



LESI 2023 PAN-EUROPEAN CONFERENCE

10-11 OCTOBER

**SPONSORSHIP & EXHIBITION
PROSPECTUS**



MORE INFO
<https://les-israel2023.org/>

A yellow silhouette of the Jerusalem skyline, featuring the Dome of the Rock, the Temple Mount, and various towers and minarets.

Jerusalem of Gold

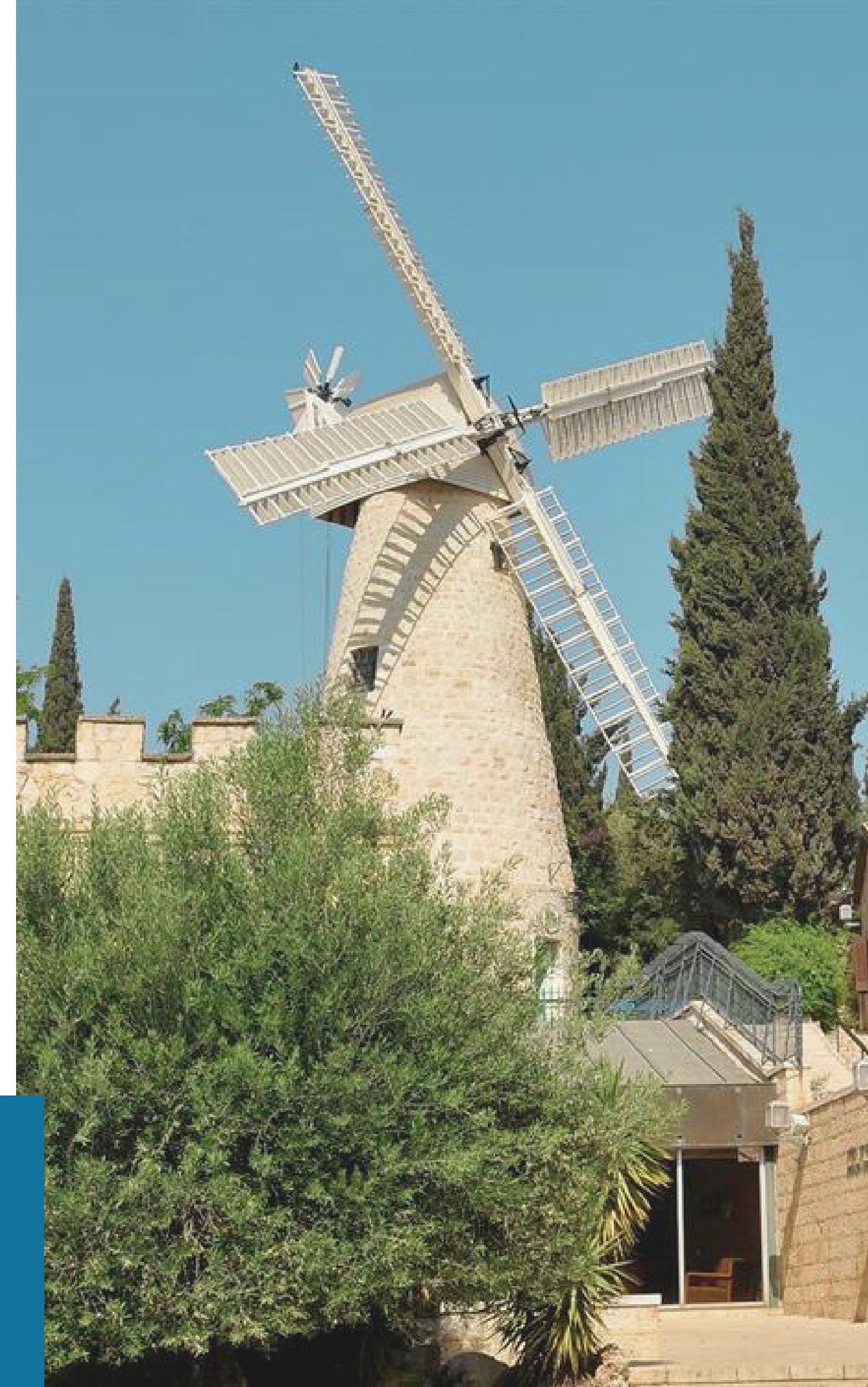
Where History meets Innovation

A Warm Welcome to Our Sponsors and Exhibitors

LES Israel, the Israeli Chapter of LES (Licensing Executives Society) is pleased to invite you to participate as an exhibitor or sponsor in the 2023 Pan-European Conference of LESI, which will be held on 10-11 October 2023 in Jerusalem, Israel.

