

Presented By:

LEDs
MAGAZINE

EXHIBIT FLOOR
SOLD-OUT IN
2010 & 2011

Strategies in Light® Europe

Conference & Exhibition

18 - 20 September 2012

M.O.C. Event Center

Munich, Germany

LIGHTING THE FUTURE OF EUROPE

EXHIBITOR PROSPECTUS

BOOK EXHIBIT SPACE NOW TO ENSURE A PRIME LOCATION



www.sileurope.com

Owned and Produced by:



Supported by:



Events:



Strategies in Light[®] Europe

Strategies in Light Europe is in its 3rd year of providing a comprehensive conference and exhibition for the rapidly-growing LED lighting industry. The event offers a platform for the best networking opportunities and a forum for the sharing of ideas and experiences in the latest technologies.

With a sold out exhibit floor at both the 2010 and 2011 event, and a 54% increase in registered attendees, Strategies in Light Europe is fast becoming Europe's premier event for the LED and lighting industry.

Attendees will gain valuable insights into future directions and strategies of the European and broader worldwide LED markets from one of the largest and fastest-growing LED lighting events.

2011 HIGHLIGHTS

- 54% increase in registered attendees
- Sold out exhibition floor
- 950+ Attendees from 52 Countries
- 300+ Keynote Attendees
- 74% exhibition space rebooked at the event



LEDs
MAGAZINE

Presented By: LEDs Magazine

World's leading media resource focused on the LED and lighting industry

- Surpassed 500,000+ monthly page views
- 80,000+ average monthly unique visitors
- 52,000+ subscribers and growing monthly!

Plus weekly e-newsletters, Outdoor LED Lighting & Product Focus e-newsletters; webcasts; white papers; editorial guides; and coming soon a focus on indoor lighting.
www.ledsmagazine.com

 **Strategies Unlimited**[™]

Supported By: Strategies Unlimited

Strategies Unlimited has been researching the LED market continuously since 1994. It publishes complete market reports on the overall LED market, LEDs for lighting, and LED lighting fixtures and replacement lamps. Strategies Unlimited also prepares annual reports on gallium nitride materials markets and on other photonics products.
www.strategies-u.com

FACE-TO-FACE WITH THE WORLD

Strategies in Light Worldwide Events and The LED Show

Make Strategies in Light® events and The LED Show part of your global marketing strategy. With five events around the world, Strategies in Light® events and The LED Show provide an expanding network and full spectrum for LED and lighting professionals. Strategies in Light® events and The LED Show are the only events powered by the two leading media and market-research organizations in LED and lighting industry, LEDs Magazine and Strategies Unlimited. Each event is created to provide the most relevant content and valuable marketplace experience to facilitate educational, strategic and profitable relationships between buyers and sellers.

Participate in Strategies in Light events and The LED Show and become part of the fastest-growing LED and lighting community. Take advantage of the ongoing resources and opportunities that are unique only to our events. Meet face-to-face with thousands of the world's most influential and motivated manufacturers, equipment suppliers, and end-users who come to evaluate products and services and get the information they need to conduct business within the global LED and lighting industry.

Strategies in Light®

Strategies in Light

February 7– 9, 2012
Santa Clara Convention Center
Santa Clara, CA USA
www.strategiesinlight.com

The flagship event now in its 13th year. Record- breaking attendance 5 years running – 2011 the largest in its history!! Exhibit floor sold out in 2011 and 2010!

Strategies in Light® China

Strategies in Light China

May 22 – 24, 2012
Shenzhen Intercontinental Hotel
Shenzhen, China
www.sil-ledchina.com

International business- and market-oriented event involving both Chinese and foreign companies at all levels of the HB LED supply chain.

THE LED SHOW™

The LED Show

July 31 - August 1, 2012
Rio All Suite Hotel and Casino
Las Vegas, NV USA
www.theledshow.com

Conference & expo focused on the fast-growing lighting design and technology segment of the LED industry. This event attracts leading LED manufacturers and is targeted to architects, electrical engineers, home builders, hotel engineers and designers. The recent event hosted 87 exhibitors and attracted more than 3,000 attendees.

