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**\_LESi2024**  
LESi'S ANNUAL CONFERENCE  
MADRID / 28-30 APRIL

**SPONSORSHIP  
OPPORTUNITIES**

> [lesi2024.org](https://lesi2024.org)

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# WELCOME TO LESI 2024 ANNUAL CONFERENCE IN MADRID

**April 2024 will be the moment in which MADRID awaits you to redesign the new paths that will mark the future of IP and technology transfer.**

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.

**We truly believe that our sponsorship opportunities will give your organization visibility among a community of highly influential professionals from different sectors, including companies, law firms and legal services providers.**

Madrid is positioned as the best city for congresses in the world: The 2019 World Travel Awards highlight the capital as the main destination for meetings and conferences, an unprecedented award in Spain. The jury took into account several elements in its verdict. Public-private collaboration and coordination between the different administrations have been key, but also the dynamism of the city, customer satisfaction, the possibilities of spaces as well as the opening of new hotels, pointed out as one of the main attractors of foreign investment for the city.



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SPONSORSHIP OPPORTUNITIES

> Aeropuerto De Madrid-Barajas Adolfo Suárez Terminal 1\_by Sem S

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# PROGRAM

## DATA ECONOMY:

### FROM SECTORIZATION TO CROSS-FERTILIZATION. NEW SCENARIOS FOR LICENSING AND TECHNOLOGY TRANSFER.

The emergence of a new spring of AI and IOT has brought with it the so-called industry 4.0 application in all sectors of the economy. In turn, along with data mining, this has led to the “data economy”, based on the use of data for economic exploitation.

Both the European Union, the United States and various Asian countries have already designed their strategies, with plans that run until the year 2025, where it is foreseeable that we will already find ourselves with a clear economic reality. There are several aspects to consider in this matter:

The different models established in each area of the world, their compatibility as well as pros and cons for global cooperation.

The incidence of this data economy in the different sectors: from ICT to pharmaceuticals, biomedicine and bio-food, financial, capital goods and automotive industries, aerospace, etc.

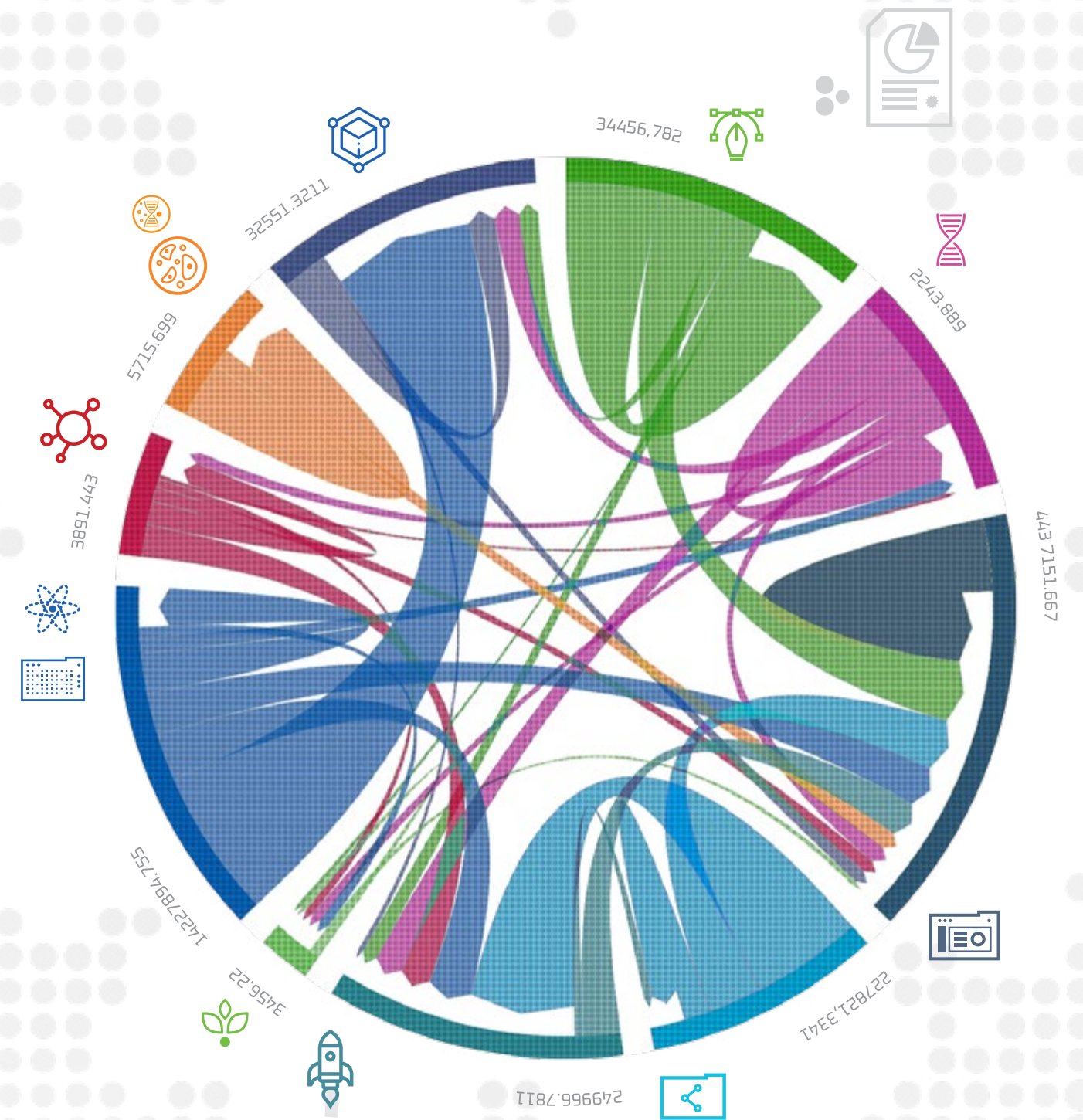
The phenomenon of cross-fertilization: cooperation between sectors that previously acted as silos and that increasingly have to work using synergies and taking advantage of

