

SPONSORSHIP & EXHIBIT OPPORTUNITIES



LESI 2018 ANNUAL CONFERENCE

Strong IP Drives the Bottom Line

April 29 – May 2 | Manchester Grand Hyatt | San Diego, California

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sponsors@les.org | www.lesi2018.org

WELCOME TO OUR SPONSORS AND EXHIBITORS!

We cordially invite you to become a sponsor or exhibitor at the Licensing Executives Society International (LESI) 2018 Annual Conference in San Diego, California. From April 29 to May 2, 2018, we anticipate 500+ intellectual property professionals from around the world to connect with us and with one another. Showcase your business to the most influential minds in the industry and decision-makers within their organization.

LESI 2018 ANNUAL CONFERENCE, HOSTED BY LES (U.S.A. AND CANADA)

Licensing Executives Society (U.S.A. and Canada), Inc. is part of Licensing Executives Society International (LESI)—a global business association representing 32+ societies with 10,000+ members in 90+ countries. Members are accountants, attorneys, consultants, executives, scientists, and many more. These members represent innovation-oriented enterprises of all sizes—such as government laboratories, professional firms, and universities.

SPONSOR AND EXHIBITOR CONTACTS

LESI 2018 Annual Conference

Organizing Committee

Sponsorships

sponsors@les.org

MAJOR SPONSORSHIP OPPORTUNITIES & BENEFITS



	PLATINUM SPONSORSHIP \$50,000 (LIMIT: 3)	GOLD SPONSORSHIP \$25,000 (LIMIT: 8)	SILVER SPONSORSHIP \$15,000 (LIMIT: 10)	BRONZE SPONSORSHIP \$7,000 (LIMIT: 12)	FRIEND OF LES (U.S.A. AND CANADA) \$1,000
Company name, logo, website, and listing featured on website, social media, email, and other relevant communications	X	X	X	X	X
Company name, logo, and website featured in final program	X	X	X	X	Half-page ad in program
Annual conferences client passes (plus corporate discounts)	5 (Value: \$5,000+)	3 (Value: \$3,000+)	2 (Value: \$2,000+)	1 (Value: \$1,000+)	
Post-meeting access to list of participating attendees	X	X	X	X	
Article feature and digital advertising in LES Insights (weekly members-only newsletter)	X (2 leaderboard, 2 banner, and 2 sidebar ads-- Issue TBD)	X (4 leaderboard ads-- Issue TBD)	X (4 banner ads-- Issue TBD)	X (4 sidebar ads-- Issue TBD)	
Prominent reserved table at Annual Conference Gala Dinner (ten attendees)	X	X	X		
Exhibit area-tabletop display	X	X			
Annual Conference Program ads	X	X			
Pre-meeting list of participating attendees	X	X			
Right to moderator or speaker roles for mini-plenary sessions	X				

EVENT SPONSORSHIP OPPORTUNITIES & BENEFITS

(exclusive and non-exclusive)





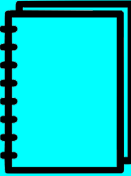



<p>Monday Evening Gala Dinner April 30, 2018 \$30,000</p>	<p>Tuesday Evening Event May 1, 2018 \$30,000</p>	<p>Sunday Evening Welcome Reception April 29, 2018 \$25,000</p>
<ul style="list-style-type: none"> • Recognition at the Monday evening gala dinner • Opportunity to provide additional advertisement • Company name, logo, website, and listing featured on website, social media, email, final program, and other relevant communications 	<ul style="list-style-type: none"> • Recognition at the Tuesday evening event • Opportunity to provide additional advertisement • Company name, logo, website, and listing featured on website, social media, email, final program, and other relevant communications 	<ul style="list-style-type: none"> • Recognition at the Sunday evening welcome reception • Opportunity to provide additional advertisement • Company name, logo, website, and listing featured on website, social media, email, final program, and other relevant communications
<p>Luncheons TBD \$20,000/ea.</p>	<p>Breakfasts TBD \$15,000/ea.</p>	<p>Networking Breaks TBD \$7,500/ea.</p>
<ul style="list-style-type: none"> • Recognition at designated luncheons • Opportunity to provide additional advertisement • Company name, logo, website, and listing featured on website, social media, email, final program, and other relevant communications 	<ul style="list-style-type: none"> • Recognition at the designated breakfasts • Opportunity to provide additional advertisement • Company name, logo, website, and listing featured on website, social media, email, final program, and other relevant communications 	<ul style="list-style-type: none"> • Recognition at designated networking breaks • Opportunity to provide additional advertisement • Company name, logo, website, and listing featured on website, social media, email, final program, and other relevant communications

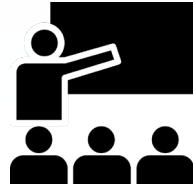
ITEM SPONSORSHIP OPPORTUNITIES & BENEFITS

(exclusive)



