

BACK TO LICENSING:
RESTARTING BUSINESS
AND FUELING INNOVATION

VENICE

LESI 8-10 MAY 2022
INTERNATIONAL ANNUAL CONFERENCE

SPONSORSHIP & EXHIBITION
PROSPECTUS

➤ lesi2022.org




ORGANIZED BY
LES ITALY



DEAR COLLEAGUE,

We cordially invite you to sponsor the 2022 LES International Annual Conference to be held in the beautiful city of Venice (Italy) from May 8-10, 2022.

A leading association at the intersection of the intellectual property and business worlds, the Licensing Executives Society (LES) is a community of more than 6,500 professionals, within 33 national and regional chapters, in 90 different countries – all dedicated to the creation, promotion and implementation of business opportunities. For 50 years, LES has served as a campfire that brings businesses and licensing professionals together to learn and build stronger relationships that facilitate deal-making and keep pace with the way technology transforms business and our daily lives. In short, we advance the business of IP globally.

LESI2022 in Venice, Italy represents a unique opportunity for your company to connect with this influential group of delegates, branding you as a thought leader in the market. This prospectus outlines not only excellent sponsorship opportunities, but a full complement of social events and networking occasions.

The substantive program will include a specific focus on state of the industry briefings and discussion in four critical areas: Life Sciences, Automotive, Communications and Energy & Green Tech. Given the venue, Fashion, Food and Design will also be featured in the keynotes to provide case studies that inspire attendees with stories of tech transformation – information useful to accelerate and innovative in their own cases.

If the following sponsor options do not fit your requirements, we would be delighted to create a custom opportunities.

LES2022 will be a memorable event, including in-person opportunities to reconnect after a year of virtual communications. We invite you to join us and showcase your company to our global community.



JOHN PAUL
LES International President



MATTIA DALLA COSTA
LES Italy President

BECOMING A SPONSOR @ VENICE 2022

WHY LES?

- LES is not only about licensing, we focus on the business and legal aspects of innovation, technology transfer and IP to help businesses and their representatives to create, protect, and commercialize innovation, and manage and monetize intellectual property.
- We are different from all other IP associations around the world and our tagline is "Advancing the business of intellectual property globally".
- LES is a network of various independent communities that work among themselves and also together in the IP ecosystem. We are a Community of Communities.
- Members from different national societies, industry groups (life sciences, automotive, ICT, software, chemicals, energy, environment, materials, etc.), R&D institutions (universities, government labs), service providers (patent pools, implementer pools, licensing organizations, IP brokers), professional groups (lawyers, valuation experts, IP and licensing managers, etc.) and affinity groups (young members, women in licensing, etc.) will come to Venice to learn, interact and doing business together.

WHY VENICE?

- Venice has all you need to have a successful Annual Conference. With good travel connections throughout Italy and the world, Venice is not only a fascinating city, but also business-oriented and the capital of the Veneto region – the second most industrial and rich Italian region where all industries are represented.
- Venice is the cradle of Intellectual Property. The first official form of protection for ingenious works is represented by the **Patent Statute, decreed in 1474** by the Most Serene Republic of Venezia.

WHY NOW?

- We have all been home for the longest time in our lives. It is time to get out and re-connect. Venice 2022 will be the first LES in-person event. After 2 years of virtual events and thanks to its attractive location and program, we expect a high attendance from large, medium and small-sized companies, universities, governmental institution, and private practice from all over the world.
- No better time and place to celebrate LESI's 50th anniversary and kick-off our next 50 years of gathering and serving licensing professionals.



THE VENUE

VENICE - PALAZZO DEL CINEMA

Lungomare Marconi 1861
30126 Venezia Lido VE





ORGANIZING SECRETARIAT

the office

the office srl

via San Nicolò 14

34121 Trieste (Italy)

Tel. +39 040 368343

➤ lesi2022@theoffice.it

➤ www.lesi2022.org

The Organizing Secretariat will be at your disposal should you prefer to sponsor the event in any other ways. Feel free to contact us sharing your ideas.

