



LES APAC Conference 2026

October 25-26, 2026 | Seoul, Korea

IP in Motion,
from K-Creativity to Global Prosperity!

**Sponsorship &
Exhibition Prospectus**





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INVITATION

Sponsorship & Exhibition Prospectus

Dear Colleagues and Friends,

It is my great pleasure, as President of LES Korea, to welcome you to the **LES APAC Conference 2026**, which will be held in Seoul, Korea. Seoul is a uniquely dynamic city where advanced technology and deep cultural heritage coexist, making it an exceptional venue for discussing the future of innovation and intellectual property in the Asia-Pacific region.

Our conference theme, **“IP in Motion, from K-Creativity to Global Prosperity!”**, reflects Korea’s creative technological capabilities and the growing importance of global collaboration in the IP landscape. I hope this event will serve as a valuable platform for sharing insights, strengthening partnerships, and exploring new opportunities that will shape the next stage of IP-driven growth.

We look forward to welcoming you to Seoul and to an inspiring and productive gathering for all participants.

Thank you.



Joo Sup KIM
President, LES Korea



ABOUT

LES International

The **Licensing Executives Society International (LES International)** is a global, non-profit, and strictly non-political organization dedicated to the business of intellectual property. With a clear focus on IP transactions, valuation, monetization, and commercialization, LES International brings together professionals across all sectors involved in managing and leveraging innovation.

Serving as a leading thought-leadership platform in the IP field, LES International fosters global collaboration by building member societies worldwide, independent of political environments or levels of technological development.

LES International offers world-class virtual and in-person events, authoritative publications, practical resources for deal-making and education, and specialized committees supported by an international network of industry leaders.

Today, LES International is the umbrella organization for 33 national and regional member societies worldwide, with membership held through these societies based on country or region. Through this global structure, LES International represents approximately 12,000 executives and professionals from technology-driven companies, the legal and intellectual property sectors, and universities and research institutions engaged in technology transfer and commercialization.

LES Korea

LES Korea is the Korean chapter of the LES International. Founded in 1976, LES Korea is a leading professional association of technology transfer and commercialization experts, supporting innovation and commercialization across Korean industry and research institutions.

Host City: Seoul

Seoul, capital city of Korea, is complete with world-class accommodations, restaurants and services, and remains the top convention destination in Asia. Business visitors will be delighted to experience a beautiful blend of Korean history, culture, and modern landscape whilst enjoying Seoul's strong meeting infrastructure.

OVERVIEW



TITLE	LES APAC Conference 2026
DATE	October 25 (Sun) - 26 (Mon), 2026
VENUE	Fairmont Ambassador Seoul, Seoul, Korea
THEME	IP in Motion, from K-Creativity to Global Prosperity!
HOST ORGANIZATION	LES International, LES Korea
NUMBER OF ATTENDEES	About 500 participants
PROGRAMS	Plenary Session, Technical Session, Welcome Reception, Farewell Dinner
WEBSITE	www.lesapac2026.org

Venue

Fairmont Ambassador Seoul ★★★★★

Designed by world-renowned architect Richard Rogers, Fairmont Ambassador Seoul boasts unparalleled proximity to The Hyundai Seoul, the capital's largest department store, and effortless connection to the city's metro network. Inspired by Korean traditional palace architecture, red columns symbolizing elegance and refinement are a thematic feature throughout the hotel, conjuring an ambience of luxury and sophistication. Fairmont Ambassador Seoul's 308 stylish guest rooms embody inspiration, offering panoramic views across the Han River and vibrant metropolis beyond.

PROGRAM AT A GLANCE

CATEGORY	DAY 1 OCTOBER 24 (SAT)	DAY 2 OCTOBER 25 (SUN)	DAY 3 OCTOBER 26 (MON)	
MORNING		Registration Opening Ceremony Keynote Speech Session I "Recent Trends and Key Issues in Global Litigation" "Powering GenAI: Content and Data Licensing Strategies"	Session III "How Licensing Became the Primary Engine of Innovation and Scale" "Biopharma & HealthTech Deal Structures: Platform Bets, Options, and Global BD"	
LUNCH		Lunch	Lunch	
AFTERNOON	Registration	Session II [Track 1] - "SEPs & FRAND in Motion: From Smartphones to Cars, Factories, and 6G" - "IPO Strategies for SMEs: The Strategic Role of Intellectual Property" - "Winning with Soft IP: Strategic IP Approaches in the Beauty Industry"	[Track 2] - "Strategic IP Monetization in a Global Market" - "IP Valuation for Business and Investment Decisions" - "Global Trademark Trends: Registration, Enforcement, and Dispute Resolution"	Industry Visit
EVENING	VIP Dinner	Welcome Reception	Farewell Dinner	

Note: The Young Members Congress (YMC), organized independently but in coordination with the LES APAC Conference, will be held on **October 24 (9:30 AM–5:00 PM)**. For program details and registration updates, please visit www.lesi.org.