each other's experiences. This cross-fertilization between the Bio and ICT/IA sectors is clear, but much more will be developed in many others, such as transport and communications or industry in general. It is important to study these intersectoral collaboration scenarios.

Also, in recent years we are witnessing the phenomenon of adaptation of Industrial and Intellectual Property (IP) to the new scenario. The status of this IP 4.0 will be analyzed, as well as resolved issues and pending issues.

In addition, there is a tension between this data economy and competition law, as well as between data protection and consumer protection. They will be analyzed in the congress, taking into account the different visions on this subject in the different areas of the world.

Finally, this new scenario leads to new models for licensing and technology transfer that will also be analyzed. It includes new forms of due diligence, valuation of intangible assets in the new environment and contractual models adapted to the new object of transactions.





# VENUE

## HOTEL MELIÁ CASTILLA

Calle Del Poeta Joan Maragall 43 | 28020 Madrid

**The Hotel Meliá Castilla is considered one of the most emblematic hotels in Madrid, a suggestive combination of classic and contemporary style in perfect balance.**

Its more than 7,000 m<sup>2</sup> of meeting spaces complement the 915 rooms to accommodate up to 1,830 guests, making Meliá Castilla one of the hotels with the highest capacity in Europe.



# SPONSORSHIP CATEGORIES

-  PARTNER SPONSORSHIPS
-  RECEPTION SPONSORSHIPS
-  CONFERENCE SPONSORSHIPS
-  EXHIBITION &  
EXTRA STAFF REGISTRATION

# PARTNER SPONSORSHIP

	 PLATINUM	 GOLD	 SILVER	 BRONZE	 SUPPORTERS
Fee	<b>30.000 €</b>	<b>20.000 €</b>	<b>10.000 €</b>	<b>6.000 €</b>	<b>1.000 €</b>
Social media support - website	<b>INCLUDED</b>	<b>INCLUDED</b>	<b>INCLUDED</b>	<b>INCLUDED</b>	<b>Only website</b>
Complimentary conference passes	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Exhibition space (m2)	<b>18</b>	<b>12</b>	<b>6</b>	<b>3</b>	<b>0</b>
Logo on banners	<b>SIZE 1</b>	<b>SIZE 2</b>	<b>SIZE 3</b>	<b>SIZE 4</b>	<b>-</b>
Items in conference bag	<b>2</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>-</b>
Academic program participation	<b>INCLUDED 1 speaker in a workshop</b>	<b>INCLUDED 1 speaker in a roundtable</b>	<b>-</b>	<b>-</b>	<b>-</b>
Gala Dinner tickets	<b>2</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>-</b>

# RECEPTION SPONSORSHIP

	*< OPENING RECEPTION	# GALA DINNER	/> CLOSING DINNER	~ LUNCHEONS	^ COFFEE BREAKS
Fee	10.000 €	20.000 €	15.000 €	7.500 €	3.000 €
Exclusive	3 SPONSORS	x	x		
Company logo on menus	x	x	x		
Company logo on catering tables				x	x
Free standing banner / rollup	x	x	x	x	x
Company logo on website and other relevant communications	x	x	x	x	x



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# CONFERENCE SPONSORSHIP

	<b>SOLD!</b> DELEGATE LANYARDS (Supplied by you)	<b>SOLD!</b> NOTEPADS (Supplied by you)	<b>SOLD!</b> DELEGATE BAGS (Supplied by you)	AD- IN PRINTED PROGRAMME	TRADITIONAL SPANISH HAND FAN (Supplied by you)	<b>SOLD!</b> PENS (Supplied by you)	BANNER	AD- IN E-BROCHURE	BAG INSERTS (Supplied by you)
Price	<b>7.000 €</b>	<b>3.750 €</b>	<b>3.700 €</b>	<b>3.500 €</b>	<b>3.500 €</b>	<b>2.700 €</b>	<b>2.500 €</b>	<b>2.100 €</b>	<b>2.100 €</b>
Company logo on website and social networks	X	X	X	X	X	X	X	X	X
Exclusive		X	X	X			X	X	

