$12,000

- Logo recognition on the attendee bags supplied by you
- 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 mobile APP

WIFI SPONSOR – \$12,000

- Sponsor to chose WIFI Password
- Complimentary meeting registrations (up to 1 pass)
- 20% discount on meeting registrations (up to 1 additional passes)
- Logo recognition on the event emails, mobile APP and website
- One piece of digital collateral in the mobile APP

NEW MEMBER RECEPTION SPONSOR – \$10,000

- 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 mobile APP



exclusive
OPPORTUNITY

PENS – \$10, 000

- Logo recognition on the conference pens supplied by you
- 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 mobile APP

exclusive
OPPORTUNITY

NOTEPADS – \$7,500

- Notepads supplied by you
- 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 mobile APP

LUGGAGE TAGS – \$5,000

- Logo recognition on the luggage tags supplied by you
- 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 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 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 mobile APP

WELLNESS SPONSOR – \$5,000

- Logo recognition on the hand sanitizers supplied by you (other items can be discussed)
- 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 mobile APP



EXHIBIT OPPORTUNITIES

PREMIUM EXHIBIT SPACE PACKAGE – \$10,000

– LIMITED SPACE IS AVAILABLE –

- 10 x 10 booth space plus additional 10 x 10 booth space adjacent to 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
- Pop-up Banner indicating your company name

EXHIBIT SPACE PACKAGE – \$7,500

- 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
- Pop-up Banner 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

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