LED JAPAN Conference & Expo Strategies in Light®

The Leading Events for the Global LED and Lighting Industry

LED Japan/Strategies in Light

Sept. 25 – 27, 2012
Pacifico Yokohama
Yokohama, Japan
www.sil-ledjapan.com

More than 5,000 attendees and sell-out conference programs in 2011!
Record-breaking attendance achieved 3 years in a row!

AUDIENCE PROFILE

As an exhibitor or sponsor of Strategies in Light Europe, you will have the opportunity to meet qualified senior management and executive decision makers who have the authority to purchase, or influence the purchase of, world-class products and services. These include:

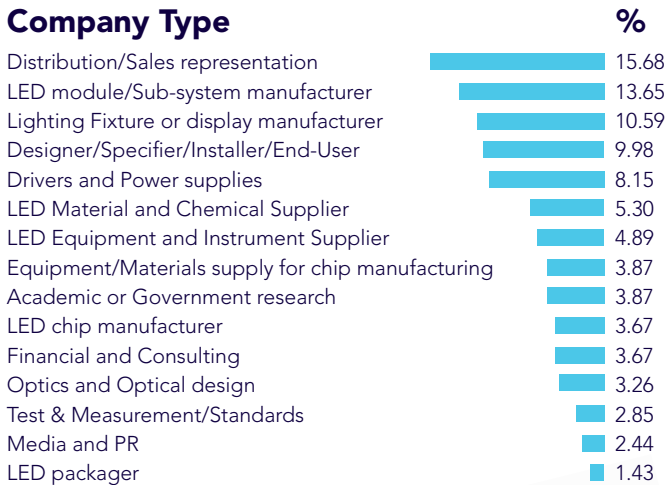
- LED manufacturers
- LED distributors
- Suppliers of equipment and materials to the LED industry
- LED system manufacturers
- Lighting architects
- Automotive lighting suppliers
- Lighting product manufacturers
- Lighting system designers
- LED product designers
- Corporate R & D staff
- Government regulators
- Electric utility demand-side analysts
- Financial analysts, investment bankers, and venture capitalists
- Manufacturers of LED test and measurement equipment

2011 ATTENDEE PROFILE

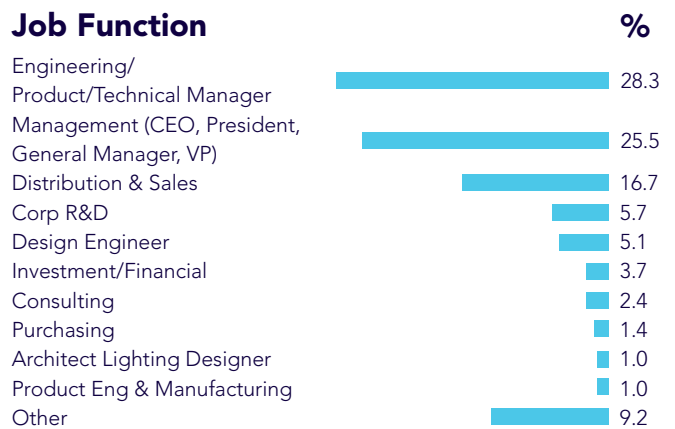
Country of Origin



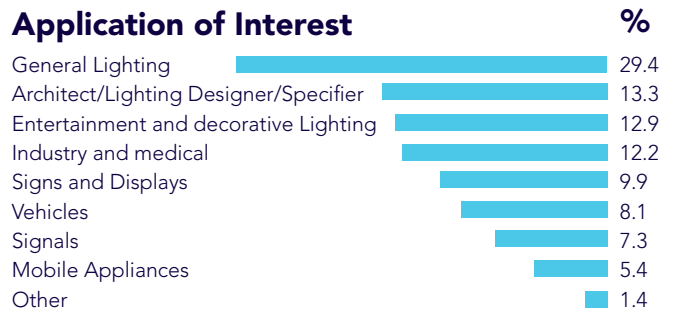
Company Type



Job Function



Application of Interest



Purchasing Authority



“A great occasion to meet new customers or new contacts

GE Lighting

EXHIBITION OPPORTUNITIES

Raw Space Only

€315 per sqm

Includes raw exhibit space, one (1) Full Conference Registration and two (2) Exhibit Staff passes per each 9 sqm booth unit.