■ **EXHIBITION BOOTH** ..... **5.000 €**  
(includes 1 exhibition staff pass)

**EXHIBITION & EXTRA STAFF REGISTRATION** ..... **350 €**

★ **INNOVATION AWARD** ..... **5.000 €**

- Presenter of the award
- Company logo on website, social networks, and presentation



## GENERAL TERMS AND CONDITIONS

This Sponsorship Contract (the "Contract") is entered into this day ("Effective Date"), by and between LESI and Sponsor. By signing this Contract, Sponsor agrees to comply with the terms and conditions set forth below. This Contract shall become binding upon acceptance by an authorized LESI representative for the LESI Annual Conference 2024.

### RECITALS

- A. WHEREAS, LESI plans to conduct an online Conference in April/May 2024 ("LESI Conference"), and
- B. WHEREAS, Sponsor desires to sponsor at the Conference under the sponsorship package as set forth in the booking form in exchange for certain promotional consideration, and
- C. WHEREAS, LESI 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 as set forth in the booking form ("sponsorship package").

### 2. USE OF SPONSOR MATERIALS

**2.1 License Grant.** Sponsor hereby grants to LESI a non-exclusive, non-transferable license, solely for the term of this Contract, to use the trademarks, trade names, logos, identifying marks, and URLs as described on the sponsorship brochure (the "Marks"), for use by LESI in connection with presentation of the Conference, including promotional materials, and in fulfillment of LESI's obligations hereunder and such right shall automatically terminate upon completion of the Sponsorship or termination of this Contract, whichever is earlier. LESI shall also comply with Sponsor's logo usage guidelines.

**2.2 Reservation of Rights.** LESI 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 LESI.** LESI hereby agrees to provide Sponsor with the promotional services and materials, consistent with the Sponsor's sponsorship / exhibition package, as outlined in the sponsor brochure).

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

**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 LESI, changes the site, hours or dates of the Conference, LESI will notify Sponsor of any such changes in writing as far in advance as possible.

**4.2 Cancellation by LESI:** LESI 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 booking that LESI and/or its Agents have the right for any reason beyond their control 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 LESI 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 delegate registration fees will be returned in full and LESI and/or its Agents shall not be liable for any loss, damage, expenditure or inconvenience caused as a result of such cancellation.

**4.3 Cancellation by Sponsor:** It is a condition of this booking that notification of cancellations and requests for refund should be made in writing to LESI. For cancellations received before Monday 6th February 2024, 25% of the total remittance (not including the €500 non-refundable deposit) will be refunded. Fees will not be refunded Monday 6th February 2024.

### 5. FEES; PAYMENT

**5.1 Fees.** Sponsor agrees to pay LESI the fees specified for Sponsor's sponsorship / exhibition package, as set forth in Sponsorship brochure ("Fees").

**5.2 Payment.** Payment of the Sponsors' fee A non-refundable deposit of €1,000 must be submitted along with the completed registration form to secure your booking. Bookings made without payment or invoice details will not be considered complete. Full payment is then due NET 30 from receipt of invoice and no later than Monday 6th March 2024. Payment shall be made in EUR by BACS or credit card. All Bacs payments must be accompanied by a remittance advice notice sent by email to lesi2024@northernnetworking.co.uk

**NB. Amex credit cards cannot be accepted.**

### 6. WARRANTY; DISCLAIMER

Sponsor acknowledges that all services and materials provided by LESI in connection with this Contract are being provided "AS IS." LESI DISCLAIMS 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 LESI 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 NICE 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 AGREEMENT IS FOUND TO HAVE FAILED OF ITS ESSENTIAL PURPOSE. IN NO EVENT SHALL LESI'S TOTAL AGGREGATE LIABILITY UNDER THIS CONTRACT EXCEED FEES PAID BY SPONSOR TO LESI UNDER THIS CONTRACT.

Notwithstanding anything stated to the contrary, each party shall indemnify and hold each other harmless for direct damage liability or loss resulting from death, personal injury or tangible property damage, negligence or wilful misconduct by its personnel or its subcontractors or agents or any other liability that may not be excluded by law.

### 8. DATA PROTECTION

Each party warrants that it complies with all applicable laws and regulations when providing services, especially, 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 LESI and its affiliates 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:** LESI shall not be responsible for any loss or damage resulting from failure to perform under this Contract or failure to present at the Users Conference, in whole or 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 LESI.

**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 LESI which consent shall not be unreasonably withheld. Any attempted assignment without such consent will be null and of no effect.

**9.3 Authorisation.** Sponsor acknowledges and agrees that, upon execution of this Contract, LESI is authorised 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 Users Conference.

**9.4 Governing Law; Jurisdiction.** This Contract shall be governed by and construed in accordance with the laws of England (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 English 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.

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