LOCAL ORGANIZING COMMITTEE MEMBERS

Sponsorship & Exhibition Prospectus

PRESIDENT	Joo Sup KIM	LX MDI, Advisor
CHAIR OF ORGANIZING COMMITTEE	Catherine Eunyeong LEE	Bae, Kim & Lee IP, Partner
PLANNING	Jack Eui-Hwan JUNG	YUIL HIGHEST International Patent & Law Firm, Partner
	Tae-Jun MIN	LOUD IP Law Office, Patent Attorney (Co-Founder)
PROGRAM & SESSION DEVELOPMENT	Won H. CHO	DLG Law Corporation, Partner
	Han Sun LEE	LG Energy Solution, Head of IP Group, Senior Vice President
	Dongsuk BAE	Intellectual Discovery, Executive Vice President, Head of IP Business
	Eunhyung KWAK	Kim & Chang, Attorney (Member of the Washington D.C. Bar)
BANQUET & PERFORMANCE	Wendie Hyoseon CHOI	Kwanggaeto Patent & Law Office, Representative
	Jared (Byung In) LEE	Kolon Industries, CLO/Senior Vice President
	Young-Han SONG	LG Electronics, Vice President
PUBLIC RELATIONS & PUBLICATIONS	Yong Min CHO	Intellectual Data, CEO
	Boosun HONG	LG Display, IP Director
	Darby PARK	DANA Patent Law Firm, Managing Partner
PROTOCOL	Seong-Joon PARK	JIPYONG International Property Law Firm, Senior Partner
	Cécile Sujung KWON	Kim & Chang, Patent & Trademark Attorney
	Seung Yeob BAIK	NEAR & WISE IP, Founding Partner
ADVISOR	Randall R. Rader	The Rader Group, Founder
	Prof. Dr. Heinz Goddar	Boehmert & Boehmert, German/EP Patent Attorney
	Junko Sugimura	Sugimura, Tamura & Partners, Partner
	Prof. MeiHsin Wang	Yulin University
	Man Gi PAIK	KIM & CHANG, Patent Attorney
	Prof. Sung-Pil PARK	KAIST, Dean of Moon Soul Graduate School of Future Strategy
	Eui-in HWANG	Bae, Kim & Lee LLC, Partner
	Jay H. LEE	Lee International, Advisor
	Injung LEE	Jooserve IP Consulting, Founder
	Jordan Y. KIM	Y.P. Lee, Mock & Partners, Senior Partner
	Yong Wook HA	Ha & Ha IP Law Firm, Managing Partner

REGISTRATION

IP in Motion,
from K-Creativity to Global Prosperity!

Registration Fee

The Online registration system will open on May 15, 2026.

CATEGORY	EARLY BIRD	REGULAR	ON-SITE
	BY JULY 31, 2026	BY SEPTEMBER 30, 2026	OCTOBER 25-26, 2026
Member	USD 950	USD 1,100	USD 1,450
Non Member	USD 1,200	USD 1,350	USD 1,500
Accompanying Family Person*	USD 500	USD 500	USD 500
Industry Visit**		USD 150	

* The Accompanying Family Person must be a family member; colleagues are not allowed.

** Participation in the industry visit is optional.

Registration Includes:

- Welcome Reception, Farewell Dinner
- Sessions and Lunch (excluding accompanying Family Person)

SPONSORSHIP

LES APAC Conference 2026 offers sponsorship packages at various levels and all sponsors will receive exceptional benefits and recognition in return.