LES Israel operates under the umbrella organization LES International (www.lesi.org) which is an international organization whose objective is “Advancing the Business of Intellectual Property Globally” with 33 chapters around the world.

The 2023 Pan-European Conference will include exciting professional panels and roundtables on some of the hottest topics in the industry relating to intellectual property (“IP”) protection for innovation and monetization of IP rights. The Conference will benefit from its location in the capital city of the “Start-up Nation” and will provide a glimpse of how a small country such as Israel became a global leader of innovation.



ABOUT LES INTERNATIONAL

LES International was founded in 1973. LES International (LESI) is the umbrella organization of national and regional associations for licensing executives. A Board of Directors and Board of Delegates, consisting of representatives of all national and regional societies, oversee the activities of LESI. The goal of LES International is to function as a non-profit professional organization supporting LES Societies in their efforts on behalf of individual members by:

- Setting and promoting consistent, high professional standards for licensing executives on a global basis
- Creating and maintaining various geographically based LES Societies with the necessary number and balance of local members
- Providing organizational leadership, coordination, and advice
- Facilitating professional networking between the members of LES Societies
- Providing quality educational content to, and facilitating the sharing of educational content between LES Societies
- Informing and interacting with global organizations and policy forums concerning the economic significance and importance of licensing and other transfer of technology and intellectual property rights.



Who should participate?

- IP owners whether individuals, start-ups, SMEs or large corporations.
- IP practitioners including lawyers, patent attorneys, in-house counsels, IP Managers etc.
- Business development people, licensing experts and valuation experts.
- Government officials involved in support of technology development and/or IP legal issues.

We anticipate 300+ intellectual property professionals from around the world to connect with us and with one another. Showcase your business to the most influential minds in the industry and decision-makers within their organization.



For more information
about LESI, please go to our
interactive website:
<https://les-israel2023.org/>

