



Sponsorship Packages for LESI Annual Conference 2016 in Beijing

We cordially invite you to be involved in Licensing Executives Society International Annual Conference for 2016 to be held in Beijing, China, on May 15-18, 2016. We expect to have over 500 licensing professionals to gather in Beijing for this event. We provide the following packages for your consideration. If you are interested, please contact our organizing committee at fengyb@ccpit-patent.com.cn; phone +86-10-66046026 or send an e-mail to secretariat@lesi2016.org.

Platinum sponsorship - US\$20,000:

- All benefits of Basic sponsorship, plus:
 - Five complimentary registrations;
 - Complimentary exhibit booth with priority booking (one table and two chairs);
 - Advance access to the list of participating companies in line with data protection policy;
 - Priority to host a workshop;
 - Prominent reserved table at Gala Dinner for 10 attendees; and
 - Full-page advertisement in the final program (Sponsor is responsible to provide the content of the advertisement).

Gold sponsorship - US\$10,000:

- All benefits of Basic sponsorship, plus:
 - Three complimentary registrations;
 - Complimentary exhibit booth with priority booking (one table and two chairs);
 - Priority to host a workshop;
 - Prominent reserved table at Gala Dinner for 10 attendees; and
 - Half-page advertisement in the final program (Sponsor is responsible to provide the content of the advertisement).

Silver sponsorship - US\$7,000:

- All benefits of Basic sponsorship, plus:
 - Two complementary registrations;
 - Prominent reserved table at Gala Dinner for 10 attendees.

Bronze sponsorship - US\$5,000:

- All benefits of Basic sponsorship, plus:
- One complementary registration.

Basic sponsorship:

- Sponsor's name and logo on website with link;
- Sponsor's name and logo in promotional materials;
- Sponsor's name and logo in the registration brochure;
- Sponsor's name and logo in the final program;
- Sponsor's name and logo on Signage at registration desk;
- Sponsor's name and logo on the background board; and
- Bag insert in delegate packs.

Summary Chart of Sponsorship Packages

| Categories of Sponsorship | Complimentary registration(s) | Complimentary exhibit booth | Advance access to the list of participating companies | Priority to host a workshop | Prominent reserved table at Gala Dinner | Full-page advertisement in the final program | Half-page advertisement in the final program | Basic sponsorship package |
|-----------------------------------|-------------------------------|-----------------------------|---|-----------------------------|---|--|--|---------------------------|
| Platinum sponsorship (US\$20,000) | 5 | √ | √ | √ | √ | √ | | √ |
| Gold sponsorship (US\$10,000) | 3 | √ | | | √ | | √ | √ |
| Silver sponsorship (US\$7,000) | 2 | | | | √ | | | √ |
| Bronze sponsorship (US\$5,000) | 1 | | | | | | | √ |

Sponsorship by Items:

Conference bags (maximum one sponsor): US\$5,000

- Company name and logo in the final program;
- Company name and logo to be included on conference bags.

USB (maximum one sponsor): US\$3,000

- Company name and logo in the final program;
- Company name and logo to be included on USB.

Conference lanyards (maximum one sponsor): US\$3,000 (already fixed by ROBIC)

- Company name and logo in the final program;
- Company name and logo to be included on lanyards.

Conference note pads (maximum one sponsor): US\$3,000

- Company name and logo in the final program;
- Company name and logo to be included on note pads.

Conference pens (maximum one sponsor): US\$3,000

- Company name and logo in the final program;
- Company name and logo to be included on pens.

Conference umbrella (maximum one sponsor): US\$3,000

- Company name and logo in the final program;
- Company name and logo to be included on umbrella.

Sponsorship for Social Events:

Welcome Reception on Sunday, May 15, 2016: US\$5,000

- Company name and logo in the final program;
- Recognition of the sponsor at the reception;
- Opportunity to provide additional advertisement on its own.

Reception for Cultural Night on Monday, May 16, 2016: US\$5,000

- Company name and logo in the final program;
- Recognition of the sponsor at the cultural night dinner;
- Opportunity to provide additional advertisement on its own.

Excursion Dinner on Tuesday, May 17, 2016: US\$5,000

- Company name and logo in the final program;
- Recognition of the sponsor at the Excursion dinner;
- Opportunity to provide additional advertisement on its own.

Gala Dinner Reception on Wednesday, May 18, 2016: US\$5,000

- Company name and logo in the final program;
- Recognition of the sponsor at the Gala Dinner;
- Opportunity to provide additional advertisement on its own.

Lunch May 16 and 18, 2016: USD 5,000

- Company name and logo in the final program;
- Recognition of the sponsor at the Gala Dinner;
- Opportunity to provide additional advertisement on its own.

Coffee Break May 16-18, 2016: USD 5,000

- Company name and logo in the final program;
- Recognition of the sponsor at the Gala Dinner;
- Opportunity to provide additional advertisement on its own.

Note: -All items are Non-Exclusive, except those marked “(maximum one sponsor)”.
-Those who want to sponsor exclusively shall contact the secretariat first.