

LES 40<sup>th</sup> ANNUAL MEETING

OCTOBER 17-21 ★ 2004

# TECH FAIR EXHIBITOR

The LES Annual Meeting is the **showcase event** for intellectual asset management leaders and deal makers worldwide. Don't miss the LES Technology Fair at the 2004 Annual Meeting in Boston on Tuesday, October 19, 2004.

# PROSPECTUS

Solutions Through Synergy | BOSTON

MARRIOTT COPLEY PLACE

BOSTON ★ MA



Licensing Executives Society  
(U.S.A. and Canada), Inc.

# TECH FAIR SHOW DATE & HOURS

## Tuesday, October 19

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**Show Set-Up/Exhibitor Move-in** 9:30-11:30 a.m.

**Show Hours**

12 noon-6:00 p.m.

12 noon-2:00 p.m. — Lunch

2:45-3:15 p.m. — Coffee Break

4:00-6:00 p.m. — Wine and Cheese Reception  
(All events held in the exhibit hall)

**Exhibitor Teardown**

6:30-8:30 p.m.

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**Please note:**

This Exhibitor Prospectus is part of the 2004 Annual Meeting Space Application. All those signing the Space Application agree to be bound by the terms and conditions of the rules and regulations specified on the space application, this prospectus, and any policies set forth in the Exhibitor Service Kit or future bulletins.

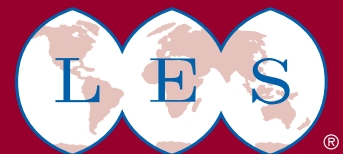
**Reserve your space today!**

Review the enclosed Floor Plan, and complete and return the enclosed Space Application with your payment today! If you have questions, or would like to discuss space availability, please call LES.



**2004 LES | OCTOBER 17-21**  
**MARRIOTT COPLEY PLACE**

The 2004 Annual Meeting is presented by the Licensing Executives Society (U.S.A. and Canada), Inc. Founded in 1966, LES is a professional society comprised of over 6,000 members engaged in the transfer, use, development, manufacture and marketing of intellectual property. The membership includes a wide range of intellectual asset management professionals, including business executives, lawyers, licensing consultants, engineers, academicians, scientists and government officials. Many major companies, professional firms, and universities are represented within the Society's membership. Licensing Executives Society (U.S.A. & Canada), Inc. is a member society of the Licensing Executives Society International, which has a worldwide membership of over 12,000 members in more than 30 national societies, representing over 80 countries.



Licensing Executives Society  
(U.S.A. and Canada), Inc.

1800 Diagonal Road, Suite 280  
Alexandria, VA 22314

Phone: 703-836-3106 • Fax: 703-836-3107

E-mail: [johnsonm@les.org](mailto:johnsonm@les.org)

Web Site: [www.usa-canada.les.org](http://www.usa-canada.les.org)



**2004 LES | OCTOBER 17-21**

## IN ONE PLACE, AT ONE TIME, READY TO DEAL

At the LES 2004 Annual Meeting, you will connect with licensing and business development executives who are looking for innovative technology products and services that may be solutions to meet their needs. The LES Annual Meeting assembles the broadest range of industry, university, and government decision makers who are seeking to combine resources and collaborate with other organizations to make the most of their investment in intellectual assets.

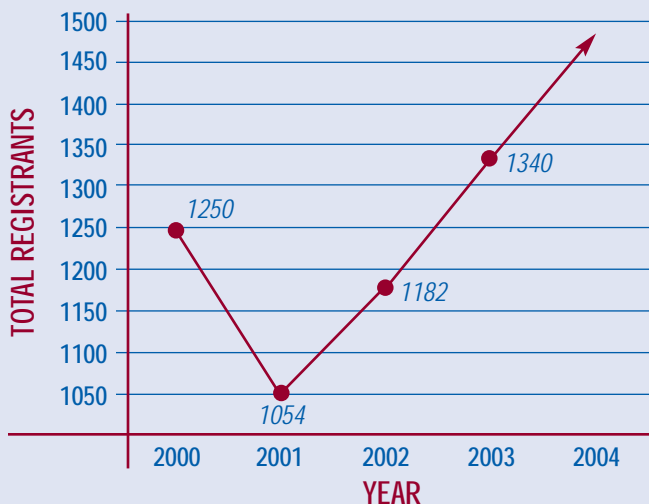
### IF YOUR PRODUCT OR SERVICE IS HERE, YOUR COMPANY NEEDS TO BE THERE!