**WE LOOK FORWARD TO HOSTING
YOU IN JERUSALEM IN OCTOBER FOR
A GREAT CONFERENCE AND FUN.**

**DALIT SAGIV
DAVID COLB**

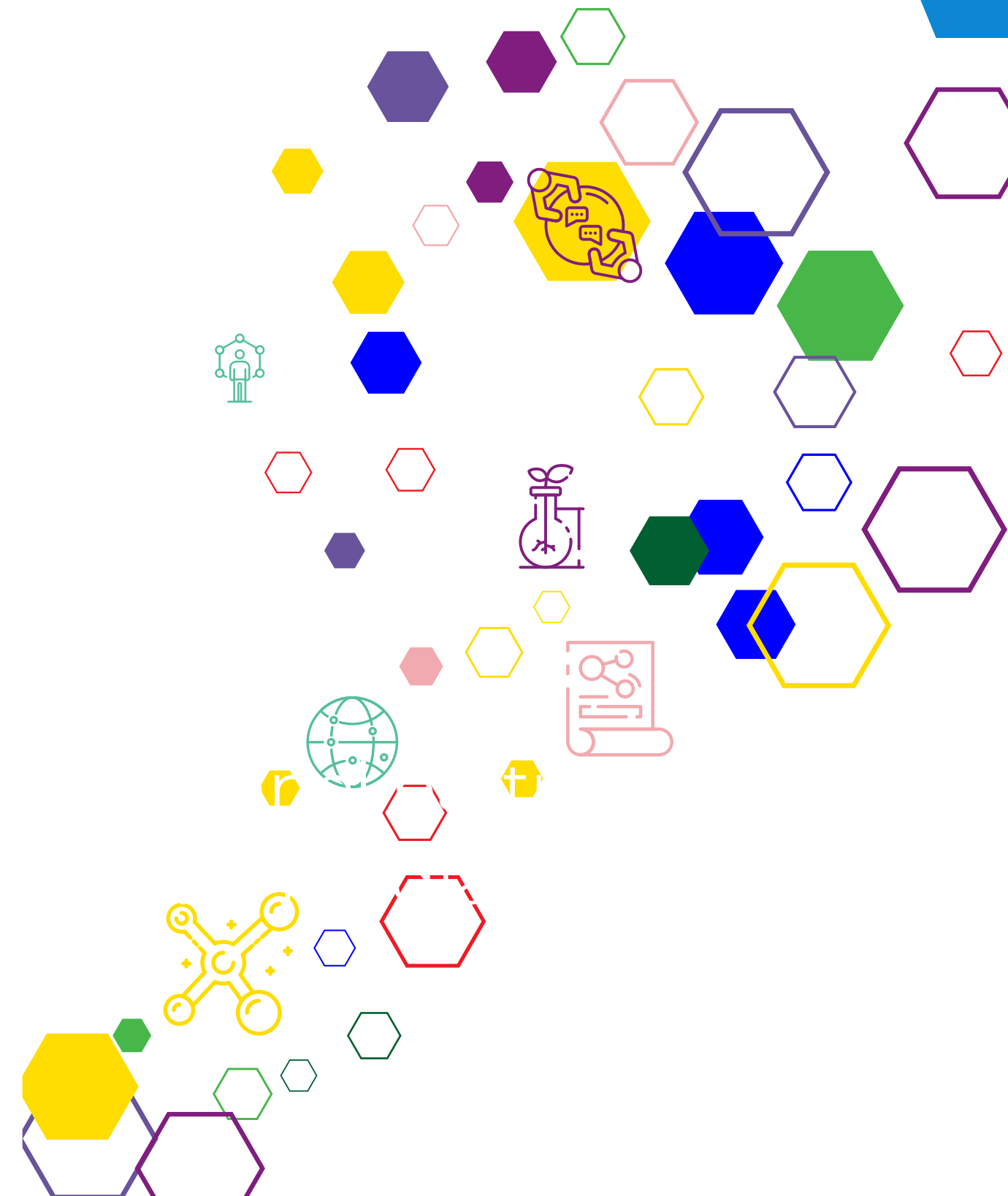
**HANANEL KVATINSKY
LIAD WHATSTEIN**



CONFERENCE TOPICS

Presentations and discussions will cover some of the most prevailing and upcoming issues such as

- Automotive
- Alternative foods
- AI and machine learning
- Electronics, semi-conductors and software
- Pharma & Biotech
- Academia- Industry relationship
- New developments in licensing
- IP growth and management – What's new?
- Recent rulings in Europe
- UP and UPC
- IP Valuation and deal financing around the world



WHY YOU SHOULD EXHIBIT OR SPONSOR

A variety of partnership opportunities are available for your organizations' exposure at the 2023 Pan-European Conference of LESI

- Meet and connect with prospective clients
- Strengthen your bond with existing clients
- Learn about new developments in your industry
- Meet new companies that can help your business
- Close deals with new clients during the Conference
- Strengthen (or establish) your brand
- Learn what your competitors are doing right
- Rapidly expand your database of business leads
- Optimize your business efforts and lead generation strategy

**WE ENCOURAGE THOSE INTERESTED IN GETTING
EXPOSURE FOR THEIR BRAND AND SERVICES TO CONTACT
THE CONFERENCE SECRETARIAT AT
ORNA@KENES-EVENTS.COM**



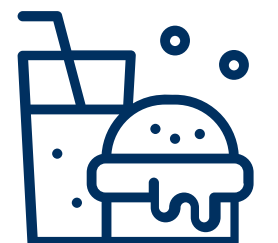
GALA DINNER

- Recognition at the gala dinner
- Company Name & Logo on website & program
- Prominent reserved table at the gala dinner
- Company Name & Logo projected on venue walls (GOBO lights)



