


# SPONSORSHIP & EXHIBITION BROCHURE

LES
LICENSING EXECUTIVES SOCIETY INTERNATIONAL

LET'S INNOVATE!

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# Key Contacts

HOST ORGANISATION
**Licensing Executive Society International - LESI**

LESI Admin Office:
**Northern Networking Events Ltd**
Scottish Enterprise Technology Park
Nasmyth Building, 2nd Floor
60 Nasmyth Avenue
East Kilbride,
Glasgow, G75 0QR
Scotland, UK

- **+44 (0)1355 244 966**
- **lesi2021@northernnetworking.co.uk**
- **www.lesi.org**

CONGRESS VENUE
**An International Online Conference.**

Join from the comfort of your office or home anywhere in the world.
We'll be awake when you are!



# About LESI

Founded in 1973, the Licensing Executives Society International (LESI) serves Licensing professionals around the world.

A non-profit professional organization, it serves as an umbrella organization of 33 National and regional member societies in more than 90 countries across the globe.

LESI supports the individual activities and efforts of these societies by:

- promoting consistent, high professional standards for licensing executives on a global basis;
- hosting local and international networking opportunities and events that convene industry and IP professionals for timely discussion on trends and issues critical to the profession;
- maintaining 30 management, industry and professional and regional committees open to all members;
- facilitating a variety of meetings, conferences, webinars and certifications to inform and educate licensing professionals;
- publishing articles, news and business briefings for high-growth SMEs, industry and the profession on licensing and valuation, caselaw and regulatory developments, IP management best practices, and more to inform discussions within the profession and with the public;
- leveraging an established network of global professionals to mentor licensing professionals at various stages in their careers;
- providing a global structure to support, coordinate and amplify activities, and share quality educational content among LES Societies throughout the world; and
- engaging with government and global organizations to further facilitate this work and to communicate the economic significance and importance of licensing and other transfer of technology that rely on intellectual property rights.

For more information about LESI, please visit our website:
**www.lesi.org**







Dear Colleagues,

It's been a difficult year for everyone to gather in person, but LES has embraced the opportunity to convene our members online across the globe through webinars and meetings that kept us connected and informed. The LESI 2021 Annual Meeting this year builds on these experiences as we host a virtual meeting to connect, educate and inspire LES members tuning in from around the globe and from various time zones -– and all during a 24 hour marathon of events!
We are taking the best of what we have seen work online and implementing it in an innovative way to create greater opportunities and value for registrants and sponsors.

The theme for this years' meeting is 'Maximizing the Value of Innovation in an Era of Convergance' . Sessions will look at where the most important innovation is occurring and highlight – through speakers and case studies – some of those responsible for and leading innovation.

We will be pricing this conference attractively to make it readily accessible to our members and competitive with other providing online content.

And we are reaching out to members of the licensing community in industry and in firms who are not yet part of LES in more direct and extensive ways to build our attendee base.
With very best wishes,

Audrey Yap
LESI President

**Join us for LESI 2021!** LET'S INNOVATE!





## LESI Conference Committee

### COMMITTEE CO-CHAIRS



Natalie Raffoul
USA/Canada



Karina Haidar Müller
Brazil



Alexander Haertel
Germany

| | |
|---|---|
| LESI President | Audrey Yap Singapore |
| LESI President-Elect | John Paul USA/Canada |
| LESI Executive Director | Dana Robert Colarulli LESI |
| Conference Organiser | David Massey LESI/NNE |

### PLATFORM(S) AND INFRASTRUCTURE

Gary Ma Chinese Taipei
Laura MacDonald Benelux
Matteo Sabatini USA/Canada

### BUDGET AND SPONSORS

Bob Held USA/Canada
Sung-pil Hwang Korea
Reena Mitra-Ventanilla Philippines

### SCHEDULE AND LOGISTICS

Thomas Adocker Austria
Georgina Wachtler Busku Hungary
Sergey Dorofeev Russia
Jean-Hyacinthe de Mitry France
Ichiro Nakatomi Japan
Ken-ichi Nagasawa Japan

### PROMOTION

Kwang Jun Kim Korea
José-Miguel Lissen Spain/Portugal
Sonja London Scandinavia
Sherry Rollo USA/Canada
Eszter Szakács Hungary



## Programme Overview

We are taking the best of what we have seen work online and implementing it in an innovative way to create greater opportunities and value for registrants and sponsors.