When all those prospective clients attend the LES Annual Meeting, they will be looking for new technologies and services in these industry sectors:

- Biotechnology
- Energy/Chemicals
- Financial Markets
- Food, Beverage and Consumer Goods
- Government/University
- Health Care
- High Technology
- Transportation and Mechatronics
- Pharmaceuticals

### ANNUAL MEETING ATTENDANCE

Join us in Boston and be part of a record setting year of attendance.

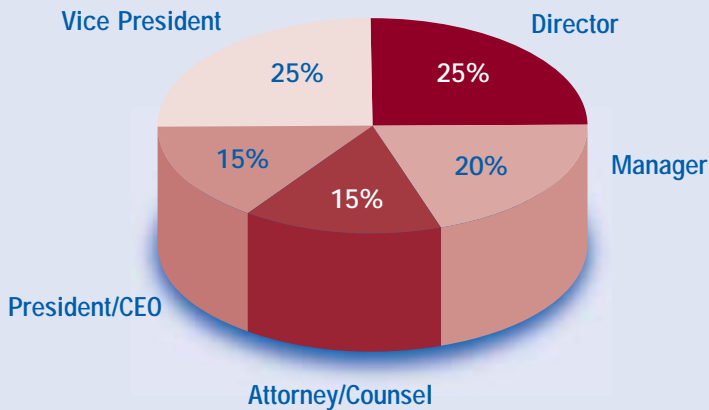


### WHY SHOULD YOU PARTICIPATE IN THE TECH FAIR AT THE LES ANNUAL MEETING?

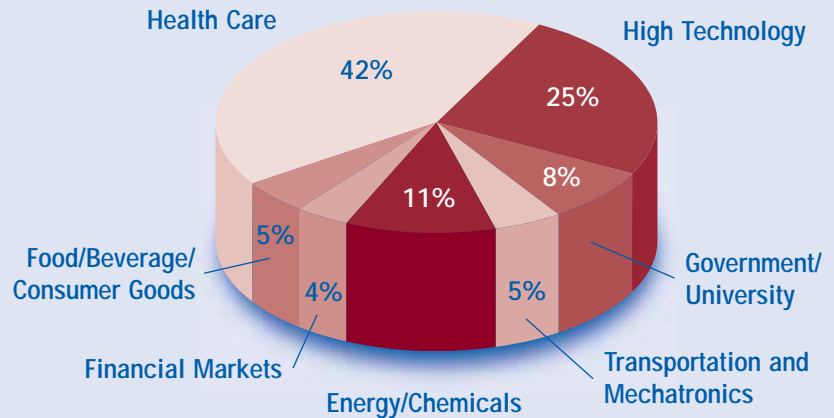
- Direct access to licensing decision-makers: **NETWORK** with an influential audience at the largest annual gathering.
- Gain recognition and exposure: **SHOWCASE** your technology products and services at the licensing industry's most prestigious annual event. Attendees will be looking for the latest resources to help grow their business—and yours!
- Enhance your competitive position: **REAFFIRM** your company's commitment to advancing quality and licensing excellence.
- Maximize your impact for the least amount of money: **REACH** hundreds of potential partners with in-depth information by using the Tech Fair floor as your communications vehicle.
- Develop relationships with your prime customers: **MEET** business owners and managers during the Tech Fair, at the educational workshops, and social events.
- Learn about the licensing market: **GAIN** insights on trends and issues that may impact your customers and your bottom line. Join licensing professionals at daily educational sessions to learn about issues that affect your collective future.
- Capitalize on a unique public relations opportunity: **GENERATE** goodwill by making a positive contribution to the profession you serve and supporting the association whose members buy and use your products.