WELCOME RECEPTION

- Recognition at the welcome reception
- Company Name & Logo on the website & program



LUNCHEONS

- Recognition at the designated Luncheons
- Company Name & Logo on website & program



NETWORKING BREAKS

- Recognition at the designated networking breaks
- Company Name & Logo on website & program



ITEM SPONSORSHIP OPPORTUNITIES & BENEFITS



DELEGATE
BAGS



DELEGATE
LANYARDS



PENS



NOTEPADS



BAG INSERTS



HATS



WATER
BOTTLE



PHONE
CHARGING
STATION



AD IN
E-BROCHURE

Fee (net VAT)

€ 15,000

€ 5,000

€ 3,000

€ 5,000

€ 1,000

€ 6,000

€ 6,000

€ 10,000

From
€ 1,000

EXCLUSIVE



Company logo
on website and
other relevant
communications



EXHIBITION OPPORTUNITIES

The exhibit areas are located in the foyer of the luncheon room on the 5th floor, and are available on a first come, first served basis. Your exhibition area will consist of a table and two chairs. Exhibitors also enjoy the benefits listed below

Exhibition area 6sqm € 5,000

- 2 complimentary exhibit-area-only passes for booth staff
- Company Name & Logo on the website & program



ADVERTISING IN THE FINAL ONLINE PROGRAM

- all attendees and registered participants receive this must-have conference reference guide.
- program advertising space is available on a first come, first-served basis

Back Cover (Exterior)	€ 5,000
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Inside Back Cover	€ 4,500
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Inside Front Cover	€ 4,000
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Full Inside Ad	€ 2,000
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MAJOR SPONSORSHIP OPPORTUNITIES & BENEFITS

You will be given a support category status dependent upon the total amount of your support contribution. The total contribution will consist of items such as advertisement, sponsored items and exhibition space. Supporter / exhibitor booking items /space with a contribution of less than the bronze category will be acknowledged as general supporter only. Your benefits will be allocated to supporters based on the following table.

	PLATINUM € 30,000	GOLD € 20,000	SILVER € 15,000	BRONZE € 10,000	GENERAL € 5,000
▶ ACKNOWLEDGMENT ON SUPPORTER'S BOARD AT CONFERENCE	✓	✓	✓	✓	✓
▶ SUPPORTER LOGO IN FINAL PROGRAM	✓	✓	✓	✓	✓
▶ SUPPORTER LOGO WITH HYPERLINK ON WEBSITE	✓	✓	✓	✓	✓
▶ COMPLIMENTARY REGISTRATIONS	4	2	1	—	—
▶ RESERVED TABLE AT THE GALA	✓	✓	✓	—	—
▶ ADVERTISEMENT IN THE FINAL PROGRAM	FULL PAGE	FULL PAGE	HALF PAGE	HALF PAGE	—
▶ COMPLIMENTARY EXHIBIT SPACE	✓	✓	—	—	—

GENERAL TERMS AND CONDITIONS

These terms and conditions (the “Contract”) are entered into this day _____ (“Effective Date”), by and between Kenes Israel Ltd., (“Kenes Israel”, on behalf of LES Israel) and _____ (“Sponsor”). By signing this Contract, Sponsor agrees to comply with the terms and conditions set forth below. This Contract shall become binding upon approval by LES Israel and acceptance by an authorized Kenes Israel representative for the LES 2023 Pan-European Conference.

DETAILS

A. WHEREAS, LES Israel plans to conduct a Conference on 10 – 11 October 2023 (“2023 Pan-European Conference of LESI”), and Kenes Israel provides LES Israel with organization, production and additional services in connection with said Conference, and

B. WHEREAS, Sponsor desires to sponsor at the Conference under the sponsorship package as set forth in the Sponsorship & Exhibition Prospectus and Booking form in exchange for certain promotional consideration (“Sponsorship Package”), and

C. WHEREAS, Kenes Israel desires to accept such sponsorship or exhibition participation.

NOW, THEREFORE, for good and valuable consideration, the sufficiency of which both parties hereby acknowledge, the parties agree as follows:

1. SPONSORSHIP PACKAGE

Sponsor hereby elects to be a sponsor / exhibitor of the Conference under the Sponsorship / Exhibition Package .

