

Strategies in Light® Europe

19-21 November 2013 M.O.C. Event Centre, Munich, Germany www.sileurope.com

GROWTH
PROFITABILITY
AND NEW
OPPORTUNITIES
FOR LED LIGHTING

EXHIBITION &
SPONSORSHIP
OPPORTUNITIES

Book exhibit space now to
ensure a prime location!

Owned and Produced by:



Presented by:



Supported by:



Events:



Strategies in Light Europe will enter its 4th year of providing a comprehensive conference and exhibition for the rapidly-growing LED lighting industry. It continues to offer a platform for the best networking opportunities and a forum for the sharing of ideas and experiences in the latest technologies.

Powered by the world's leader in LED and lighting market research, Strategies Unlimited – renowned for its historical market knowledge, technical expertise, and analysis of the LED business for more than 15 years, Strategies in Light Europe is fast becoming Europe's premier event for the LED and Lighting industry.

The Strategies in Light Europe exhibit area will feature over 80 companies showing the latest products from throughout the LED lighting vertical supply chain, from components to luminaires, and will offer one of the most effective mediums for establishing and maintaining customer relations.

WHY COMPANY'S EXHIBIT:

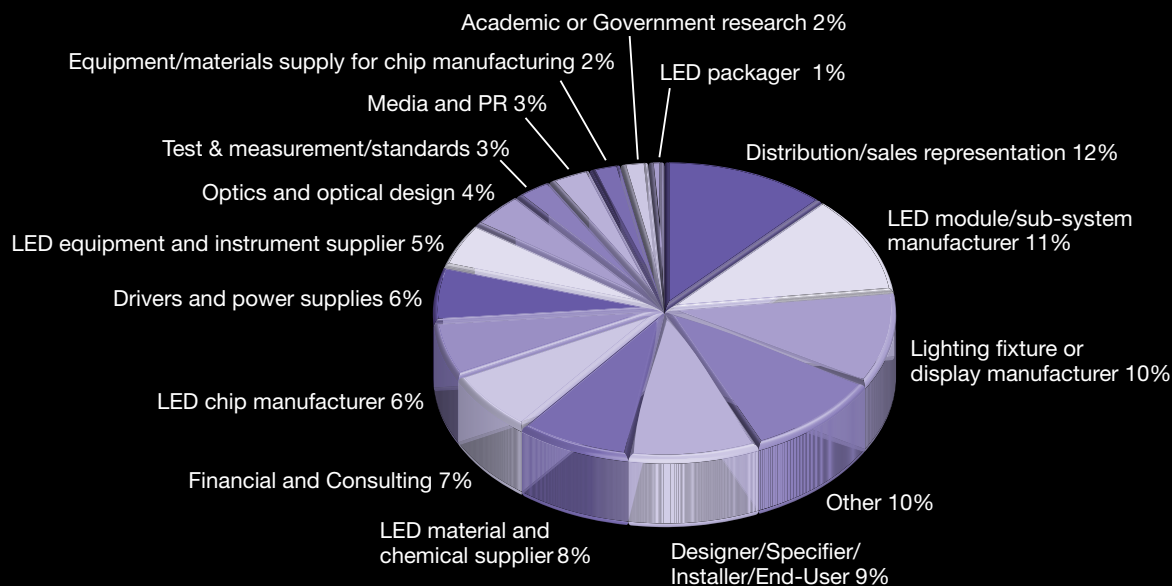
- Network with an international audience of high level decision makers
- Meet existing customers face to face
- Make contact with new customers
- Increase product and services awareness
- Launch new products and services
- Raise brand awareness in the market place

2012 HIGHLIGHTS

- 895 Registered Attendees
- 49 Countries Represented
- 72 Exhibitors
- 2 conference tracks
- 45 Presentations
- 2 Workshops
- 250+ Keynote attendees



2012 EVENT STATISTICS



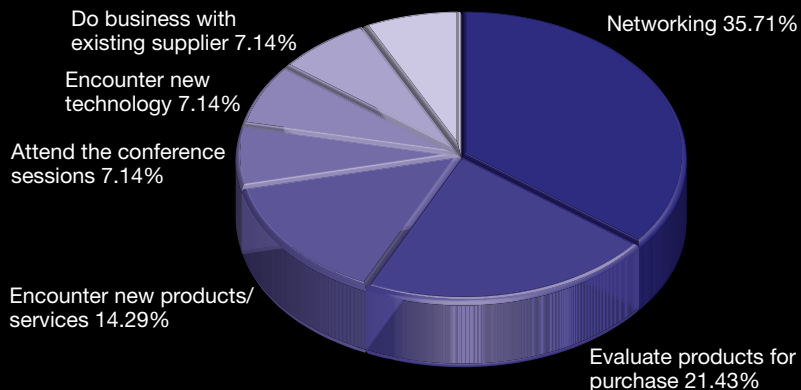
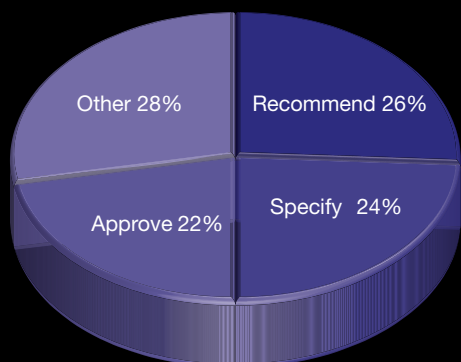
WHO ATTENDS?