# PROFILE OF MEMBERSHIP AND ANNUAL MEETING ATTENDEES

2003 Attendees by Current job position/title:



2004 LES Membership by Industry Sector:



**TECH FAIR EXHIBIT HOURS ....** During the hours of 12:00 - 6:00 p.m. on Tuesday, October 19, LES will provide lunch, a coffee break and a wine and cheese reception in the exhibit hall, so we'll have the everyone's undivided attention.

## LES WEB SITE .... PROMOTE YOUR COMPANY!

Links will be provided from the Annual Meeting Exhibitor List on the LES Web Site to any exhibiting company with its own web site. To have your company linked please contact Mary Johnson via e-mail at [johnsonm@les.org](mailto:johnsonm@les.org) or at 703-299-8219. Be sure to visit our site at [www.usa-canada.les.org](http://www.usa-canada.les.org) for up-to-the minute information on the 2004 Annual Meeting.

## SPONSORSHIP OPPORTUNITIES

Sponsorship at LES Meetings adds an extra degree of name recognition among customers—the perfect opportunity for added marketing advantage! The Annual Meeting offers sponsorship opportunities to meet every budget level. Full details are available on the LES website at [www.usa-canada.les.org](http://www.usa-canada.les.org).

## BOOTH INFORMATION

Booths are 8' x 10' with a ceiling height of 8 feet. The exhibit area is carpeted. Furniture and display accessories are the responsibility of the exhibitor. Information about set-up, carpet, lighting, power and shipping will be included in the Exhibitor Service Kit.

## Booth Assignments

- No booth assignments will be made for applications not accompanied by full payment.
- All space applications received will be assigned on a first-come, first-served basis. Notification of booth assignments will be mailed for all applications received. The Licensing Executives Society may change a booth assignment only with prior approval of the exhibitor. If circumstances beyond the control of LES require a re-assignment, LES will consult with the exhibitor to locate an acceptable alternative booth space.
- Failure to pay the rental fee in full will result in an automatic cancellation of this agreement. Under no circumstances will an exhibitor be allowed to set up and exhibit unless full payment of the booth(s) space has been received.

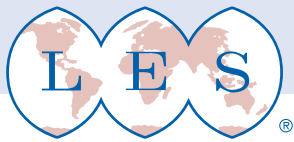
*70% of meeting attendees rate the networking value of LES meetings as good or excellent.*

*32% of LES members indicated that they wanted more targeted deal-making opportunities added to the agenda.*

*80% of annual meeting attendees want to arrange deals at LES meetings within the next 12 months!*

*LES members count the Annual Meeting among their best business development opportunities.*

—Statistics based on a survey of 2003 Annual Meeting attendees.



# SPACE APPLICATION

**TECH FAIR:**

2004 Annual Meeting • October 17-21, 2004 • Marriott Copley Place • Boston, MA

Tuesday, October 19 • Show Set-Up/Exhibitor Move-in: 9:30-11:30 a.m.

Show Hours: 12 noon-6:00 p.m. • Exhibitor Teardown: 6:30-8:30 p.m.

Please type or print clearly all information on application. Please list information exactly as you wish it to appear in all exhibitor listings.

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web Site \_\_\_\_\_

Key Contact Name/Title \_\_\_\_\_

**1. Please assign our company booth number(s) from the enclosed Floor Plan**

1<sup>st</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_

2<sup>nd</sup> Choice \_\_\_\_\_ 4<sup>th</sup> Choice \_\_\_\_\_

Sponsors will be given first opportunity on prominent booth locations. Information on sponsorship is available at [www.usa-canada.les.org](http://www.usa-canada.les.org).