**This includes:**

top speakers and content that could not otherwise be gathered together during a physical meeting with a focus on industry and licensing professionals;

more promotion and more people will attend than ever before (for the traditional LES meeting, we choose a global destination to convene our members. Only a percentage of out 7000 LES members around the world are regularly able to travel and join us. This year, those physical barriers are gone and we expect a record number of members to register.)

more opportunities for sponsors to get brand visibility and interaction with attendees (before, during and after the conference). In addition to traditional marketing, we're gathering attendees for both structured educational events and in multiple small group networking and social events; and

more exposure of sponsors – in more ways and to more people and organizations – while promoting and conducting the conference (beyond banner ads and traditional logo placement, we're happy to work with you to design an event or booth that best showcases your firm or organization)

We will be pricing this conference attractively to make it readily accessible to our members and competitive with other providing online content.

Further details on the speakers and sessions will follow.





## Sponsorship Opportunities

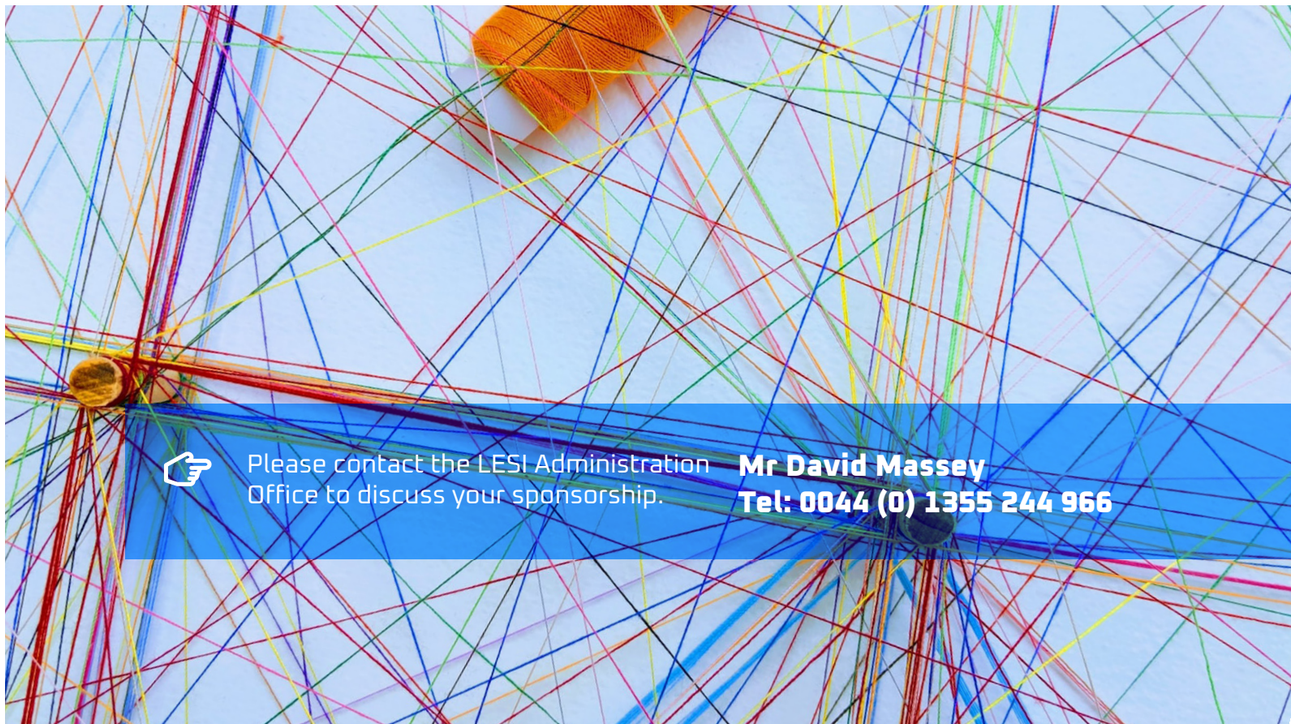
LESI is offering the following sponsorship items:

| | |
|---|---|
| PLATINUM SPONSORSHIP PACKAGE | US $8,000 |
| GOLD SPONSORSHIP PACKAGE | US $6,000 |
| SILVER SPONSORSHIP PACKAGE | US $4,000 |
| BRONZE SPONSORSHIP PACKAGE | US $2,000 |
| FRIENDS OF LESI SPONSORSHIP PACKAGE | US $500 |