ATTENDEE COMPANY/ORGANISATION

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.

WHY THEY ATTEND

PURCHASING AUTHORITY



MARKETING & PROMOTION

Strategies in Light[®] Europe

WORLD'S #1 LED AND LIGHTING NETWORK

As part of PennWell's LEDs & Lighting Media Group, Strategies in Light Europe will benefit from the global reach of our Strategies in Light Worldwide Events with a total audience of more than 12,000 and a professional event management organization which produces more than 60 events annually worldwide. In addition, Strategies in Light® events are the only events powered by the two leading media and market-research organizations in LED and lighting industry, LEDs Magazine and Strategies Unlimited.

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



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



EXHIBITION OPPORTUNITIES

OPTION 1: EXHIBIT SPACE ONLY (RAW SPACE ONLY)

The Exhibit Space Only rate is €325 per sqm. Includes raw exhibit space, one(1) Full Conference Registration and two (2) Exhibit Staff Passes per 9sqm booth unit.

ENHANCED EXHIBITOR LISTINGS:

In addition to the exhibit space above, you receive a compulsory basic listing on the Exhibition website's interactive online floor plan at a flat rate of €195.00. This online listing includes company name, booth number, address, phone, fax, email address, website URL, company contact, 50-word company description, company logo, three (3) product listings and three (3) product categories, social media icons; as well as a 35-word standard listing in the official print show guide. This fully searchable interactive floor plan will give your buyers access to your information and provide an opportunity for you to communicate with potential customers before, during and after the Exhibition.

Enhanced Exhibitor Listings Upgrades Available:

(NOTE: Price is flat fee per Exhibitor. Word counts estimated based on average characters per word which may vary.)

OPTION 2: SHELL SCHEME PACKAGE

The Shell Scheme Package rate is €400 per sqm.

Gold Listing Package €335.00 Gold Exhibitor Listing includes - (i) online – company name, booth number, address, phone, fax, email address, website URL, company contact, 150-word company description, full-color company logo in listing as well as in your booth (20x20 or larger) on the online floor plan, seven (7) product listings and seven (7) product categories, fifteen (15) keywords, one (1) show special alert, up to two (2) press release postings, social media icons, and (ii) print – official show guide – company name, booth number, address, phone, fax, email address, website URL, company contact, 75-word bolded company description and full-color company logo.

Platinum Listing Package €675.00 Platinum Listing Package includes - (i) online – company name, booth number, address, phone, fax, email address, website URL, company contact, 250-word company description, full-color company logo in listing as well as in your booth (20x20 or larger) on the online floor plan, ten (10) product listings and ten (10) product categories, twenty-five (25) keywords, five (5) show special alerts, up to four (4) press release postings, enhanced listing icon, social media icons, one (1) video and (ii) print – official show guide – company name, booth number, address, phone, fax, email address, website URL, company contact, and 100-word bolded company description and full-color company logo.



SPONSORSHIP OPPORTUNITIES

Increase your organizations visibility with key decision makers before, during and after the event. Strategies in Light Europe offers a variety of opportunities to enhance your company's brand and participation.

All sponsorships include the following:

- Company logo place on "Sponsor's Page" in the Preliminary Event Guide and Show Guide.
- Company logo and hyperlink placed on Strategies in Light Europe event website
- Company logo on the keynote PowerPoint slide

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 Company 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 8.5"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 if signed a minimum of 6 (six) months prior to the event
- Signs carrying Company name/logo (full color) in the Registration area and other strategic locations where deemed appropriate by show management
- One (1) Full Exhibitor complimentary conference registration

CONFERENCE NOTEBOOK SPONSOR **€3,500 | Exclusive**

- Conference notebook carrying the Company name/Logo (2 color) distributed to each conference delegate, (500 maximum quantity)
- One (1) Full Exhibitor complimentary conference registration
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications if signed a minimum of 6 (six) months prior to the event
- Signs carrying Company name/logo (full color) in the Conference area and other strategic locations where deemed appropriate by show management
- Full page (four colour) advertisement in the Strategies in Light Europe Event Show Guide if signed a minimum of 2 (two) months prior to the show. Ad to be provided by the Sponsor

CONFERENCE PEN SPONSOR **€2,250 | Exclusive**

Every conference registrant receives a pen on each morning of the conference.

- Company name and/or logo (1-color imprint) on the conference pens (500 maximum quantity)
- One (1) Full Exhibitor complimentary conference registration
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications if signed a minimum of 6 (six) months prior to the event
- Signs carrying Company name/logo (full color) in the Conference area and other strategic locations where deemed appropriate by show management

WELCOME RECEPTION SPONSORSHIP **€3,750 | Exclusive**

Welcome all participants during the opening of the event activities.