Shell Scheme Package

€390 per sqm

Includes raw exhibit space, basic furniture package (includes standard carpet, 1 back wall and 2 side walls, name board, 1 table, 2 chairs, 1 waste bin, 1 spotlight- 120 Watt- per 3 sq.m., and 1 double wall socket- 1kW), as well as one (1) Full Conference Registration and two (2) Exhibit Staff passes per each 9 sqm booth unit. (Note: Electrical connection and consumption are not included and must be ordered and paid separately).

In addition to the exhibit space above, a compulsory enhanced listing on the Strategies in Light Europe 2012 interactive online community will be charged at a flat rate of €195 per exhibitor.

The listing includes:

- (1) Online – up to 5 product descriptions, a 35 word company description, company logo, and full contact details
- (2) Print – a 35 word company description in the official show guide. This fully searchable community will give your buyers access to your information and provide an opportunity for you to communicate with potential customers before, during, and after the event.

DIRECTEVENTCONNECT™

Is your business getting maximum exposure?

Make it easy for your buyer to find you regardless of the size of your booth. With DirectEventConnect you can showcase your products and services before, during, and after an event to thousands of qualified buyers. Think of it as an online community but with benefits that go far beyond the web! Upgrade your listing and stand out from your competition.

BENEFITS:

Promotion:

Continuous visibility of your products and services

- Detailed company and product profiles
- Enhance your company's search results across the web
- Content team expertise-we help create your listing

Lead Generation:

Qualified Leads = More Sales

- Target your market based on buyer profiles
- Powerful search engine brings customers to you
- Make appointments for the event

Results:

Generate More Business

- Drive traffic to your booth
- Interested prospects contact you
- Maximum exposure to targeted buyers



Gold Package - €335 (includes Basic, plus (i) online – 7 product listings and categories, 75-word company description, 25 keywords, “new product promotion” category for one (1) product, and (ii) print - official show guide – bold text 75-word company description and company logo).

Platinum package - €675 you can list 10 products with descriptions, use 500 words for your company description describing in detail the solutions you have to offer. Use up to ten links out to your own web pages, upload ten PDFs or other material for buyers to view. More products and better description means more hits on the search engine and better results for you - great value at €675 for a full year.

To upgrade your listing please contact:

Senior Exhibitor Services Manager

Karina Pharoah

E: karinap@pennwell.com

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities offer a great way to enhance the profile and raise the awareness of your company - before, during and after the event.

Sponsorship packages are exclusive to *Strategies in Light Europe* exhibitors and are designed around your corporate goals and to maximise awareness and visibility of the sponsor's participation at the event.

Make sure you take the sponsorship that best suits your companies needs before it's gone!

CONFERENCE BAG SPONSOR € 5,250 | EXCLUSIVE

Maximize your presence with each participant during the conference with our exclusive conference bag.

- Company name/logo (2-color imprint) on the conference attendee bag which is distributed to every conference registrant (500 maximum quantity)
- Distribution of sponsor promotional materials in the conference delegate bags distributed at Registration during the event. (Sponsor must supply materials in advance of the event. Maximum size is standard letter 5"x11" or A4 – to be inserted into each delegate bag)
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications
- Signs carrying sponsors company logo (full color) in the Registration area and other strategic locations.
- One (1) complimentary conference registration
- Company Logo on Keynote PowerPoint Slide
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

ONLINE REGISTRATION & FAST TRACK SPONSOR €3,800 | EXCLUSIVE

- Company flash advertisement will be displayed for twenty (20) seconds before redirecting to the online registration page (Registration Welcome Page) – flash ad to be created and submitted by Sponsor
- Company advertisement will appear on the bottom leader board (728x90) and both side skyscraper ads (120x60) on the Online Registration website for all online registrations (Registration page sponsor)
- Advertisements will be hyperlinked to take the user to company's website
- Company's fifty (50) word, text only advertisement will be included on every faxed or emailed confirmation page, which is sent to 100% of pre-registered attendees (Registration confirmation page)
- Company logo or advertisement will be displayed near the top of the fast-track page and a Company text ad (not to exceed 25 words) will be available near the bottom of the Fast Track page. Fast track is sent to all attendees who pre-register for Strategies in Light Europe and is sent out approximately 1 week prior to the event. The printed Fast Track email allows attendees to walk up and scan their barcode to receive their badge (eNL fast track pass)
- Company Logo on Keynote PowerPoint Slide
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