See page 8-11 about Entitlements

| | |
|---|---|
| QUIZ BOOK SPONSORSHIP | US $750- $1,000 |
| SCAVENGER HUNT SPONSORSHIP PACKAGE | US $2,500 |
| SOCIAL/SPECIAL EVENTS' SPONSORSHIP PACKAGE | US $1,000 |
| EDUCATIONAL SESSIONS' SPONSORSHIP PACKAGE | US $1,000 |

See pages 10-12 for details



Please contact the LESI Administration Office to discuss your sponsorship.

**Mr David Massey**
**Tel: 0044 (0) 1355 244 966**

# Sponsorship Package Entitlements

## LESI Website, Social Media Accounts, Publications

| ITEM | PLATINUM | GOLD | SILVER | BRONZE | FRIENDS |
|---|---|---|---|---|---|
| Sponsor name/logo to be featured on LESI website (including acknowledgment in next year's annual meeting) | Yes | Yes | Yes | Yes | Yes |
| Sponsor name/logo to be featured in promotional emails, social media campaigns and other relevant communications | Yes | Yes | Yes | Yes | Yes |
| Custom social media posts for the sponsor | 10 posts | 6 posts | 4 posts | 2 posts | No |

## Promotion Materials

| ITEM | PLATINUM | GOLD | SILVER | BRONZE | FRIENDS |
|---|---|---|---|---|---|
| Attendees' Kit<br>Sponsors' merchandising products<br>Some "swag items" per, face mask | Can be added at own cost | | | | |
| Sponsor name/logo to be featured in Electronic Brochure / Conference Guide | Yes | Yes | Yes | Yes | Yes |
| Electronic copies of LESI Promotional Materials to be distributed to sponsors (for their own use/promotional activities) | Yes | Yes | Yes | Yes | No |

Items for the Attendees' Kit will be selected by LESI. Sponsors can choose which item to sponsor (on a first come first served basis and paid for by sponsor. Sponsors can also add their own items (with approval from LESI.) • For Silver and Bronze packages, an item can be added at sponsors' own cost. Attendees' Kit - to be mailed to each attendee in advance of the event.

## Meeting Platform

| ITEM | PLATINUM | GOLD | SILVER | BRONZE | FRIENDS |
|---|---|---|---|---|---|
| Sponsor name/logo to be featured on the virtual lobby | Yes | Yes | Yes | Yes | Yes |
| Sponsor name/logo to be featured in the sponsors' section | Yes | Yes | Yes | Yes | Yes |
| Size of virtual booth, fully customisable by sponsor | Large | Standard | Standard | Standard | Standard |
| Documents or videos that may be featured in the virtual booth, which the participants may add to the virtual delegate bag We can call it anything we want | 6 | 4 | 2 | 1 | No |
| Sponsor name and/or logo to be included in the virtual backgrounds in the main auditorium | Yes | No | No | No | No |
| Sponsor's push notification | Yes | Yes | No | No | No |
| Sponsor name to be mentioned by the master of ceremony before each regional section | Yes | Yes | Yes | No | No |
| Sponsor name and/or logo to be included in the live stream banner for all of the plenary sessions | Yes | Yes | Yes | Yes | No |









Examples of virtual lobby with sponsor logos and sponsor booths




Example of sponsor name and/or logo to be included in the virtual backgrounds for main auditorium



## LESI Website, Social Media Accounts, Publications

| ITEM | PLATINUM | GOLD | SILVER | BRONZE | FRIENDS |
|---|---|---|---|---|---|
| Number of speaking slots in accordance with the program (subject to availability) | 3 | 2 | 1 | – | – |
| Number of complimentary conference passes | 4 | 3 | 2 | 1 | – |
| Attendee list | Yes | Yes | Yes | Yes | Yes |
| "Sponsored" article that will be published in a targeted section of the LESI website (T&Cs apply, article will be published within one year from the Meeting) | Yes | Yes | No | No | No |

Tailored or customized sponsorship packages available upon request

### BRAND VISIBILITY

By sponsoring our online conference you will benefit from unrivalled promotion. There is the opportunity to have videos, images and documents available to attendees.You will also benefit from additional exposure, from the moment you become a sponsor, up until 30 days after the vent.

