Welcome to Our Sponsors and Exhibitors!

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sponsors@les.org
www.lesi2020.org
Dear Reader,

we cordially invite you to become a sponsor or exhibitor at the Licensing Executives Society International (LESI) 2020 Annual Conference in Berlin, Germany, Europe, Planet Earth, Milky Way.

From May 16th to 20th, 2020, we intend to host 700+ intellectual property professionals from around the world to meet each other and us to leverage the intellectual property community and business. Showcase your company to the smartest and most influential minds in the industry and leading decision-makers within their organization.

A Warm Welcome to Berlin

„Ich bin ein Berliner!“

Follow in the footsteps of politicians, celebrities and tourists alike. Discover a city that has changed more than any other city in the world over the last few years. Berlin brings together the past, present and future in a truly unique way.

With an area nine times bigger than Paris, more bridges than Venice, the world’s longest open air gallery, Europe’s largest department store KaDeWe and the most zoo animals in the world, Berlin surely has something to offer for everyone.

For culinary delights, Berlin’s multiculturalism awaits with a dazzling variety of cuisines, local specialties and its very own genuine beer.

Cultural enthusiasts can enjoy three running opera houses, 150 theatres and stage venues and “more museums than rainy days” (175 museums to be exact).

And with 30% of the city being covered by parks and woods or rivers, lakes or waterways, a place to unwind is only a few steps away.

“Berlin – the place to be” – be open, be free, be Berlin.

LESI „Twenty Twenty“
Annual Conference
hosted by LES (Germany)

Licensing Executives Society (Germany) is part of Licensing Executives Society International (LESI) — a global business association representing 32+ societies with 10,000+ members in 90+ countries. Members are patent attorneys, attorneys specializing on IP, business development and licencing experts, accountants, consultants, executives, scientists, and many more, all from industry and private practice. These members represent innovation-oriented enterprises of all sizes — such as government laboratories, professional firms, and universities.
Overview

1. Individual presence in a unique environment - In consideration of the content of the LESI 2020 Annual Meeting can be considered as one of the leading meeting of experts in the field of IP.

2. A high profile in a professional exhibition environment for your company, your products, and your services.

3. Extend your network and connect with our community. Meet many decision makers and opinion leaders in your own unique space.

4. Present yourself as an attractive employer to the next generation of young Intellectual Property professionals.

5. Listings in the conference programme and on the conference website facilitate your customer contacts.

Expected Number of Participants

About 550 delegates.

Venue and date

Station Berlin
Luckenwalder Str. 4–6
10963 Berlin
May 16-20, 2020

Congress Website

www.lesi2020.org

Contact

Guido von Scheffer
g.scheffer@ip-strategists.com
IP-Strategists GmbH
+49 40 20 90 50 44
+49 172 451 74 54
Rehbloecken 19
D-22359 Hamburg

LESI 2020 Annual Conference Organizing Committee Sponsorships
sponsors@les.org
Preliminary Room & Exhibition Concept

Ground Floor

1st Floor

840 PAX

Industrial Booth

Catering
Main Sponsorship

In the following various types of main sponsorship are listed.

<table>
<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>Fee (plus VAT)</td>
<td>40,000 €</td>
<td>20,000 €</td>
<td>10,000 €</td>
<td>5,000 €</td>
</tr>
<tr>
<td>Company name, logo, website, listing featured on website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Email, social media, other relevant communication</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
</tr>
<tr>
<td>Inclusion of # conference client passes</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>„Captain’s table seats“ on Gala Dinner</td>
<td>2</td>
<td>1</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Exhibition booth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>4 weeks advance attendee list</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td># speaking slots in accordance with conference program (subject to availability)</td>
<td>2</td>
<td>1</td>
<td>–</td>
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Evening Events Sponsorship

**Welcome Reception**
Sunday, May 17, 2020

- 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

25,000 € plus VAT

**Networking Evening**
Monday, May 18, 2020

- Recognition at the Monday evening Networking Evening
- Opportunity to provide additional advertisement
- Company name, logo, website, and listing featured on website, social media, email, final program, and other relevant communications

30,000 € plus VAT

**Gala Dinner**
Tuesday, May 19, 2020

- Recognition at the Tuesday 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

30,000 € plus VAT
Break Sponsorships

**Luncheons**
- 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

**Breakfasts**
- 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

**20,000 € plus VAT**

**Break Sponsorships**

**Networking Breaks**
- Recognition at the 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

**7,500 € plus VAT**

**Break Sponsorships**

**Breaks**
- Recognition at the designated breaks
- Opportunity to provide additional advertisement
- Company name, logo, website, and listing featured on website, social media, email, final program, and other relevant communications

**15,000 € plus VAT**
Pens

Your company has the opportunity to insert pens with the company’s logo into the conference bags. The pens will be used for course certification lists too.

Please note: the pens have to be provided by the sponsor.
(Quantity of pens: 700 pcs.)

Includes company name, logo on conference website, and other relevant communications

2,500 € plus VAT /+ provision of pens

Conference Lanyards and Badges

Every attendant of the congress will be wearing a lanyard and a name badge with your company’s logo.

Please note: the lanyards have to be provided by the sponsor. Our conference organizer will print the namebadges with your logo.
(Quantity of lanyards: 700 pcs.)