SPONSORSHIP CATEGORIES



PARTNER
SPONSORSHIPS



RECEPTION
SPONSORSHIPS



CONFERENCE
SPONSORSHIPS



EXHIBITION & EXTRA STAFF
REGISTRATION





PARTNER SPONSORSHIP OPPORTUNITIES & BENEFITS

The major sponsorship categories available are the followings:

	PLATINUM (EXCLUSIVE)	GOLD	SILVER	BRONZE
Fee (net VAT)	€ 30,000	€ 20,000	€ 10,000	€ 5,000
Acknowledgment on Conference website				
Free Conference passes	4	4	2	1
Exhibition space	18 m²	12 m²	6 m²	3 m²
Logo on photocall				—
Items in Conference bag	2	1	1	—
“Captain’s table seats” at Gala dinner	2	1	—	—

PLATINUM — € 30,000 - EXCLUSIVE

- Acknowledgment on Conference website, e-mail, social media, other relevant communication (name, logo, link to company website)
- 4 Free Conference passes (including coffee breaks, luncheons, Opening Reception, Gala dinner, Farewell LES Italia event)
- 18m² exhibition space in a prominent position (carpet, table, 2 chairs, power supply)
- Opportunity to insert 2 items (to be approved by the organizers) in Conference delegate bag
- Company logo on Photocall
- 2 “Captain’s table” seats reserved at Gala dinner on Monday 9 May

GOLD - € 20,000

- Acknowledgment on Conference website, e-mail, social media, other relevant communication (name, logo, link to company website)
- 4 Free Conference passes (including coffee breaks, luncheons, Opening Reception, Gala dinner, Farewell LES Italia event)
- 12sqm exhibition space in a prominent position (carpet, table, 2 chairs, power supply)
- Opportunity to insert 1 item (to be approved by the organizers) in Conference delegate bag
- Company logo on Photocall
- 1 “Captain’s table” seat reserved at Gala dinner on Monday, 9 May

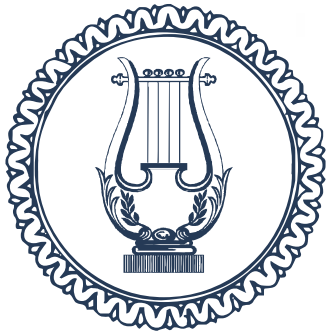
SILVER - € 10,000

- Acknowledgment on Conference website, e-mail, social media, other relevant communication (name, logo, link to company website)
- 2 Free Conference passes (including coffee breaks, luncheons, Opening Reception, Gala dinner, Farewell LES Italia event)
- 6sqm exhibition space in a prominent position (backwall, carpet, table, 2 chairs, power supply)
- Company logo on Photocall
- Opportunity to insert 1 item (to be approved by the organizers) in Conference delegate bag

BRONZE - € 5,000

- Acknowledgment on Conference website, e-mail, social media, other relevant communication (name, logo, link to company website)
- 1 Free Conference pass (including coffee breaks, luncheons, Opening Reception, Gala dinner, Farewell LES Italia event)
- 3sqm exhibition space in a prominent position (backwall, carpet, table, 2 chairs, power supply)

A floor plan of the assigned booth and relevant exhibitor manual will be sent in due time to all sponsoring companies.



RECEPTION SPONSORSHIP OPPORTUNITIES & BENEFITS

Companies may decide to contribute to Social Events during the Conference, such as Opening reception, Gala Dinner, Farewell event, Coffee breaks or lunches.

	OPENING RECEPTION	GAIA DINNER	FAREWELL LES Italy Event	COFFEE BREAKS	LUNCHEONS
Fee (net VAT)	€ 10,000	€ 20,000	€ 10,000 SOLD	€ 3,000	€ 7,500
EXCLUSIVE					
Company logo on menus					
Company logo on catering tables					
Free standing banner / rollup					
Company logo on website and other relevant communications					



OPENING RECEPTION

€ 10,000

Sunday, 8 May 2022 - 3 SPONSORS MAX.

The Opening Reception will be held at **Palazzo del Cinema**, Conference Venue.

On Sunday, 8 May LES International will celebrate its 50th Anniversary. The event will mark the official opening of the Conference.

- The logo of the Company will be displayed on all catering tables, on the menu.
- Opportunity to display material like free standing banner or rollup in the foyer of the Theatre. All items must be authorized by the organizers.
- Company logo on Photocall
- Company logo will be included on the conference website and in other relevant communications.