- Company sponsor 2 (two) hour reception on exhibition floor with menu of assorted hors d'oeuvres and beverages
- Two (2) Full Exhibitor complimentary conference registrations
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications if signed a minimum of 6 (six) months prior to the event
- Signs carrying Company name/logo (full color) in the Reception and Exhibition area where deemed appropriate by show management
- Company logo to appear on the tent cards (full color) and napkins (one color) throughout Reception area
- Full page (four colour) advertisement in the Strategies in Light Europe Event Show Guide if signed a minimum of 2 (two) months prior to the show. Ad to be provided by the Sponsor

EXHIBITION BAG SPONSOR **€3,000 | Exclusive**

Reach greater visibility with all attendees during the exhibition by sponsoring bags to be distributed at the registration desk.

- Company name/logo (1-color imprint) 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 if signed a minimum of 6 (six) months prior to the event
- Signs carrying Company name/logo (full color) in the Registration area and other strategic locations where deemed appropriate by show management
- One (1) Full Exhibitor complimentary conference registration

BADGE HOLDER SPONSOR **€2,500 | Exclusive**

- Company name and/or logo (1-color imprint) on the event badge holders and on accompanying event signage (full color)
- Two (2) Full Exhibitor complimentary conference registrations
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications if signed a minimum of 6 (six) months prior to the event
- Signs carrying Company name/logo (full color) in the Registration area and other strategic locations where deemed appropriate by show management
- 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)

CONFERENCE LUNCHEON **€2,250 | (2 available)**

Highlight your company or product by sponsoring one of the conference luncheons. This sponsorship features multiple branding opportunities on napkins and accompanying table tent signage.

- Prominent signage around the delegate restaurant area on the exhibit hall floor
- Company name/logo (black) to appear on lunch ticket provided to all delegates for access to restaurant area
- Company name/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 if signed a minimum of 6 (six) months prior to the event
- One (1) Full Exhibitor complimentary conference registration
- Company logo on all promotional advertisements – which will be carried in dozens of International and Regional trade publications if signed a minimum of 6 (six) months prior to the event

NETWORKING RECEPTION SPONSOR

€1,900 | each (2 available) OR €3,700 | Exclusive

- Company sponsor 2 (two) hour reception on exhibition floor with menu of assorted hors d'oeuvres and beverages
- One (1) Full Exhibitor complimentary conference registration
- Company logo (full color) to appear on all signage during Networking reception
- Company name/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 if signed a minimum of 6 (six) months prior to the event

- 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.)
- Full page (four colour) advertisement in the Strategies in Light Europe Event Show Guide if signed a minimum of 2 (two) months prior to the show. Ad to be provided by the Sponsor

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 in 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 if signed a minimum of 6 (six) months prior to the event
- 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 if signed a minimum of 6 (six) months prior to the event

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 if signed a minimum of 6 (six) months prior to the event
- Signs carrying Company name/logo (full color) displayed in strategic locations where deemed appropriate by show management

CONFERENCE PROCEEDINGS SPONSOR €1,750 | Exclusive

- Designated website with all conference papers uploaded for delegates to access after Strategies in Light Europe 2013
- Delegates to visit Company's stand during Strategies in Light Europe event to collect their access codes to the Conference Proceedings website
- Conference proceedings tickets branded with Company name/logo (black) given to all conference delegates
- Signs carrying Company name/logo (full color) displayed in strategic locations where deemed appropriate by show management

STRATEGIES IN LIGHT EUROPE GIVEAWAY SPONSOR €550 | Eight (8) Available

- Company 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 12 September 2013)
- Signs carrying Company name/logo (full color) displayed in strategic locations where deemed appropriate by show management

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 if signed a minimum of 6 (six) months prior to the event
- Signs carrying Company name/logo (full color) displayed in strategic locations where deemed appropriate by show management
- One (1) Full Exhibitor complimentary conference registration

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)

CYBER CAFÉ SPONSOR €3,500 | Exclusive

- Company name/logo installed as screensavers on the Cyber Café computers
- One (1) Full Exhibitor complimentary conference registration
- Company's splash ad displayed as each participant logs in on Cyber Café monitors
- Literature rack placed in the area for company promotional materials where deemed appropriate by show management
- Company name/logo (full color) displayed on graphics of Cyber Café structure located in the Exhibition Hall

AISLE SIGN SPONSOR €2,500 | Exclusive

- Company name/logo (full color) displayed on either standing or hanging aisle signs in the Exhibition Hall
- One (1) Full Exhibitor complimentary conference registration

PRODUCT LOCATOR SPONSOR €2,000 | Exclusive

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

- Company name/logo (full color) displayed on graphics of Product Locator stand located in the Exhibition Hall
- Company logo on Product Locator monitor screensaver/start page
- Literature rack placed in the area for company promotional materials where deemed appropriate by show management

CUSTOMIZED PACKAGES ARE ALSO AVAILABLE



For more information or questions
regarding exhibit or sponsorship
packages, please contact:

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