 <p>Conference Wi-Fi- SOLD</p>	 <p>Charging Station \$18,000</p>	 <p>Conference T-Shirts- \$15,000</p>	 <p>Conference Tote Bags-SOLD</p>	 <p>Conference Lanyards-SOLD</p>	 <p>Conference App-\$8,500</p>
<ul style="list-style-type: none"> • Company logo featured on conference Wi-Fi • Conference pass and discounted rates for associates • Company name, logo, website, and listing featured on website, social media, email, final program, etc. 	<ul style="list-style-type: none"> • Company logo featured on charging station • Conference pass and discounted rates for associates • Company name, logo, website, and listing featured on website, social media, email, final program, etc. 	<ul style="list-style-type: none"> • Company logo featured on conference t-shirts • Conference pass and discounted rates for associates • Company name, logo, website, and listing featured on website, social media, email, final program, etc. 	<ul style="list-style-type: none"> • Company logo featured on conference tote bags • Company name, logo, website, and listing featured on website, social media, email, final program, etc. 	<ul style="list-style-type: none"> • Company logo featured on conference lanyards • Company name, logo, website, and listing featured on website, social media, email, final program, etc. 	<ul style="list-style-type: none"> • Company logo featured on conference app • Attendee lists and discounted rates for associates • Company name, logo, website, and listing featured on website, social media, email, final program, etc.
 <p>Conference Umbrella- \$7,000</p>	 <p>Catchbox Microphone \$5,000</p>	 <p>Conference Note Pads-\$3,500</p>	 <p>Conference Pens-\$3,000</p>	 <p>Hotel Key Cards- \$3,000</p>	
<ul style="list-style-type: none"> • Company logo featured on conference umbrellas • Company name, logo, website, and listing featured on website, social media, email, final program, etc. 	<ul style="list-style-type: none"> • Company logo featured on Catchbox wireless branded microphones • Company name, logo, website, and listing featured on website, social media, email, final program, etc. 	<ul style="list-style-type: none"> • Company logo featured on conference note pads • Company name, logo, website, and listing featured on website, social media, email, final program, etc. 	<ul style="list-style-type: none"> • Company logo featured on conference pens • Company name, logo, website, and listing featured on website, social media, email, final program, etc. 	<ul style="list-style-type: none"> • Company logo featured on conference hotel key cards • Attendee lists and discounted rates for associates • Company name, logo, website, and listing featured on website, social media, email, final program, etc. 	

EXHIBITION OPPORTUNITIES



Tabletop Displays (Limit: 9 Exhibitors) \$5,000

Our exhibit areas are available on a first come, first-served basis. Your tabletop displays will consist of a table and two chairs. Exhibitors also enjoy the following benefits:

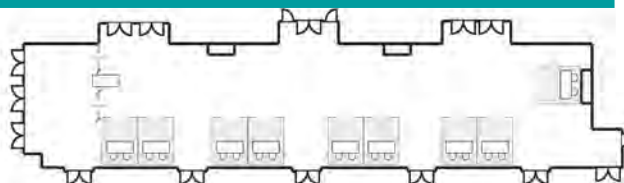
- Two (2) complimentary exhibit-area-only passes for booth staff (plus discounts for additional corporate registrants)
- Post-meeting access to list of participating attendees
- Company name, logo, website, and listing featured on website, social media, email, and other relevant communications
- Company name, logo, website, and listing featured in final program

Coronado Foyer



Equipment List

- 10 - 6ft x 2.5ft Rectangle Table
- 18 - 18" x 18" banquet Chair
- 9 - 8ft x 10ft Booth



ADVERTISING OPPORTUNITIES (*digital and print*)



LES Insights



Have your ad seen by thousands of LES (U.S.A. and Canada) members! Like exhibit space, LES Insights advertising space is available on a first come, first-served basis throughout the year. Members and sponsors may also contribute articles at no additional cost.

- Leaderboard ads, primary position (per available issue) \$300
- Banner ads, secondary position (per available issue) \$150
- Sidebar ads, tertiary position (per available issue) \$75

LESI 2018 Annual Conference Program Book



All attendees and registered participants receive this must-have conference reference guide. Program advertising space is available on a first come, first-served basis.

- Back cover (exterior) \$2,250
- Back cover (interior) \$1,650
- Front cover (interior) \$1,650

RULES AND REGULATIONS

These rules and regulations are intended by LESI/LES (U.S.A. and Canada) to serve the best interest of LESI 2018 Annual Conference 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.

