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.
2023 ANNUAL MEETING ATTENDEES BREAKDOWN

- 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
- 30+ Prominent sponsors, exhibitors and media partners
- 100+ Expert speakers from across industries
- 70% of sessions had female speakers

MEMBER DEMOGRAPHICS

- **Organization Types**
  - Corporation: 21%
  - Consultant / Service Provider: 20%
  - Other: 20%
- **Professional Titles**
  - Technology Transfer Professional: 11%
  - Consultant: 13%
  - Attorney: 27%
  - University / Government / National Lab: 15%
  - Financial Services / Investments: 2%
  - Executive Level: 18%
  - Other: 31%
If your business addresses any of the following categories, then this is your opportunity to partner with LES.

<table>
<thead>
<tr>
<th>CORPORATE LICENSING / BUSINESS DEVELOPMENT</th>
<th>ROYALTY AUDITS</th>
<th>PATENT SEARCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>IP&amp;TECH COMMERCIALIZATION</td>
<td>UNIVERSITY / GOVERNMENT / INDUSTRY INTERFACE</td>
<td>COMPETITIVE INTELLIGENCE</td>
</tr>
<tr>
<td>TECHNOLOGY TRANSFER</td>
<td>IP TOOLS AND TECHNOLOGY SOLUTIONS / SOFTWARE</td>
<td>IP PROJECT AND PORTFOLIO MANAGEMENT</td>
</tr>
<tr>
<td>VALUATION SERVICES</td>
<td>PATENT BROKERAGE</td>
<td>PATENT APPLICATION SERVICES</td>
</tr>
<tr>
<td>IP ADVISORY SERVICES</td>
<td>PATENT INTELLIGENCE SERVICES</td>
<td>LEGAL SERVICES</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>PATENT TRANSLATION SERVICES</th>
<th>RESEARCH AND DEVELOPMENT</th>
<th>RISK ASSURANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PATENT SEARCH</td>
<td>COMPETITIVE INTELLIGENCE</td>
<td>STATISTICAL MODELING AND ANALYTICS</td>
</tr>
<tr>
<td>UNIVERSITY / GOVERNMENT / INDUSTRY INTERFACE</td>
<td>IP PROJECT AND PORTFOLIO MANAGEMENT</td>
<td>TALENT ACQUISITION AND RECRUITMENT</td>
</tr>
<tr>
<td>ROYALTY AUDITS</td>
<td>PATENT APPLICATION SERVICES</td>
<td>TAXATION</td>
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[SPONSORSHIP PROSPECTUS]
### ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Friend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>$30,000</td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

#### Complimentary meeting registrations (can include workshop participants)
- **Platinum**: up to 5
- **Gold**: up to 4
- **Silver**: up to 2
- **Bronze**: up to 1
- **Friend**: up to 1

#### 20% discount on additional meeting registrations (can include workshop participants)
- **Platinum**: up to 5
- **Gold**: up to 4
- **Silver**: up to 2
- **Bronze**: up to 1
- **Friend**: up to 1

#### Exhibit Space
- **Platinum**: ✓
- **Gold**: ✓
- **Silver**: ✓
- **Bronze**: ✓
- **Friend**: ✓

#### Premium exhibit space for an additional $3,500
- **Platinum**: ✓
- **Gold**: ✓
- **Silver**: ✓
- **Bronze**: ✓
- **Friend**: ✓

#### Exhibit space available at discounted rate of $3,500
- **Platinum**: ✓
- **Gold**: ✓
- **Silver**: ✓
- **Bronze**: ✓
- **Friend**: ✓

#### Sponsor recognition in a weekly society email
- **Platinum**: 5
- **Gold**: 4
- **Silver**: 3
- **Bronze**: 2
- **Friend**: 1

#### Sponsor recognition in social posts
- **Platinum**: 3
- **Gold**: 2
- **Silver**: 1
- **Bronze**: ✓
- **Friend**: ✓

#### Attendee list (consistent with privacy laws)
- **Platinum**: ✓
- **Gold**: ✓
- **Silver**: ✓
- **Bronze**: ✓
- **Friend**: ✓

#### Logo recognition on the pop-up banner
- **Platinum**: ✓
- **Gold**: ✓
- **Silver**: ✓
- **Bronze**: ✓
- **Friend**: ✓

#### Recognition at the event, reception and/or dinner
- **Platinum**: ✓
- **Gold**: ✓
- **Silver**: ✓
- **Bronze**: ✓
- **Friend**: ✓

#### Digital flyer in APP
- **Platinum**: ✓
- **Gold**: ✓
- **Silver**: ✓
- **Bronze**: ✓
- **Friend**: ✓

#### Workshop session *
- **Platinum**: plan / moderate **
- **Gold**: plan / moderate **
- **Silver**: one speaker
- **Bronze**: one speaker
- **Friend**: one speaker

* 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.
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<tr>
<th>HOTEL KEYCARDS – $15,000</th>
<th>LANYARDS – $15,000</th>
<th>MONDAY NETWORKING EVENT – $15,000</th>
</tr>
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<tbody>
<tr>
<td>• Logo recognition on the hotel key cards, along with the LES logo</td>
<td>• Logo recognition on the lanyards, along with the LES logo</td>
<td>• Logo recognition on the pop-up banner, along with the LES logo</td>
</tr>
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<td>• Complimentary meeting registrations (up to 1 pass)</td>
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<td>• 20% discount on meeting registrations (up to 2 additional passes)</td>
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<td>• 20% discount on meeting registrations (up to 1 additional passes)</td>
</tr>
<tr>
<td>• Logo recognition on the event emails, mobile APP and website</td>
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</tr>
<tr>
<td>• One piece of digital collateral in the mobile APP</td>
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<tr>
<th>ATTENDEE BAGS – $12,000</th>
<th>WIFI SPONSOR – $12,000</th>
<th>NEW MEMBER RECEPTION SPONSOR – $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Logo recognition on the attendee bags supplied by you</td>
<td>• Sponsor to chose WIFI Password</td>
<td>• Recognition at the sponsored event and logo displayed at the designated reception area</td>
</tr>
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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

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

EXHIBIT SPACE PACKAGE – $7,500

- **LIMITED SPACE IS AVAILABLE** -
- 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

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
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

ADDITIONAL OPPORTUNITIES TO PARTNER WITH LES