GALA DINNER

€ 20,000

Monday, 9 May 2022

EXCLUSIVE



The Gala dinner will be held at **Arsenale** in Venice.

The building was the largest naval production center in Venice during the pre-industrial era and now it is also used as exhibition site during La Biennale, the International Architecture Exhibition, one of the most famous in the world.

- The logo of the Company will be displayed on all catering tables, on the menu.
- Opportunity to display material like free standing banner or rollup in the dinner area. All items must be authorized by the organizers.
- Company logo on Photocall
- Company logo will be included on the conference website and in other relevant communications.



Photo: Wikimedia Commons



COFFEE & LUNCH BREAKS ON SITE

COFFEE BREAKS € 3,000 / each

- The logo of the Company will be displayed on all catering tables during the designated break.
- The company may also display additional material like free standing banner or rollup. All items must be authorized by the organizers.
- Company logo will be included on the conference website and in other relevant communications.

Coffee and lunches will be offered daily at the Conference Center **Palazzo del Cinema**, renowned for the Venice International Film Festival.

LUNCHEONS € 7,500 / each

- The logo of the Company will be displayed on all catering tables during the designated lunch.
- The company may also display additional material like free standing banner or rollup. All items must be authorized by the organizers.
- Company logo will be included on the conference website and in other relevant communications.

FAREWELL LES ITALIA EVENT

€ 10,000

Tuesday, 10 May 2022
EXCLUSIVE

The event will be held in an historical Venetian palace.

- The logo of the Company will be displayed on all catering tables, on the menu.
- Opportunity to display material like free standing banner or rollup in the dinner area. All items must be authorized by the organizers.
- Company logo on Photocall
- Company logo will be included on the conference website and in other relevant communications.

SOLD















Photo: Tony Hisgett from Birmingham, UK - Grand Canal



CONFERENCE SPONSORSHIP OPPORTUNITIES & BENEFITS

The Conference sponsorship categories available are the followings:

												
	DELEGATE BAGS	DELEGATE LANYARDS	PENS	NOTEPADS	BAG INSERTS	AD IN E-BROCHURE	AD IN PRINTED PROGRAMME	NETWORKING AREA	ICE-CREAM CART	UMBRELLA	CHARGER STATION	PHOTOCALL
Fee (net VAT)	€ 3,500 SOLD	€ 7,500 SOLD	€ 2,500	€ 2,500	€ 2,000	€ 2,000	€ 3,500 SOLD	€ 7,500	€ 7,500 SOLD	€ 4,000	€ 5,000	€ 2,000
EXCLUSIVE		✿	✿	✿			✿	✿	✿	✿		
Company logo on website and other relevant communications	✿	✿	✿	✿	✿	✿	✿	✿	✿	✿	✿	✿





DELEGATE BAGS – € 3,500

3 SPONSORS MAX.

- The bags will display conference design and will also include Company's logo.
- Company logo will be included on the conference website and in other relevant communications.



DELEGATE LANYARDS – € 7,500

+ provision of lanyards - EXCLUSIVE

- The Company will produce lanyards with logos both of the Company and the Conference that will be handed out to all participants.
- Graphic and layout of the lanyards shall be authorized by the organizers before printing.
- The Secretariat will inform the company about the number of items required and shipping info in due time.
- Company logo will be included on the conference website and in other relevant communications.



PENS – € 2,500

+ provision of pens - EXCLUSIVE

- The Company has the opportunity to insert pens with the company's logo in all conference bags. They will be also used at registration desk and distributed in common areas.
- Graphic and layout shall be authorized by the organizers before printing.
- The Secretariat will inform the company about the number of items required and shipping info in due time.
- Company logo will be included on the website and in other relevant communications.



NOTEPADS – € 2,500

+ provision of notepads - EXCLUSIVE

- The Company has the opportunity to insert notepads with the company's logo in all conference bags. They will be also used at registration desk.
- Graphic and layout shall be authorized by the organizers before printing.
- The Secretariat will inform the company about the number of items required and shipping info in due time.
- Company logo will be included on the website and in other relevant communications.



