

OCTOBER 19-22

**LES**

LICENSING EXECUTIVES SOCIETY  
USA & CANADA

# 2025 BOSTON

Strategic Partnerships for IP Development  
and Market Growth

ANNUAL MEETING & GENERAL  
SPONSORSHIP OPPORTUNITIES

► [les2025.org](https://les2025.org)





# WHO IS LES?

In 2025 it will be the **60<sup>th</sup> anniversary** of 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.



470+

ATTENDEES  
FROM  
AROUND THE WORLD

120+

EXPERT SPEAKERS  
FROM ACROSS  
INDUSTRIES

18

COUNTRIES  
REPRESENTED

Australia, Belgium,  
China, Finland,  
France, Germany,  
India, Italy,  
Japan, Korea,  
Mexico, Nigeria,  
Saudi Arabia, Singapore,  
Sweden, Switzerland,  
Taiwan, UK

## 2024 ANNUAL MEETING ATTENDEES BREAKDOWN

40+

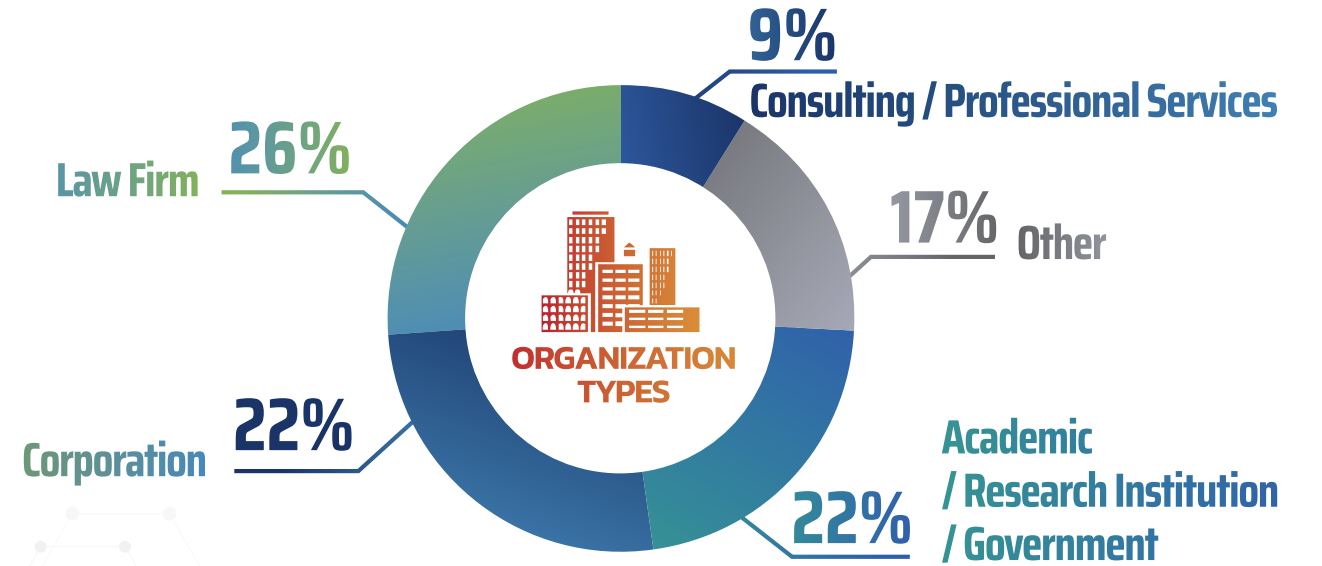
INTERNATIONAL &  
DOMESTIC FOCUSED  
SESSIONS

30+

PROMINENT  
SPONSORS, EXHIBITORS  
AND MEDIA PARTNERS

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

SOLD!

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

Strategic Partnerships for IP Development and Market Growth

## HOTEL KEYCARDS

▲ EXCLUSIVE  
opportunity

\$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

## LANYARDS

▲ EXCLUSIVE  
opportunity

\$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

## YMC HALF DAY PROGRAM

▲ EXCLUSIVE  
opportunity

\$5,000

19 OCTOBER 2025

- 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

## SPONSORSHIP OF YMC NETWORKING EVENT

(ALL COSTS TO BE PAID BY SPONSOR)

- 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

VENUE: **Yard House**  
Copley Place, 110 Huntington Ave,  
Boston, MA 02116, United States

SPONSORSHIP PROSPECTUS





## WIFI SPONSOR \$12,000

- 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

## 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

## 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

## 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)

## SPONSORSHIP OF CLE \$10,000

- Pop up banner within exhibition area
- Logo on all sign up sheets
- 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

## IP OWNERS RECEPTION \$7,500

### - DURING ANNUAL MEETING ONLY -

- 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

## NEW MEMBER RECEPTION SPONSOR \$7,500

### - DURING ANNUAL MEETING ONLY -

- 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

## 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



# LES USA-CANADA GENERAL SPONSORSHIP OPPORTUNITIES

► [lesusacanada.org](https://lesusacanada.org)

Strategic Partnerships for IP Development and Market Growth



## LES SPONSORED WEBINAR

### - DURING ANNUAL MEETING ONLY -

- Advertised to LES marketing list
- Logo displayed on [www.lesusacanada.org](https://www.lesusacanada.org)
- Managed on LES registration platform
- Hosted on LES Zoom account

TOTAL COMMITMENT:  
**\$5,000**



## LES SPONSORED IN-PERSON EVENT

- Advertised to LES marketing list
- Logo displayed on [www.lesusacanada.org](https://www.lesusacanada.org)
- Managed on LES registration platform
- Hosted in venue sourced by sponsor
- Sponsor to provide any required F&B

HALF DAY:  
**\$5,000**

FULL DAY:  
**\$7,500**



## EDUCATION ACADEMY SPONSOR

### - DURING ANNUAL MEETING ONLY -

- Advertised to LES marketing list
- Logo displayed on [www.lesusacanada.org](https://www.lesusacanada.org)
- Managed on LES registration platform
- Hosted in venue sourced by sponsor
- Sponsor to provide any required F&B

**\$5,000**



## ROYALTY RATES SURVEY

### PLATINUM

- Annual Meeting session on the survey and recognition in survey and promotion.
- One free registration.

**\$10,000**

### GOLD

Webinar on the survey and recognition in survey and promotion.

**\$7,500**

### SILVER

- Co-Author for Article in View or Pulse on the survey
- Recognition in survey and promotion.

**\$5,000**

### BRONZE

Recognition in survey and promotion.

**\$2,500**

### FRIEND

Recognition in survey.

**\$1,500**





# SPONSORSHIP PROSPECTUS

## SPONSORSHIP TERMS, RULES AND REGULATIONS:

These rules and regulations are intended by LES to serve the best interest of LES 2025 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, 2025 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.



**2025** ANNUAL MEETING  
OCTOBER 19-22  
**BOSTON**

Strategic Partnerships  
for IP Development  
and Market Growth

► [les2025.org](https://les2025.org)

► [lesusacanada.org](https://lesusacanada.org)



For inquiries please email: [lesam@northernnetworking.co.uk](mailto:lesam@northernnetworking.co.uk)  
or call: +1 888-201-5902