Exhibit Eligibility: All products and services exhibited must be germane to the study and practice of intellectual property, licensing, patents and/or education. LESI/LES (U.S.A. and Canada) retains the sole authority to determine the eligibility of any company and/or its product. LESI/LES (U.S.A. and Canada) reserves the right to refuse applications of organizations not meeting standard requirements or expectations. LESI/LES (U.S.A. and Canada) reserves the right to curtail or to close exhibits, wholly or in part, that reflect unfavorably on the character and the purpose of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Terms of Payment: The applicant agrees to enclose payment in full with the application, to be received in the LESI/LES (U.S.A. and Canada) offices within 30 days of contract signing. To be included in initial space assignments, the exhibit application and full payment must be received. Space will not be assigned or held without the application and all appropriate fees. Payments should be made payable to LES U.S.A. and Canada and forwarded to "Attn: LES Sponsorship & Advertising, 11130 Sunrise Valley Drive, Suite 350, Reston, Virginia 20191".

Assignment of Exhibit Space: Priority for tabletop displays will be made on a first-come, first-served basis. LESI/LES (U.S.A. and Canada) reserves the right to relocate an exhibitor at any time with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in LESI/LES (U.S.A. and Canada), the payment for exhibit space will be fully refunded minus a \$250 administrative fee.

Scheduling of Sponsored Events: All sponsored meetings and functions taking place at LESI/LES (U.S.A. and Canada) event venues must be sanctioned by LESI and require prior written consent. No sponsored event for the LESI/LES (U.S.A. and Canada) audience at the event venue or an off-site location may conflict with any planned LESI/LES (U.S.A. and Canada) educational sessions, exhibit hours or any other scheduled meeting-related functions. The hotel will not distribute, permit, or cause to be distributed, any materials, publications or other collateral to the hotel rooms of the group's meeting attendees without prior written consent from LESI/LES (U.S.A. and Canada).

Refund & Cancellation Policy: Cancellations must be submitted to LESI/LES (U.S.A. and Canada) in writing. The date of receipt of supporter's written notice of cancellation will be the official cancellation date. If support is canceled on or before March 29, 2018, all monies paid to date minus a \$250 processing fee will be returned to the supporter. Cancellations of a larger sponsorship package will be returned to the supporter minus 15% of the total sponsorship fee. Any supporter who cancels after March 29, 2018 will be responsible for the total cost. No cancellations after this date.

SPONSORSHIP AND EXHIBITION FORM

**Fax this form to 703-435-4390 email this form to sponsors@les.org,
or mail this form and full payment (made payable to LES (U.S.A. and Canada)) to
"Attn: LES Sponsorship & Advertising, 11130 sunrise Valley Drive, Suite 350, Reston, Virginia 20191"**

Your sponsorship or exhibition is not official until validated by LESI/LES (U.S.A. and Canada).

Company Name (As it should appear in print)

Contact Full Name and Job Title

Address

City

State

Zip code

Country

Email Address

Phone

Fax

Website

MAJOR SPONSORSHIP *(please select only one)*

- Platinum (\$50,000 USD)
- Gold (\$25,000 USD)
- Silver (\$15,000 USD)
- Bronze (\$7,000 USD)

Subtotal: _____

EVENT SPONSORSHIP

- Monday Evening Gala Dinner (\$30,000 USD)
- Tuesday Evening Event (\$30,000 USD)
- Sunday Evening Welcome Reception (\$25,000 USD)
- Lunches (\$20,000 USD/ea.) x _____ (number of lunches sponsored)= _____
- Breakfasts (\$15,000 USD/ea.) x _____ (number of breakfasts sponsored)= _____
- Networking Breaks (\$7,500 USD/ea.) x _____ (number of networking breaks sponsored)= _____

Subtotal: _____

ITEM SPONSORSHIP

- Wi-Fi (\$20,000 USD)
- Charging Station (\$18,000 USD)
- T-Shirts (\$15,000 USD)
- Tote Bags (\$10,000 USD)
- Lanyards (\$7,000 USD)
- Umbrella (\$7,000 USD)
- Session Microphones (\$5,000 USD)
- Note Pads (\$3,500 USD)
- Pens (\$3,000 USD)

Subtotal: _____

EXHIBIT SPACE-TABETOP DISPLAY, \$5,000 *(included with Platinum and Gold sponsorships)*

Subtotal: _____

LES INSIGHTS

- Leaderboard ad (\$300 USD) x _____
(number of ads)= _____
 - Banner ad (\$150 USD) x _____(number of
ads)= _____
 - Sidebar ad (\$75) x _____(number of
ads)= _____
- Subtotal: _____

LESI 2018 ANNUAL CONFERENCE PROGRAM
BOOK *(ads included with Platinum and Gold
sponsorships, but can be upgraded)*

- Back cover ad, exterior (\$2,250 USD)
 - Front cover ad, interior (\$1,650 USD)
 - Back cover ad, interior (\$1,650 USD)
- Subtotal: _____

TOTAL DUE \$ _____ USD

PAYMENT INFORMATION

- CHECK (please make payable in USD to "LES (U.S.A. and Canada)")
- CREDIT CARD (Select: Visa, MasterCard, or American Express)

Name on Card	Credit Card Number	Expiration Date	CVV
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Signature

Company Description (Limit: 200 words)

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