

*Advancing the Business of Intellectual Property Globally*

January 19–21, 2014 · Geneva, Switzerland



## Global Technology Impact Forum

CENTER *for* APPLIED INNOVATION  
& **Invent for Humanity**  
TECHNOLOGY TRANSFER EXCHANGE FAIR

**A Practical Approach to Technology Transfer**

*Corporate, Research and NGO Collaboration for Double-Bottom-Line Results*

### *Meeting Sponsorship*

The 2014 Global Technology Impact Forum (GTIF) is hosted by the Board of the Licensing Executives Society International, Inc. (LESI) and designed to coordinate and publicize the efforts of premier global non-profit and non-governmental organizations (NGOs) dedicated to the promotion of intellectual property licensing and technology transfer for the betterment of mankind.

Concurrent with the Center for Applied Innovation Invent for Humanity™ Technology Transfer Exchange Fair, GTIF will bring together a renowned collection of technology leaders sure to capture the attention of IP and general news media.

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Sponsorship serves as the primary path for companies to participate in the Global Technology Impact Forum and the Center for Applied Innovation Invent for Humanity Technology Transfer Exchange Fair. GTIF presents companies with a very unique opportunity to collaborate with the leaders of the most respected organizations focused on Intellectual Property Protection and Harmonization, Trade & Economic Development as well as Technology Transfer and Standards.

## LESI GTIF 2014

- Provides an overview of critical IP licensing and technology transfer issues of the day
- Facilitates unique networking among senior leadership of participating organizations and corporations
- Facilitates post-event coordination and follow-up of objectives set during the Forum

## LESI GTIF Meeting Sponsorship

Sponsorship of the LESI GTIF will not only help your organization build long-lasting relationships with the leadership of the participating organizations, but pre and post event co-branding will elevate awareness of your organization through your affiliation with this truly unique event. Sponsorship is available at three levels: Gold, Silver and Bronze.

The benefits included within each sponsorship level as well as those available in conjunction with several event-based options are outlined in the GTIF Sponsorship Benefits Chart.

	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	RECEPTION FOR PARTICIPATING ORGANIZATIONS	OPENING COCKTAIL	SPEAKER DINNER	BREAKFAST	NETWORKING BREAK	LUNCH
# AVAILABLE	10	10	UNLIMITED	1	1	2	4	2	
COST	\$10,000	\$5,000	\$2,500	\$2,500	\$5,000	\$1,000	\$500	\$2,500	
BENEFITS:									
PRE-EVENT									
LOGO AND COMPANY DESCRIPTION ON GTIF WEBSITE	✓	✓	✓	✓	✓	✓	✓	✓	✓
LOGO RECOGNITION IN PRE EVENT COMMUNICATION	✓	✓	✓	✓	✓	✓	✓	✓	✓
ON SITE									
COMPLIMENTARY PREFERRED OBSERVER STATUS FOR (#)	2	1	0	0	0	0	0	0	0
OPTION TO INCLUDE PROMOTIONAL LITERATURE AND ITEM (SUBJECT TO APPROVAL) IN PARTICIPANT BAG	✓	✓	✓	✓	✓	✓	✓	✓	✓
RECOGNITION IN GTIF PRINTED PROGRAM	✓	✓	✓	✓	✓	✓	✓	✓	✓
PROGRAM AD	FULL PAGE	FULL PAGE	HALF PAGE	HALF PAGE	HALF PAGE	HALF PAGE	HALF PAGE	HALF PAGE	FULL PAGE
GENERAL SESSION SPEAKER OR SESSION INTRODUCTION	✓								
RESERVED TABLE (DINNER)	✓					✓			
POST EVENT									
LOGO RECOGNITION IN POST EVENT COMMUNICATION	✓	✓	✓	✓	✓	✓	✓	✓	✓

LESI GTIF welcomes the opportunity to work with your organization in order to create a customized sponsorship program to meet your unique objectives.

*Collectively, the activities of the LESI GTIF will assure a strong foundation for the next generation of IP licensing and technology transfer service to mankind.*

## For Sponsorship Opportunities Contact

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