Includes company name, logo on conference website, and other relevant communications

5,000 € plus VAT /+ provision of lanyards

Notepads

Your company has the opportunity to insert notepads with the company’s logo into the conference bags.

Please note: the notepads have to be provided by the sponsor.
(Quantity of notepads: 700 pcs.)

Includes company name, logo on conference website, and other relevant communications

2,500 € plus VAT /+ provision of pads
### Quick Sketch Art

Be the host with special recognition and announcement for a local quick sketch artist who draws pictures of attendees to take home, pictures include company name, logo.

Includes company name, logo on conference website, and other relevant communications.

17,500 € plus VAT

### Ad in Conference Brochure

The final programme for the LESI 2020 meeting will be distributed on-site to all participants and represents the major information source during the whole meeting.

<table>
<thead>
<tr>
<th>Ad in Conference Brochure</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 Inside Page Ad</td>
<td>4,000 € plus VAT</td>
</tr>
<tr>
<td>Cover Page</td>
<td>5,000 € plus VAT</td>
</tr>
</tbody>
</table>

### Sponsoring Media Check-In & Internet Lounge

All invited speakers have to hand in their talks to the Media Check-In.

The lounge will be given a name of your choice, e.g. “IP John Doe Internet lounge”. And you will be entitled to use this space for advertisement (roll-ups, flyers, food & beverages, etc.).

10,000 € plus VAT

### Bag Inserts

Promotional leaflet/gadget will be inserted into congress bags and handed out to all delegates at registration. The insert is to be provided by the sponsor.

2,000 € plus VAT

### Bear-Special I

Pick 2 options and get 10% off

### Bear-Special II

Pick 4 options and get 20% off

Upon request we will gladly offer you tailored sponsoring to suit your company’s presentation strategies. Please do not hesitate to contact us in case of any ideas, proposals and/or suggestions for sponsoring opportunities from your side.
Please note that all acknowledgements of your company and listing of company name and address will be generated from the following information!

Please send completed form to sponsors@les.org.

For further questions about the sponsorship opportunities and the industrial exhibition please send an Email to g.scheffer@ip-strategists.com or contact:
Mr. Guido von Scheffer | Phone: +49 40 20 90 50 44

<table>
<thead>
<tr>
<th>CONTACT NAME</th>
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<tbody>
<tr>
<td>NAME OF COMPANY</td>
<td></td>
</tr>
<tr>
<td>ADDRESS</td>
<td></td>
</tr>
<tr>
<td>POST/ZIP-CODE</td>
<td>CITY</td>
</tr>
<tr>
<td>Phone</td>
<td>FAX</td>
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<tr>
<td>E-MAIL</td>
<td>WEBSITE</td>
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<tr>
<td>VAT NUMBER</td>
<td>PO NUMBER (if required)</td>
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# Sponsorship Packages

<table>
<thead>
<tr>
<th>Sponsorship Package</th>
<th>Price (excl. VAT)</th>
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<tbody>
<tr>
<td><strong>Main Sponsors</strong></td>
<td></td>
</tr>
<tr>
<td>Platinum</td>
<td>40,000 €</td>
</tr>
<tr>
<td>Gold</td>
<td>20,000 €</td>
</tr>
<tr>
<td>Silver</td>
<td>10,000 €</td>
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<td>Bronze</td>
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<tr>
<td>Networking Breaks</td>
<td>7,500 €</td>
</tr>
</tbody>
</table>
**Sponsorship package** | **Price (excl. VAT)** | **x**
--- | --- | ---
Conference Bags (700 pcs.) | 5,000 € |  
Conference Lanyards and Badges (700 pcs.) | 5,000 € |  
Pens (700 pcs.) | 2,500 € |  
Notepads (700 pcs.) | 2,500 € |  
Quick Sketch Art | 17,500 € |  
Media Check-In and Internet Lounge | 10,000 € |  
Bag Inserts | 2,000 € |  
1/1 Inside Page Ad in conference brochure | 4,000 € |  
Coverpage Ad in conference brochure | 5,000 € |  

*“Bear” Special:
- Pick 2 options and get 10% off
- Pick 4 options and get 20% off*
Terms of Contract for: Sponsors

1. Conclusion of Contract
The Company accepts an offer for Sponsors by mailing the appropriate form.

2. Cancellation Policy
For reasons of existing third-party commitments, special arrangements cannot be made. The following cancellation fees will be charged plus legal VAT:
Cancellation up to seven months before commencement of the event: 50% of total sum,
Cancellation six months up to the day of event of the event: 100% of total sum.
Notice of cancellation must be served in writing.

3. General Legal Regulations
Both Parties declare these Terms of Business to be the sole and entire understanding with no further supplementary or secondary agreement in force between them. Any amendment or supplement to these Terms of Contract shall be in writing in order to be effective. This will also apply in the event of cancellation of this written form requirement. Should individual regulations of the Terms of Contract be or become invalid, the remaining regulations shall continue in full force and effect. The parties undertake to replace any invalid regulations with other valid and enforceable regulations having the same economic effect. The same will apply to any potential loopholes.

4. Place of Performance and Jurisdiction
For any dispute arising out of or in connection with these Terms of Contract, Jena will be the place of performance and jurisdiction.