**2. Competition Proximity (check one)**

We wish to be close to  /separated from  the following companies:

\_\_\_\_\_

**3. All exhibitors must be registered for the 2004 Annual Meeting.**

This registration entitles the badge holder to attend all Annual Meeting Sessions and Networking events.

See registration brochure for details.

In addition to the registered exhibitor(s), each booth rental allows for one Tech Fair pass. Tech Fair passes only provide access to the Tech Fair. Additional Tech Fair passes may be purchased for \$100.00 each.

**4. Full payment must be enclosed with this application.**

**Space Rental:**

Space rental is \$500.00 for each 8' x 10' booth purchased (\$6.25 per sq. ft.) by LES members and \$700 for each 8' x 10' booth purchased (\$8.75 per sq. ft.) by non-members. The non-member fee will be required by LES members who have not paid their 2004 LES membership dues. Please use the following to determine your total.

**Cancellation of Booth Space:** The exhibitor must give LES written notice of intention to cancel or withdraw from the Tech Fair. If notice is received on or before August 16, 2004, the exhibitor will receive a refund of the total amount paid less a non-refundable \$150 cancellation fee. In the event that notice is received after August 16, 2004, no refunds of any amounts paid will be made and the canceling party will be liable for the entire rental fee. Under no circumstances will the \$150 cancellation fee be refunded.

Number of Adjacent 8' x 10' Booth Spaces Requested:

**Before/on August 16:**

Members:	Total Cost	Non-Members:	Total Cost
<input type="checkbox"/> 8' x 10's @ \$500	<input type="text"/>	<input type="checkbox"/> 8' x 10's @ \$700	<input type="text"/>

**After August 16:**

Members:	Total Cost	Non-Members:	Total Cost
<input type="checkbox"/> 8' x 10's @ \$700	<input type="text"/>	<input type="checkbox"/> 8' x 10's @ \$900	<input type="text"/>

**Amount Enclosed \$** \_\_\_\_\_

(LES reserves the right to charge the correct amount if different from the total payment listed above.)

**5. Method of Payment**

Enclosed is my check, drawn on an U.S. bank, in U.S. funds, made payable to the Licensing Executives Society (U.S.A. and Canada), Inc.

Credit Card:  MasterCard  Visa  AMEX  Diners Club

LES Fax: 703-836-3107 (If registering by credit card via fax, please do not mail original form.)

Name on Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

**PLEASE REMIT PAYMENT AND FORM TO THE FOLLOWING ADDRESS:**



Licensing Executives Society (U.S.A. and Canada), Inc.  
1800 Diagonal Road, Suite 280  
Alexandria, VA 22314

For more information, call 703-836-3106; fax 703-836-3107; e-mail [johnsonm@les.org](mailto:johnsonm@les.org); website [www.usa-canada.les.org](http://www.usa-canada.les.org)

**6. I have read the rules and regulations pertaining to 2004 Annual Meeting printed in the exhibitor prospectus and application and agree that all representatives from my company will comply with them.**

All unsigned forms will be returned for signature prior to processing.

Authorized Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**FOR OFFICIAL USE ONLY**

Date \_\_\_\_\_ Acct. # \_\_\_\_\_

# RULES AND REGULATIONS OF 2004 ANNUAL MEETING TECH FAIR

*These Rules and Regulations are part of the 2004 ANNUAL MEETING Tech Fair Space Application. All those signing the Space Application agree to be bound by the terms and conditions listed here, and any policies set forth in the Exhibitor Prospectus.*

## **In-Line Booths**

Standard, linear booths are 8' deep by 10' wide unless otherwise noted. Each standard booth will have a back wall drape 8' high with side wall drape 3' high, 6 foot long draped table, and an identification sign. All drapes will be hung in an alternating pattern. It is recommended that exhibit structures allow for the connecting of electrical wiring. All booth structures must be free-standing and may not extend beyond the boundaries of the exhibit space purchased. No standard linear exhibit may exceed the maximum height of 8' and no part of any booth, or booth-related material, will be permitted to obstruct the aisles in any way. No solid exhibit construction at the sides of any booth may exceed a vertical height of 42 inches except in the rear one-half of the booth.