BAG INSERT – € 2,000 + provision of items

- Promotional flyer or other marketing materials of the company will be included in the Conference bag distributed to all participants thus having individual visibility.
- All items shall be authorized by the organizers before printing.
- The Secretariat will inform the company about the number of items required and shipping info in due time.
- Company logo will be included on the website and in other relevant communications.



AD PAGE IN PRINTED FINAL PROGRAMME @ GLANCE

€ 3,500 - EXCLUSIVE

- The final programme will be distributed onsite to all participants thus having individual visibility.
- **SOLD** The Company shall send the ad page to be inserted in the printed programme, according to the indications received by the Organizing Secretariat in due time.
- Company logo will be included on the website and in other relevant communications.

AD PAGE IN CONFERENCE E-BROCHURE

€ 2,000

- The final e-brochure will be downloadable on the official website of the Conference and used in all relevant marketing communications
- The Company shall send the ad page to be inserted in the brochure, according to the indications received by the Organizing Secretariat in due time.
- Company logo will be included on the website and in other relevant communications.



UMBRELLA

€ 4,000 - EXCLUSIVE

- A light, foldable umbrella, customized with Company logo, will be inserted as a gadget in the Conference bags thus giving Companies individual visibility.
- Company logo will be included on the website and in other relevant communications.





NETWORKING AREA

€ 7,500 – EXCLUSIVE

- The networking area will be sponsored by the Company and it will be customized in agreement with the Organizers.
- It will be a limited space in the conference center where the necessary furnishings will offer the delegates an area to work and relax at the same time.
- Company logo will be included on the website and in other relevant communications.

PHOTOCALL – € 2,000

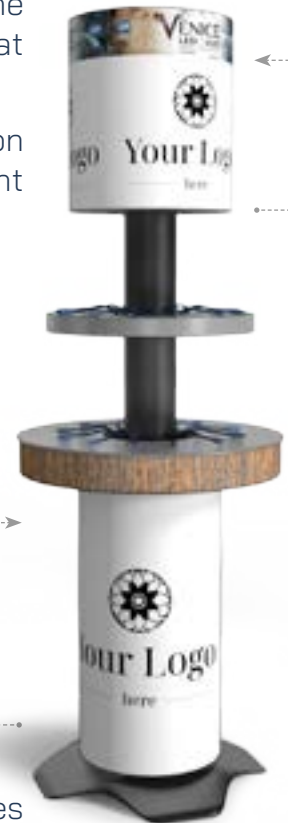
- The LESI2022 wall will be placed in the meeting area. It will be an occasion for delegates to take pictures with their colleagues in front of a wall customized with Conference graphic and company logos.
- Company logo will be included on the website and in other relevant communications.



CHARGER STATION

€ 5,000

- A charger station for all devices (mobile, laptop, tablet) can be placed close the meeting area.
- The station can be customized with Company logo.
- Company logo will be included on the website and in other relevant communications.



ICE CREAM CART

€ 7,500 – EXCLUSIVE

- The Company will sponsor an ice cream corner where attendees will enjoy Italian ice-cream in the afternoon.
- The cart will be customized with the Company Logo and additional marketing material like banner or rollup may be placed close to it to customize the area. All items must be authorized by the organizers.
- Company logo will be included on the website and in other relevant communications.

SOLD



EXHIBITION & EXTRA STAFF REGISTRATION

EXHIBITION BOOTH - € 4,000

- Exhibition spaces (6 m²) will be allocated on a first-come first-served basis.
- Exhibition spaces include backwall, carpet, table, 2 chairs, power supply. Extra furniture or other materials are available on top of what is already indicated. Please contact the Organizing Secretariat accordingly.
- 2 exhibition staff passes (including lunch and coffee break) will be offered to all exhibitors.
- A floor plan of the assigned booth and relevant exhibitor manual will be sent in due time to all sponsoring companies.
- Company logo will be included on the website and in other relevant communications.

The plan and relevant exhibition area will be available on the official website: ➤ lesi2022.org/sponsor - starting from Monday 15 November 2021

EXTRA STAFF REGISTRATION - € 800

- Should the Company need extra registration passes for its staff, these can be purchased at a reduced rate of € 800.
- The fee includes coffee breaks and lunches; Opening Reception, Gala Dinner and Farewell event are not included.



➤ lesi2022.org