WELCOME RECEPTION SPONSORSHIP € 3,750 | EXCLUSIVE

- Two (2) complimentary conference registrations
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications
- Signs carrying sponsors company logo in the Reception and Exhibition area
- 2 hour reception on exhibition floor with menu of assorted hors-d'oeuvres and beverages
- Company logo to appear on the tent cards (full color) and napkins (one color) throughout Reception area
- One (1) full page in the event guide
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

CONFERENCE NOTEBOOK SPONSOR € 3,500 | EXCLUSIVE

- One (1) complimentary conference registration
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications
- Signs carrying sponsors company logo in the Conference area and other strategic locations
- A gift of the padfolio to each conference delegate, carrying the sponsors logo (500 maximum quantity)
- One (1) full page in the Strategies in Light Europe Event guide
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

CYBER CAFÉ SPONSOR € 3,500 | EXCLUSIVE

- Sponsor name/logo installed as screensavers on the Cyber Café computers
- One (1) complimentary conference registration
- Sponsor's splash ad displayed as each participant logs in on Cyber Café monitors
- Literature rack placed in the area for company promotional materials
- Sponsor name/logo (full color) displayed on graphics of Cyber Café structure located in the Exhibition Hall *
- Company Logo on Keynote PowerPoint Slide
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

EXHIBITION BAG SPONSOR € 3,000 | EXCLUSIVE

- Company logo (one color) will be printed on the plastic bag distributed to every participant for the exhibition
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications
- Signs carrying sponsors company logo (full color) in the Registration area and other strategic locations
- One (1) complimentary conference registration
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

AISLE SIGN SPONSOR € 2,500 | EXCLUSIVE

- Sponsor name/logo (full color) displayed on either standing or hanging aisle signs in the Exhibition Hall *
- One (1) complimentary conference registration
- Company Logo on Keynote PowerPoint Slide
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

BADGE HOLDER SPONSOR € 2,500 | EXCLUSIVE

- Company/logo (one color) on the event badge holders and on accompanying event signage (full color)
- Two (2) complimentary conference registration
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications
- Signs carrying sponsors company logo (full color) in the Registration area and other strategic locations
- Distribution of sponsor promotional materials in the registration area during the event. (Sponsor must supply materials in advance of the event. Maximum size is standard letter 8.5"x11" or A4 – to be distributed at the Registration Desk)
- Company Logo on Keynote PowerPoint Slide
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

CONFERENCE EVENT POCKET GUIDE SPONSOR €2,250 | EXCLUSIVE

- Company name/logo on the foldable event pocket guide which is distributed to every conference registrant (500 maximum quantity)
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications
- Signs carrying sponsors company logo displayed in strategic locations.
- One (1) complimentary conference registration
- Company Logo on Keynote PowerPoint Slide
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

**Price based on printing done by PennWell Corporation.*

CONFERENCE LUNCHEON € 2,250 | (1 SOLD/ 1 REMAINING)

- Prominent signage around the delegate restaurant area on the exhibit hall floor
- Company logo (black) to appear on lunch ticket provided to all delegates for access to restaurant area
- Company logo to appear on the table tents (full color) and napkins (one color) within the restaurant
- Opportunity to distribute promotional material from various points around the restaurant (Sponsor must supply materials in advance of the event. Maximum size is standard letter 8.5"x11" or A4 – to be distributed in the Delegate Restaurant area)
- Company logo to appear on all pre-conference marketing material
- One (1) complimentary conference registration
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

CONFERENCE PEN SPONSOR € 2,250 | EXCLUSIVE

- One (1) complimentary conference registration
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications
- Signs carrying sponsors company logo (full color) in the Conference area and other strategic locations
- Company name and/or logo (one color) imprinted on the conference pens (500 maximum quantity)
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