### EXTREMELY TARGETED

LESI is home to Licensing Professionals around the world. A perfect way to connect with potential clients.

### STAND OUT FROM THE CROWD

With options to have videos or your logo on screens on multiple pages on the platform to have a notification pop up to all attendees during the event will ensure everyone knows you are there.

### MEASURING SUCCESS

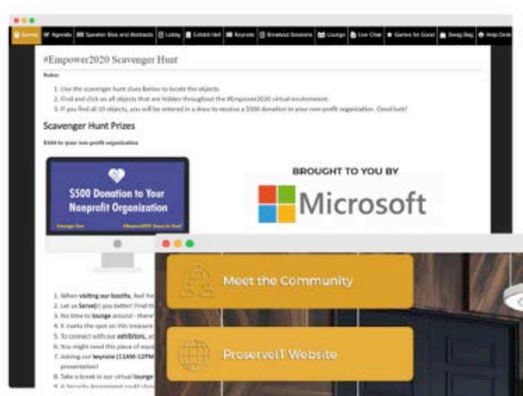
We understand it's hard to measure the return on investment when sponsoring an online event. The benefit to the platform we using is that we can measure everything, giving you a full breakdown of the success of your sponsorship.

# Additional Sponsorship Items

(not included in sponsorship packages)

- Quiz Book Sponsors (inside the Attendees' Kit)
- A5 full page US$1,000 or half page $750

- Scavenger Hunt Sponsor US $2,500 (1 sponsor max)
- Competition within the platform  i.e., delegates try to find images
- Sponsor name and/or logo to be included on scavenger hunt page
- Sponsor name and/or logo to be included in the email reminder for the competition
- Sponsor name and/or logo to be included in social media posts regarding the competition
- Sponsor provides prizes (at own cost)




Example of online scavenger hunt where attendees can be asked to find hidden objects to win points.

These objects can be items related to the sponsor to reinforce brand recall.

The activity and prize centre pages can also be branded with the sponsor.





## Social/Special Events' Sponsorship Package (US $1,000)

Virtual Gala Sponsors, Networking/Social Events Sponsors, Café Sponsors or Coffee Sponsor) (e.g., special events for SMEs, women, young members, new members/first-time attendees, etc.)

Includes the following:

- Sponsor name and/or logo to be included in the Electronic Brochure / Conference Guide
- Sponsor name and/or logo to be included in the Agenda / Program Section in the Platform
- Sponsor name and/or logo to be featured in the event page (or tables / icons)
- Sponsor name and/or logo to be included in the email reminder for the event
- Sponsor name and/or logo to be included in social media posts regarding the event
- Sponsor name and/or logo to be included in the live stream banner for the event

## Educational Sessions' Sponsorship Package (US $1,000)

Includes the following:

- Educational / training session for the sponsors' organization (one hour? after the Annual Meeting?)
- Sponsor name and/or logo to be included in the Electronic Brochure / Conference Guide
- Sponsor name and/or logo to be included in the Agenda / Program Section in the Platform
- Sponsor name and/or logo to be featured in the meeting room page
- Sponsor name and/or logo to be included in the email reminder for the session
- Sponsor name and/or logo to be included in social media posts regarding the session
- Sponsor name and/or logo to be included in the live stream banner for the session

# Terms & Conditions

This Sponsorship Contract (the "Contract") is entered into this day ("Effective Date"), by and between LESI and Sponsor. By signing this Contract, Sponsor agrees to comply with the terms and conditions set forth below. This Contract shall become binding upon acceptance by an authorized LESI representative for the LESI Annual Conference 2021.

RECITALS

A. WHEREAS, LESI plans to conduct an online Conference in May 2021 ("LESI Conference"), and

B. WHEREAS, Sponsor desires to sponsor at the Conference under the sponsorship package as set forth in the booking form in exchange for certain promotional consideration, and

C. WHEREAS, LESI desires to accept such sponsorship or exhibition participation.

NOW, THEREFORE, for good and valuable consideration, the sufficiency of which both parties hereby acknowledge, the parties agree as follows:

1. SPONSORSHIP PACKAGE

Sponsor hereby elects to be a sponsor / exhibitor of the Conference under the sponsorship / exhibition package as set forth in the booking form ("sponsorship package").