## **Booth Guidelines**

If an exhibitor is using its rental space in a manner that is detrimental to the association, meeting, or the exhibit, or infringes on the rental of space by other exhibitors (including sight observation, soliciting products or services outside of the booths assigned, excessive noise, heat, light, or pollution emanating from exhibits), or if an exhibitor's display is not in keeping with the character and purpose of the show, the association, through its Meeting Chair, reserves the right to request corrective action. If an exhibitor is unable to or refuses to comply with this request, the association reserves the right to cancel the use for that space, or bar from the exhibit hall that exhibit or any part of that exhibit, person, or thing from the exhibit hall. In the event that such action is necessary, the exhibitor shall forfeit all money paid or due to the association for rental of the booth space.

## **Soliciting by Non-Exhibitors**

Soliciting in any manner within or outside the exhibit hall by any supplier, individual, group, company, or firm, within or outside the industry is strictly forbidden unless said person, group or firm has contracted for rental of booth space with the Licensing Executives Society (U.S.A. and Canada), Inc. Any person, group, or firm that has not contracted for booth space, but is found soliciting in the exhibit hall or elsewhere in the meeting hotel, will be required to forfeit their meeting badge(s) to the association and will be barred from the exhibit hall, from all meeting and function rooms and other areas being used by the association, and from all official activities of the meeting. Those forfeiting meeting badges will not be entitled to refunds of any registration fees or other monies paid to the association.

## **Hospitality Suites/Outside Exhibit and Activities**

During scheduled meeting activities, the exhibitor, who is subject to expulsion from the show and from meeting functions and activities, agrees not to exhibit its products or services or to directly promote or otherwise exploit its company, products or services outside the exhibit hall. The exhibitor also agrees not to entertain meeting attendees during exhibit or meeting program hours in a rented function room, hospitality suite, or other rented facility, or otherwise induce attendees away from the show or scheduled meeting events.

## **Fire Regulations**

Exhibitors agree to adhere to all exhibit hall fire regulations in designing, setting up, and operating their exhibit. Gasoline or other flammable materials shall not be permitted in the exhibit hall unless it is essential to

either display or exhibit. In no case shall gasoline or other flammables be stored in the hall.

A copy of Basic Fire and Safety Regulations governing exhibits will be sent to all exhibitors in their Exhibitor Service Kit.

## **Unoccupied Space**

The Licensing Executives Society (U.S.A. and Canada), Inc. reserves the right to rent to any other exhibitor any previously rented, but unoccupied space, after 11:00 a.m. on the opening date of the tech fair. Moreover, this clause shall not relieve the exhibitor who contracted for the booth space of the financial obligations to pay the full amount or any portion thereof, of said rental fee.

## **Subletting Space**

No exhibitor shall assign, subject or apportion the whole or any part of the space allotted to it, nor exhibit therein, nor permit any other person or party to exhibit therein, any goods other than those manufactured or handled by the exhibitor in the regular course of its business.

## **Laws, Rules and Regulations of Other Authorities**

Each exhibitor agrees to meet any applicable requirements of the federal, state and municipal governments, police and fire departments of the city, and the management of the building, and obtain and pay for all necessary permits and licenses, should any be required for the display of the particular exhibit. Each exhibitor shall be responsible for collecting and/or paying any applicable local, state, or federal tax.

## **Care of Building**

No exhibitor shall allow any article to be brought into, or any act done on the premises, that will increase the premiums on or void the policies of insurance held on the building, or injure or deface any part of the building, or permit anything to be done by its representatives or employees by which the premises shall in any manner be damaged, marred, or defaced.