Sponsorship Packages

(10%VAT Excluded)

BENEFITS BY SPONSORSHIP PACKAGES	DIAMOND	PLATINUM	GOLD
	USD 25,000+	USD 20,000+	USD 15,000+
Number of Sponsors by Tier	2	5	15
Complimentary Registration	3	2	1
VIP Dinner Ticket (Oct. 24)	3	1	-
Farewell Dinner Ticket (Oct. 26)	3	2	1
PROMOTION			
Sponsor Promotional Videos During the Coffee Breaks	0	0	0
Sponsor Logo Exposure on the Name Tag String	0	0	-
Sponsor Logo Exposure on the Signage / Banner	Size 1	Size 2	Size 3
Sponsor Logo Exposure on the Conference Website	0	0	0
Complimentary Exhibition Space	1 booth	1 booth	-
50-minutes Session Proposal (Including speaker suggestions, program composition, etc.)	0	-	-
<i>* This session allows selection of one of the two topics in Session I.</i>			
Opportunity to Propose One Speaker or Panelist for a Session	-	0	0

À la Carte Sponsorship Packages

(10%VAT Excluded)

SELECTION	AMOUNT	REMARKS
Lunch Sponsor	USD 22,000	2 sponsors in total, with one sponsor per lunch; logo will be displayed on the table, standing banner, and the Conference website (Size 2)
Welcome Reception / Farewell Dinner Sponsor	USD 25,000	2 sponsors in total, with one sponsor for dinner; logo will be displayed on the menu, standing banner, event screen, and the Conference website (Size 1)

* All Sponsor logos will be displayed on the onsite signage.

* The above sponsorship packages apply to food and beverages only.

EXHIBITION

With more than 500 participants invited from all over the world, LES APAC Conference 2026 will be an excellent platform for exhibitors to extend their reach beyond borders and maximize exposure of their company/organization.

Exhibition Venue

- Lobby of Grand Ballroom, Fairmont Ambassador Seoul
- Fairmont Ambassador Seoul, 108, Yeoi-daero, Yeongdeungpo-gu, Seoul 07335

Exhibition Period

- October 25 (Sun) – 26 (Mon), 2026

Main Activities in Exhibition Area

- Exhibits, Coffee Breaks

Benefits

- 1 Complimentary Registration
- 1 Exhibition Badge

Booth Package

All applications are accepted on a first-come, first-served basis.

(10% VAT Excluded)

BOOTH TYPE	STANDARD BOOTH		
Unit Price	USD 4,000		
Booth Size	3m x 2m		
Setup	- 1 Basic Table Provided	- Exhibitors decorate their own booth(s)	
Electricity	- 1kW per Booth		
Included	- 1 Complimentary Registration - 1 Signboard displaying the company name	- 1 Exhibition Badge - 1 Desk	- 1 Power Strip - 2 Foldable Chairs

SPONSORSHIP & EXHIBITION APPLICATION GUIDELINES

How to Apply

1. Application Submission

Sponsorship and exhibition application form(s) (see page 11) should be submitted to the LES APAC Conference 2026 Secretariat via email at secretariat@lesapac2026.org.

2. Payment

Once the application is acknowledged and confirmed by the Secretariat, an invoice will be sent to the applicant via email within a week. Please make sure the sender's name is identical with the name in the application form.

Account Information (USD Only)	
Bank Name	Woori Bank
Branch Name	TEHERANNO BANKING CENTER
Bank Address	17, World Cup buk-ro 60-gil, Mapo-gu, Seoul, South Korea
Account Name	LES KOREA
Account Number	1081-101-621419
SWIFT Code	HVBKRXSEXXX

* For Korean companies, please contact the Secretariat at secretariat@lesapac2026.org for KRW bank account details.

3. Application Deadline

August 31, 2026

4. Cancellations and Refunds

- 80% Refund: Cancellations received and acknowledged by August 31, 2026
- No Refund: Cancellations received and acknowledged after September 1, 2026

Remarks

- All bank charges must be borne by the sender.
- Cheques and credit cards are not accepted.
- If payment is not made by the due date indicated on the invoice, the application may be cancelled.
- The Local Organizing Committee reserves the right to decline and/or cancel sponsorship and exhibition applications from organizations that are not in line with the objectives of the event.

SPONSORSHIP & EXHIBITION APPLICATION FORM

A. INSTITUTION/COMPANY INFORMATION

Institution/Company Name	
Address	
Website Address	
Name	
E-mail	
Phone	Mobile Phone
Department	Position

*PLEASE WRITE DOWN THE INFORMATION OF CONTACT PERSON IN THE GREEN BOX.