2. USE OF SPONSOR MATERIALS

2.1 License Grant. Sponsor hereby grants to LESI a non-exclusive, non-transferable license, solely for the term of this Contract, to use the trademarks, trade names, logos, identifying marks, and URLs as described on the sponsorship brochure (the "Marks"), for use by LESI in connection with presentation of the Conference, including promotional materials, and in fulfilment of LESI's obligations hereunder and such right shall automatically terminate upon completion of the Sponsorship or termination of this Contract, whichever is earlier. LESI shall also comply with Sponsor's logo usage guidelines.

2.2 Reservation of Rights. LESI acknowledges that Sponsor owns and retains all rights associated with the Marks, and that any and all goodwill derived from the use of the Marks hereunder inures solely to the benefit of the owner of the Marks.

3. OBLIGATIONS OF THE PARTIES

3.1 LESI. LESI hereby agrees to provide Sponsor with the promotional services and materials, consistent with the Sponsor's sponsorship / exhibition package, as outlined in the sponsor brochure).

3.2 Sponsor. In addition to payment obligations hereunder, Sponsor agrees to provide LESI with the Marks listed in the sponsorship brochure, in the format and via media as reasonably requested by LESI.

3.3 Cooperation of the Parties. The parties agree to cooperate and provide reasonable assistance, as requested by the other party, in the performance of the obligations set forth herein.

4. CONFERENCE SCHEDULING

4.1 Schedule Changes. If LESI, changes the site, hours or dates of the Conference, LESI will notify Sponsor of any such changes in writing as far in advance as possible.

4.2 Cancellation by LESI: LESI reserves the right to cancel the Conference, in whole or in part, or to terminate this Contract for any reason, with or without cause, at any time upon written notice to Sponsor. It is a condition of this booking that LESI and/or its Agents have the right for any reason beyond their control to alter or cancel, without prior notices, the Conference or any of the arrangements, timetables, plans or other items relating directly or indirectly to the Conference, and that LESI and/or its Agents shall not, subject as aforementioned, be liable for any loss, damage, expenditure or any inconvenience caused as a result of such alteration or cancellation. In the event of cancellation of the Conference, the pre-paid sponsorship fees will be returned in full and LESI and/or its Agents shall not be liable for any loss, damage, expenditure or inconvenience caused as a result of such cancellation.

4.3 Cancellation by Sponsor: It is a condition of this booking that notification of cancellations and requests for refund should be made in writing to LESI. For cancellations received before Monday 29th April 2021, 70% of the total remittance (not including the $500 (or 50% of the total if less than $500) non-refundable deposit) will be refunded. Fees will not be refunded after Monday 29th April 2021.

5. FEES; PAYMENT

5.1 Fees. Sponsor agrees to pay LESI the fees specified for Sponsor's sponsorship / exhibition package, as set forth in Sponsorship brochure ("Fees").

5.2 Payment. Payment of the Sponsors' fee A non-refundable deposit of $500 (or 50% of the total if less than $500) must be submitted along with the completed registration form to secure your booking. Bookings made without payment or invoice details will not be considered complete. Full payment is then due NET 30 from receipt of invoice and no later than Monday 12th May 2021. Payment shall be made in USD by BACS or credit card. All Bacs payments must be accompanied by a remittance advice notice sent by email to lesi2021@northernnetworking.co.uk

NB. Amex credit cards cannot be accepted.

6.WARRANTY; DISCLAIMER

Sponsor acknowledges that all services and materials provided by LESI in connection with this Contract are being provided "AS IS." LESI DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING THE

IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT, AND ANY WARRANTIES ARISING OUT OF COURSE OF DEALING OR USAGE OF TRADE.

