



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+

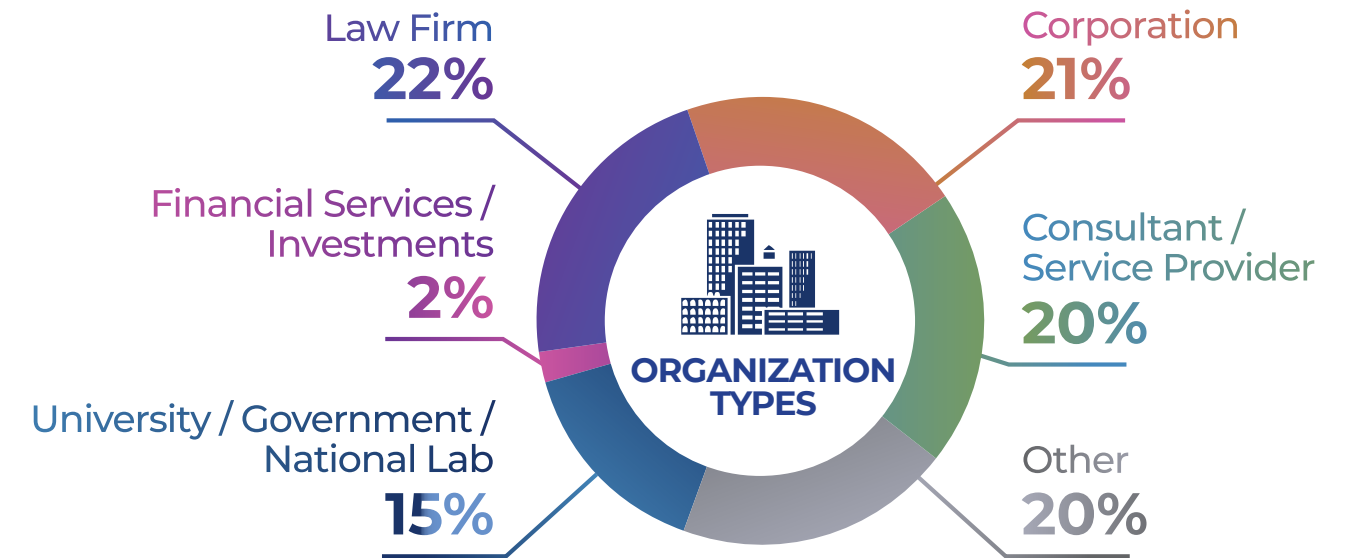
EXPERT SPEAKERS FROM ACROSS INDUSTRIES

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 <small>(can include workshop participants)</small>	up to 5	up to 4	up to 2	up to 1	
20% discount on additional meeting registrations <small>(can include workshop participants)</small>	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 <small>(select ONE of the following)</small>	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



HOTEL KEYCARDS – \$15,000

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 mobile APP

LANYARDS – \$15,000 – SOLD

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 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

YMC HALF DAY PROGRAM AND EVENING NETWORKING EVENT – \$15,000

exclusive OPPORTUNITY

20 OCTOBER 2024 2PM - 4.45PM

- Official welcome to half day YMC program
- 2 full annual meeting registrations
- Pop up banner
- Exclusive sponsor of the YM networking event
- Company logo on website
- Social media post
- Recognized on future marketing
- Company logo advertised during YM networking event

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

exclusive OPPORTUNITY

- Sponsor to choose 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

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

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

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

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

LES AM 2024 EDUCATION COURSE SPONSOR – \$10,000

- 1 free registration to each education course (excluding CLP)
- Pop up Banner at each education course
- Company logo on website
- Social media post
- Recognized on future marketing
- Option to join attendees during official lunch (for each of the 3 training course)

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



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



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— LAISSEZ LES BONS TEMPS ROULER —



SPONSORSHIP TERMS, RULES AND REGULATIONS:

These rules and regulations are intended by LES to serve the best interest of LES 2024 events, the sponsors, exhibitors, registrants, and to give notice to all applicants of governing rules and regulations. All applicants are bound by the rules and regulations.

TERMS OF PAYMENT:

Adherence to the above listed payment terms will ensure the above listed sponsorship. Any payment more than 30 days past due suspends the sponsorship (logo will be taken off the website and other promotional materials) until payment is made. Past due sponsorship payments must be received no later than October 1, 2024 to be reinstated.

*Sponsor logo will be posted to the website and other materials following receipt of initial payment.

SCHEDULING OF SPONSORED EVENTS:

All sponsored meetings and functions taking place during the LES Annual Meeting must be sanctioned by LES and require prior written consent. No sponsored event for the LES audience may conflict with any planned LES educational sessions, exhibit hours or any other scheduled meeting-related functions. The sponsor will not distribute, permit, or cause to be distributed, any materials, publications or other collateral to the Meeting attendees without prior written consent from LES.



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PROSPECTUS

For inquiries please email: lesam@northernnetworking.co.uk
or call: +1 888-201-5902