## **Use & Care of Exhibitor's Space**

Exhibitors agree that all products to be displayed are suitable to the licensing industry. Booth space only will be used for display purposes and soliciting in the aisles will not be permitted.

Each exhibitor shall care for, keep in good order, and surrender the space occupied by it in the same condition as it was at the commencement of the occupation, although ordinary wear is expected. Daily maintenance is the responsibility of the exhibitor and not included in the cost of the booth space. However, vacuuming service may be ordered through the decorator by using a form contained in the Exhibitor Service Kit. If the space should be damaged by an act of negligence on the part of the exhibitor, other exhibitor's agents, employees, patrons, or guests, the exhibitor shall be responsible for the damage and, on demand, pay such sum as shall be necessary to restore said space to the same condition it was in when first occupied by the exhibitor.

## **Cancellation, Interruption or Postponement of Exhibit**

In the event that the Exhibit is canceled, interrupted or postponed due to any occurrence not occasioned by the conduct of the Licensing Executives Society (U.S.A. and Canada), Inc., whether such occurrence be, but not limited to, an Act of God, or the result of war, riot, civil commotion, sovereign conduct, or by any other cause, or if in case circumstances make it impossible or impractical for the Licensing Executives Society (U.S.A. and

Canada), Inc. to permit any exhibitor to occupy the premises, then the Licensing Executives Society (U.S.A. and Canada), Inc. shall make a good faith effort to adjust the rental fee for space based on the period of time the space was or could have been occupied by such exhibitor, and the Licensing Executives Society (U.S.A. and Canada), Inc. is released from any and all claims for damages which may arise in consequence thereof.

## **Audio Visual Equipment**

Video equipment, movie or slide projectors, tape recorders, or other sound equipment must be self-contained and fireproof. The sound must be kept at a volume not to exceed that of normal conversation or 80 decibels. Such equipment must not interfere with neighboring exhibitors and must not exceed the height limitations of the exhibit space. The film must be devoted exclusively to the business of the exhibitor. Licensing Executives Society (U.S.A. and Canada), Inc. will not be responsible for obtaining any audio/visual equipment.

## **Security**

The Licensing Executives Society (U.S.A. and Canada), Inc. will provide general security during show hours of the exhibit for general protection only, but neither the association nor the hotel will guarantee exhibitors against loss or assume responsibility for fire, theft or other damage of any sort.

## **Liability and Insurance**

The exhibitor, on its own behalf and on behalf of its employees and agents, assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the Licensing Executives Society (U.S.A. and Canada), Inc., the Boston Marriott Copley Place, the official service contractor, and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines, and attorneys fees arising out of or caused by exhibitors installation, removal, maintenance, occupancy or use of the exhibit premises or part thereof, excluding any such liability caused by the sole negligence of the Boston Marriott Copley Place, the official service contractor, its employees and agents.

In addition, exhibitor acknowledges that the Licensing Executives Society (U.S.A. and Canada), Inc. and the Boston Marriott Copley Place do not maintain insurance covering exhibitors property and that it is the sole responsibility for the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor. All exhibitors are encouraged to obtain all risk coverage. Riders to existing policies often at no extra cost can do this. The exhibitor, who hereby agrees to hold the Licensing Executives Society (U.S.A. and Canada), Inc. harmless and free from all damages or liabilities of any kind, if desired, shall take out insurance.

## **Restrictions on Sales Activities**

The purpose of the exhibit is educational and to acquaint members with new products, services, and ideas. Therefore, the exhibitor agrees to use the booth in keeping with this purpose and further agrees to refrain from delivering goods or receiving payment for goods and services during the exhibit. Exhibitors may take orders or make arrangements for delivering goods or services at a later date. Also, exhibiting personnel will refrain from soliciting in the aisles.