2. USE OF SPONSOR MATERIALS

2.1 License Grant. Sponsor hereby grants to LES Israel and/or Kenes Israel a nonexclusive, non-transferable license, solely in connection with the Conference, to use the trademarks, trade names, logos, identifying marks, and URLs which the Sponsor described in the Sponsorship & Exhibition Prospectus, for use by LES Israel and/or Kenes Israel, including without limitation, in connection with presentations of the Conference, in promotional materials, in websites of LES Israel and/or its affiliated organizations, in reports or other publications about LES Israel’s and/or its affiliated organizations’ activity, and in

fulfilment of Kenes Israel’s obligations hereunder . Kenes Israel shall comply with Sponsor’s logo usage guidelines, as shall be reasonably notified to Kenes Israel by Sponsor.

2.2 Reservation of Rights. Kenes Israel acknowledges that

Sponsor owns and retains all rights associated with the Marks, and that any and all goodwill derived from the use of the Marks hereunder inures solely to the benefit of the owner of the Marks.

3. OBLIGATIONS OF THE PARTIES

3.1 Kenes Israel hereby agrees to provide Sponsor with the promotional services and materials, consistent with the Sponsorship Package.

3.2 Sponsor. In addition to payment obligations hereunder, Sponsor agrees to timely provide Kenes Israel with the Marks listed in the sponsorship brochure, in the format and via media as reasonably requested by Kenes Israel.

3.3 Cooperation of the Parties. The parties agree to cooperate and provide reasonable assistance, as requested by the other party, in the performance of the obligations set forth herein.

4. CONFERENCE SCHEDULING

4.1 Schedule Changes. If Kenes Israel, changes the site, hours, or dates of the Conference, Kenes Israel will notify Sponsor of any such changes in writing as far in advance as possible.

4.2 Cancellation by Kenes Israel: Kenes Israel reserves the right to cancel the Conference, in whole or in part, or to terminate this Contract for any reason, with or without cause, at any time upon written notice to Sponsor. It is a condition of this Contract that

LES Israel have the right to alter or cancel, without prior notices, the Conference or any of the arrangements, timetables, plans or other items relating directly or indirectly to the Conference., and that Kenes Israel and/or its Agents shall not, subject as aforementioned, be liable for any loss, damage, expenditure or any inconvenience caused as a result of such alteration or cancellation. In the event of cancellation of the Conference, the pre-paid participants registration fees will be returned according to the Conference registration cancellation policy and LES Israel and/or Kenes Israel shall not be liable for any loss,

damage, expenditure or inconvenience caused as a result of such cancellation or any alteration.

4.3 Cancellation by Sponsor: It is a condition of this Contract that notification of cancellations and requests for refund should be made in writing to Kenes Israel (at orna@kenes-events.com), with a copy to LES Israel (at les_israel@yahoo.com). For cancellations received before Monday 31st July 2023, 25% of the total remittance (not including the €500 non-refundable deposit) will be refunded. Fees will not be refunded after Monday 31st July 2023.

5. FEES; PAYMENT

5.1 Fees. Sponsor agrees to pay Kenes Israel (acting for LES Israel), the fees specified in Sponsorship & Exhibition Prospectus (“Fees”).

5.2 Payment of the Sponsors’ fee. A non-refundable deposit of €500 must be submitted along with the completed booking form to secure your booking. Bookings made without payment or invoice details will not be considered complete. Full payment is then due within 30 calendar days from receipt of Booking Form to Kenes Israel. Payment shall be made in New Israeli Shekel or Euros by credit card or a bank transfer to _Kenes Israel. All payments must be accompanied by a remittance advice notice sent by email to orna@kenes-events.com
NB. Amex credit cards cannot be accepted.