7.LIMITATION OF LIABILITY

IN NO EVENT SHALL LESI BE LIABLE TO SPONSOR OR TO ANY THIRD PARTY FOR DAMAGES OF ANY KIND, INCLUDING, WITHOUT LIMITATION, INDIRECT, SPECIAL, INCIDENTAL, PUNITIVE OR CONSEQUENTIAL DAMAGES (INCLUDING LOSS OF USE, DATA, BUSINESS OR PROFITS) ARISING OUT OF OR IN CONNECTION WITH THIS CONTRACT OR FOR ANY ERROR OR DEFECT IN ANY MATERIALS PROVIDED, WHETHER SUCH LIABILITY ARISES FROM ANY CLAIM BASED UPON CONTRACT, WARRANTY, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY OR OTHERWISE, AND WHETHER OR NOT NICE HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGE. THE PARTIES HAVE AGREED THAT THESE LIMITATIONS WILL SURVIVE AND APPLY EVEN IF ANY LIMITED REMEDY SPECIFIED IN THIS AGREEMENT IS FOUND TO HAVE FAILED OF ITS ESSENTIAL PURPOSE. IN NO EVENT SHALL LESI'S TOTAL AGGREGATE LIABILITY UNDER THIS CONTRACT EXCEED FEESPAID BY SPONSOR TO LESI UNDER THIS CONTRACT.

Notwithstanding anything stated to the contrary, each party shall indemnify and hold each other harmless for direct damage liability or loss resulting from death, personal injury or tangible property damage, negligence or wilful misconduct by its personnel or its subcontractors or agents or any other liability that may not be excluded by law.

8. DATA PROTECTION

Each party warrants that it complies with all applicable laws and regulations when providing services, especially, without limitation, with all applicable local data protection laws and/or regulations worldwide, including EU and its member states.

Each party warrants that during the collection, processing and use of individual personal information, the person to whom the data belongs (the "Data Subject") has been informed of and consented to:

- his/her right to object at no cost to the collection, processing and/or use of his/her data
- the purpose of the collection, processing and/or use of his/her data
- his/her rights to object at no cost to the use of his/her data for purposes of canvassing in particular for commercial purposes
- the fact that his/her personal data may be exported to others countries, including outside European Union
- being contacted by commercial third parties, including LESI and its affiliates for marketing and other purposes
- Each party warrants that it has the right to grant the licenses and other rights related to the use of personal data, especially without limitation to the extent that the processing of personal data has been collected through social public networking platform or others public support.

9.GENERAL

9.1 Force Majeure: LESI shall not be responsible for any loss or damage resulting from failure to perform under this Contract or failure to present at the Users Conference, in whole or part as a result of riot, strike, terrorism, civil disorder, act of war, failure of facilities, earthquake, storm, fire, flood, or other acts of God, or any reason of any kind whatsoever beyond the reasonable control of LESI.

9.2 No Assignment. Sponsor may not assign this Contract, in whole or in part, by operation of law or otherwise, without the prior written consent of LESI which consent shall not be unreasonably withheld. Any attempted assignment without such consent will be null and of no effect.

9.3 Authorisation. Sponsor acknowledges and agrees that, upon execution of this Contract, LESI is authorised by Sponsor to provide contact information including Sponsor's address, phone number, fax number and name of a contact person to any contractor/vendor contracted to conduct work for Users Conference.

9.4 Governing Law; Jurisdiction. This Contract shall be governed by and construed in accordance with the laws of England (excluding its body of law controlling conflicts of law). The parties expressly agree that the United Nations Convention on Contracts for the International Sale of Goods will not apply. Any legal action or proceeding arising under this Agreement will be brought exclusively in the jurisdiction of the English courts.

9.5 Severability. If any provision of this Contract is held invalid or unenforceable by a court of competent jurisdiction, such provision will be construed so as to be enforceable to the maximum extent permissible by law, and the remaining provisions of the Contract will remain in full force and effect.

9.6 Waiver. The waiver of any breach or default will not constitute a waiver of any other right hereunder or of any subsequent breach or default.

9.7 Entire Agreement. This Contract constitutes the complete agreement between the parties and supersedes all prior or contemporaneous agreements or representations, written or oral, concerning the subject matter hereof. This Contract may not be modified or amended except in a writing signed by a duly authorised representative of each party.

9.8 Counterparts. This Contract may be executed in counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument.



# 2021

## MAY 27-28

## LESI Virtual Annual CONFERENCE

MAXIMIZING THE VALUE
OF INNOVATION
IN AN ERA
OF CONVERGENCE

lesi.org

LES
LICENSING EXECUTIVES SOCIETY INTERNATIONAL

LET'S INNOVATE!