B. PACKAGES AND RATES

(The amount is excluding VAT.)

	CATEGORY	AMOUNT	CHECK
SPONSORSHIP PACKAGES	Diamond	USD 25,000+	<input type="checkbox"/>
	Platinum	USD 20,000+	<input type="checkbox"/>
	Gold	USD 15,000+	<input type="checkbox"/>
À LA CARTE SPONSORSHIP PACKAGES	Lunch Sponsor	USD 22,000	<input type="checkbox"/>
	Welcome Reception Sponsor	USD 25,000	<input type="checkbox"/>
	Farewell Dinner Sponsor	USD 25,000	<input type="checkbox"/>
EXHIBITION BOOTH PACKAGE	Standard Booth () booth(s)	USD 4,000	<input type="checkbox"/>
APPLICATION AMOUNT		USD	
10% VAT		USD	
TOTAL AMOUNT		USD	

I have read and agree to the terms and conditions on the following page,
and wish to become a sponsor/exhibitor at LES APAC Conference 2026.

Authorized by

Signature

Date

Sponsorship & Exhibition Prospectus

Terms and Conditions

1. Terms of Reference

- a. "Participants" refer to companies, associations and/or organizations that submit the application to participate in "Sponsorship & Exhibition" at the LES APAC Conference 2026.
- b. "Host Organization" refers to the Local Organizing Committee of LES APAC Conference 2026.

2. Assignment of Booths

- a. The Host Organization will assign a space in accordance with the level of sponsorship, order of application with application lodgment payment and the nature of exhibit.
- b. The Host Organization may change the assigned location of the booth at any time prior to the opening of the Exhibition if it is considered necessary for smooth operation of the Exhibition Hall. Such change will be made at the sole discretion of the Host Organization and the Participants may not claim compensation for the result of any changes.

3. Application

- a. An entity that wishes to participate in the "Sponsorship & Exhibition" will be requested to prepare and submit the application to the Host Organization.
- b. Application must be received before **August 31, 2026** and the amount due must be paid in full before the advised date in an invoice issued by the Host Organization.

4. Use of Exhibition Hall

Participants must set-up and remove exhibits within the notified time and in the event that Participants fail to meet the deadlines, the participants are subject to compensation for any delays and/or damages to the Host Organization.

5. Safety Measures

- a. Participants will be responsible for safety management, such as preventive action, maintenance, or repair of any risk in booth structures or exhibits, for visitors' and other participants' safety. The Host Organization will not be liable for any accidents or personal injury occurring in the exhibit booth caused by the participants' non-performance of safety management duties.
- b. Participants must not violate the rules of Fairmont Ambassador Seoul during the period of installation or removal of booth structures and/or exhibits. If there is evidence supporting serious violation of rules, the Host Organization has an authority to remove the booth or other structures of the relevant participants for the smooth operation of the Exhibition, and any costs and expenses shall be borne by the applicable participants.

6. Management of Exhibition Hall

In the event that participants exhibit any items different from the exhibits specified in advance or any items that are not appropriate to the nature of the Exhibition or attempt to sell any items directly to visitors without approval of the Host Organization, the Host Organization may order immediate suspension or removal of the items. Also, using a microphone or loudspeaker inside the Hall is not allowed in the booth. In such cases, the fees shall not be refunded.

7. Cancellation of Sponsorship and Exhibition

In the event that participants cancel their participation after submission of the application form, the participants shall pay cancellation fees specified in the following. Any paid fees or shortage shall be additionally paid, or any surplus shall be returned.

- Before August 31, 2026 – Refund of 80% of the Grand Total
- After September 1, 2026 – No refund

8. Force Majeure

In the event that the LES APAC Conference 2026 cannot be held or will have to be rescheduled due to events beyond the control of the Host Organization (force majeure and/or pandemic or disease outbreak) or due to events which are not attributable to the Conference, the Host Organization cannot be held liable by participants for any damages, costs, or losses incurred.

Under these circumstances, the Host Organization reserves the right either to retain the full sponsorship/exhibition fees or to issue a partial refund after deducting any non-recoverable expenses already incurred in preparation for the event.

9. Others

When necessary, the Host Organization may issue supplementary regulations in addition to the above terms and conditions and those regulations must be respected by all participants.





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LES APAC Conference 2026 Secretariat

Email secretariat@lesapac2026.org