6. WARRANTY; DISCLAIMER

Sponsor acknowledges that all services and materials provided by LES Israel and/or Kenes Israel in connection with this Contract are being provided “AS IS.” LES Israel and/or Kenes Israel disclaim all warranties, express or implied, including the implied warranties of merchantability, fitness for a particular purpose, and non-infringement, and any warranties arising out of course of dealing or usage of trade.

7. LIMITATION OF LIABILITY

In no event shall LES Israel and/or Kenes Israel be liable to Sponsor or to any third party for damages of any kind, including, without limitation, indirect, special, incidental, punitive or consequential damages (including loss of use, data, business or profits) arising out of or in connection with this Contract or for any error or defect in any materials provided, whether such

liability arises from any claim based upon contract, warranty, tort (including negligence), strict liability or otherwise, and whether or not Sponsor has been advised of the possibility of such loss or damage. The parties have agreed that these limitations will survive and apply even if any limited remedy specified in this Contract is found to have failed of its essential purpose. In no event shall LES Israel and/or Kenes Israel's total aggregate liability under this Contract exceed fees paid by Sponsor to Kenes Israel under this Contract.

8. DATA PROTECTION

Each party warrants that it complies with all applicable laws and regulations including, without limitation, with all applicable local data protection laws and/or regulations worldwide, including EU and its member states. Each party warrants that during the collection, processing and use of individual personal information, the person to whom the data belongs (the "Data Subject") has been informed of and consented to:

- his/her right to object at no cost to the collection, processing and/or use of his/her data
- the purpose of the collection, processing and/or use of his/her data
- his/her rights to object at no cost to the use of his/her data for purposes of canvassing in particular for commercial purposes
- the fact that his/her personal data may be exported to others countries, including outside European Union
- being contacted by commercial third parties, including Kenes Israel for marketing and other purposes
- Each party warrants that it has the right to grant the licenses and other rights related to the use of personal data, especially without limitation to the extent that the processing of personal data has been collected through social public networking platform or others public support.

9. GENERAL

9.1 Force Majeure: Neither LES Israel nor Kenes Israel shall be responsible for any loss or damage resulting from failure to perform under this Contract or failure to present at the Conference, in whole or in part as a result of riot, strike, terrorism, civil disorder, act of war, failure of facilities,

earthquake, storm, fire, flood, or other acts of God, or any reason of any kind whatsoever beyond the reasonable control of LES Israel and/or Kenes Israel.

9.2 No Assignment. Sponsor may not assign this Contract, in whole or in part, by operation of law or otherwise, without the prior written consent of Kenes Israel and LES Israel which consent shall not be unreasonably withheld. Any attempted assignment without such consent will be null and of no effect.

9.3 AUTHORIZATION

Sponsor acknowledges and agrees that, upon execution of this Contract, Kenes Israel is authorized by Sponsor to provide contact information including Sponsor's address, phone number, fax number and name of a contact person to any contractor/vendor contracted to conduct work for the Conference.

9.4 Governing Law; Jurisdiction. This Contract shall be governed by and construed in accordance with the laws of Israel (excluding its body of law controlling conflicts of law). The parties expressly agree that the United Nations Convention on Contracts for the International Sale of Goods will not apply. Any legal action or proceeding arising under this Agreement will be brought exclusively in the jurisdiction of the Israel courts.

9.5 Severability. If any provision of this Contract is held invalid

or unenforceable by a court of competent jurisdiction, such provision will be construed so as to be enforceable to the maximum extent permissible by law, and the remaining provisions of the Contract will remain in full force and effect.

9.6 Waiver. The waiver of any breach or default will not constitute a waiver of any other right hereunder or of any subsequent breach or default.

9.7 Entire Agreement. This Contract constitutes the complete agreement between the parties and supersedes all prior or contemporaneous agreements or representations, written or oral, concerning the subject matter hereof. This Contract may not be modified or amended except in a writing signed by a duly authorised representative of each party.

9.8 We will share the names and companies of all delegates (who have agreed to share their details), prior to the conference (minimum 2 weeks before the start of the conference)

Counterparts. This Contract may be executed in counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument.



Jerusalem of Gold

Where History meets Innovation

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THANK YOU!



MORE INFO

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