PRODUCT LOCATOR SPONSOR € 2,000 | EXCLUSIVE

Product Locators allow attendees to find companies, products, Conference sessions and print a floor plan

- Sponsor name/logo (full color) displayed on graphics of Product Locator stand located in the Exhibition Hall*
- Sponsor logo on Product Locator monitor screensaver/start page
- Literature rack placed in the area for company promotional materials
- Company Logo on Keynote PowerPoint Slide
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

BOTTLED WATER SPONSOR € 1,900 | EACH (3 AVAILABLE)

- Company logo (2-color) on the label of 500 bottles of water per sponsorship to be distributed at strategic locations
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications
- Signs carrying sponsors company logo (full color) throughout the event
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

NETWORKING RECEPTION SPONSOR € 1,900 | EACH (2 AVAILABLE) OR € 3,700 | EXCLUSIVE

- One (1) complimentary conference registration
- 2 hour reception on exhibition floor with menu of assorted hors-d'oeuvres and beverages
- Sponsor logo (full color) on signage during reception
- Company logo to appear on the tent cards (full color) and napkins (one color) used during the Networking Reception
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications
- Opportunity to distribute promotional material in the Conference Delegate bags (Sponsor must supply materials in advance of the

event. Maximum size is standard letter 8.5"x11" or A4 – to be inserted into each delegate bag.)

- One (1) full page ad in the event guide
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

HOTEL KEYCARD SPONSOR € 1,900 | EXCLUSIVE

Put your company name in the hands of every participant who makes accommodations in the host hotel to attend the event.

- Company name/logo (2-color) printed on the hotel keycards for Strategies in Light Europe participants
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications
- Company Logo on Keynote PowerPoint Slide
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

CONFERENCE PROCEEDINGS SPONSOR € 1,750 | EXCLUSIVE

- Designated website with all conference papers uploaded for delegates to access after Strategies in Light Europe 2012
- All delegates to visit sponsors stand during Strategies in Light Europe event to collect their access codes to the Conference Proceedings website
- Conference proceedings tickets branded with sponsors logo given to all conference delegates
- Signs carrying sponsors company logo (full color) throughout the event
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

HOTEL DOOR DROP € 1,500 | EACH (4 AVAILABLE)

Effective avenue to get your marketing message for your products and services to each attendee who is registered for event. Hotel door drops are available for each night of the event in the host hotel. Sponsor must supply materials in advance of the event and all materials must be approved by Event Staff.

- One (1) full page in the event guide
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications
- Company Logo on Keynote PowerPoint Slide
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

COFFEE BREAK SPONSOR € 1,250 | EACH (4 AVAILABLE)

Provide a welcome refreshment respite to all participants at the event in this sponsorship opportunity.

- Opportunity to have company brochures available on the coffee area during the conference break time (Sponsor must supply materials in advance of the event. Maximum size is standard letter 8.5"x11" or A4 – to be distributed in the Coffee Break area)
- Company logo (full color) on signage displayed in the Coffee Break areas
- Conference Programme to carry sponsor logo next to coffee breaks in the conference agenda
- Company Logo to appear on all pre-conference marketing material
- Company name/logo on napkins (one color) and table tents (full color) displayed in the lobby and conference areas
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

STRATEGIES IN LIGHT EUROPE GIVEAWAY SPONSOR € 550 | 2 SOLD/ 6 REMAINING

- Sponsor name and booth number listed on the giveaway passport distributed to all Individual Full Conference delegates and exhibition visitors
- Attendees will visit all participating Sponsor's stands for a stamp to be eligible for a free i-Pad or other giveaway. The drawing will be held on the last day of the event (Thursday 20 September 2012)
- Signs carrying sponsors company logo (full color) throughout the event
- Company logo listed in the Strategies in Light Europe Event Show Guide
- Company logo and web-link on the Strategies in Light Europe event web site

CUSTOMIZED PACKAGES ARE ALSO AVAILABLE

For more information on exhibiting or sponsoring please contact:

EXHIBITION & SPONSORSHIP SALES

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www.sileurope.com

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The Strategies in Light Conference Europe was really interesting and rewarding for us this year in Milan, we could gain a lot of information and were able to establish some good quality contacts within the LED community

EVONIK Industries