

# Strategies in Light<sup>®</sup> Europe

4 - 6 October 2011

SIL Europe | Conference & Exhibition  
Crowne Plaza Milan Linate  
Milan | Italy

[www.sileurope.com](http://www.sileurope.com)

ENHANCING THE QUALITY AND  
PERFORMANCE OF LED LIGHTING

EXHIBITOR PROSPECTUS



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**LEDs**  
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Events:

**Strategies in Light.**

**Strategies in Light.**  
China

**LED JAPAN** conference  
**Strategies in Light.**

## ABOUT STRATEGIES IN LIGHT EUROPE

Strategies in Light Europe enjoyed its inaugural event in 2010, with over 600 attendees from 45 countries. There was strong industry support for an event that provided a platform to share knowledge and experiences and to discuss the latest technologies.

Focusing on the European and broader worldwide market for high-brightness LEDs, including lighting fixtures and lamps as well as LED components and modules, Strategies in Light Europe brings together companies from throughout the industry supply chain, including designers, architects and other end-users of LED lighting technology.

The LED market at the component level is expected to grow to over \$9 billion in 2010, and will be double that figure in 2014. At the application level, LED illumination is expected to demonstrate a compound annual growth rate of 48% from 2009 to 2014.

Strategies in Light Europe will address current LED and lighting industry issues and future potential, providing a forum for debate and bringing together key industry players under one roof to find the solutions they need.

## QUICK STATS

- 600 attendees from 45 countries
- 310+ conference attendees
- 68% on-site exhibitor rebooking
- 82% of Strategies in Light 2010 exhibitors establishing contacts for future sales
- 80% of attendees stated that the event met or exceeded expectations
- 70% of attendees thought it was important to attend Strategies in Light Europe in meeting their business objectives
- 76% of delegates rated the conference session good to excellent
- 80% of attendees plan to attend Strategies in Light Europe 2011

## WORLD 'S #1 LED & LIGHTING NETWORK

Meet face-to-face with thousands of the world's most influential and motivated manufacturers, equipment suppliers, and end-users from every corner of the globe - Europe, USA, Japan and China

### Strategies in Light

#### Strategies in Light

February 22 - 24, 2011

Santa Clara, California, USA

[www.strategiesinlight.com](http://www.strategiesinlight.com)

### Strategies in Light China

#### Strategies in Light China

May 10 - 12, 2011

Kowloon, Hong Kong

[www.sil-ledchina.com](http://www.sil-ledchina.com)

### LED JAPAN Conference & Expo Strategies in Light

#### LED Japan/Strategies in Light

September 28 - 30, 2011

Yokohama, Japan

[www.sil-ledjapan.com](http://www.sil-ledjapan.com)

# WHY EXHIBIT

Strategies in Light Europe will address current LED & Lighting industry issues and provide a forum for debate, bringing together key industry players, which include:

- The LED manufacturing supply chain
- Members of the lighting industry
- The lighting design community
- Policy makers
- Standards organisations and other key stakeholders

# BOOK TODAY

## 68% on-site exhibitor rebooking

Strategies in Light Europe offers unrivalled networking opportunities within the LEDs industry. Both conference and exhibition floor attract the industry's leading professionals and key decision makers, whose innovation and expertise are helping to shape the future of LEDs.

The first Strategies in Light Europe Conference and Exhibition experienced an impressive debut attendance of more than 600 visitors from 44 countries and 38 exhibitors

# COST TO EXHIBIT

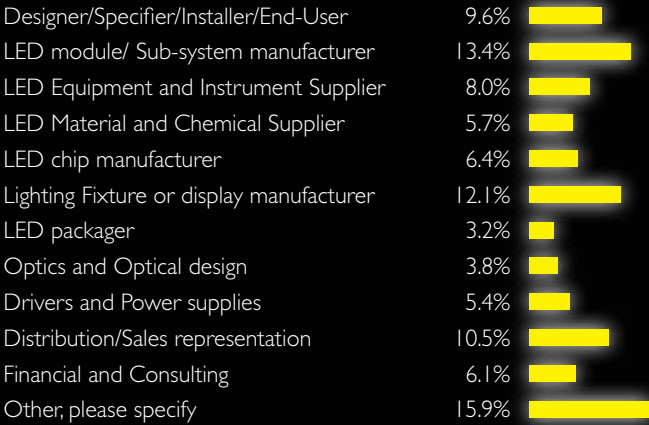
**Raw Space Only €300.00 per sqm**, which includes raw exhibit space, one (1) Full Conference Registration and two (2) Exhibit Staff passes per each 9 sqm booth unit.

**Shell Scheme Package €370.00 per sqm**, which includes raw exhibit space, basic furniture package (includes standard carpet, 1 back wall and 2 side walls, name board, 1 table, 2 chairs and 1 waste bin), 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).

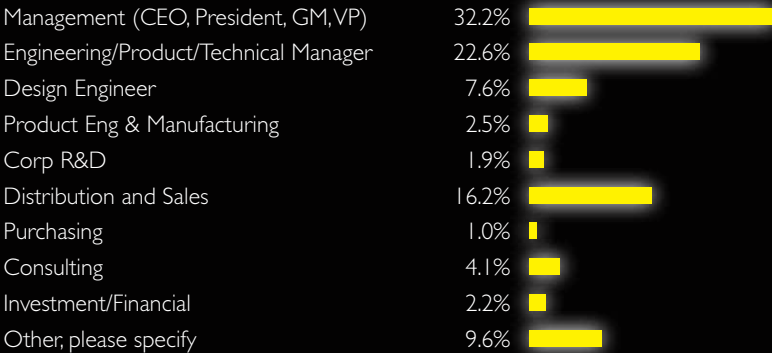
# SPONSORSHIP OPPORTUNITIES

Conference Sponsor	€4,700   Exclusive
Conference Padfolio Sponsor	€ 3,000   Exclusive
Conference Pen Sponsor	€ 2,000   Exclusive
Welcome Reception Sponsorship	€ 3,350   Exclusive
Exhibition Bag Sponsor	€ 2,700   Exclusive
Registration Sponsor	€ 2,350   Exclusive
Conference Luncheon	€ 2,000   each (2 available)
Networking Reception Sponsor	€ 1,700   each (2 available) OR € 3,350   Exclusive
Hotel Keycard Sponsor	€ 1,700   Exclusive
Hotel Door Drop	€ 1,350   each (4 available)
Coffee Break Sponsor	€ 1,000   each (4 available)
Bottled Water Sponsor	€ 1,700   each (3 available)
Conference Proceedings Sponsor	€ 1,500   Exclusive

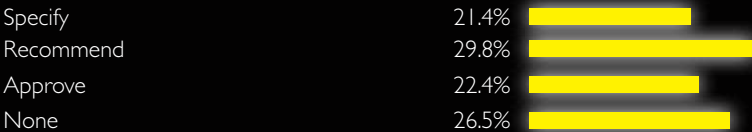
## TYPE OF COMPANY OR ORGANIZATION:



## JOB FUNCTION

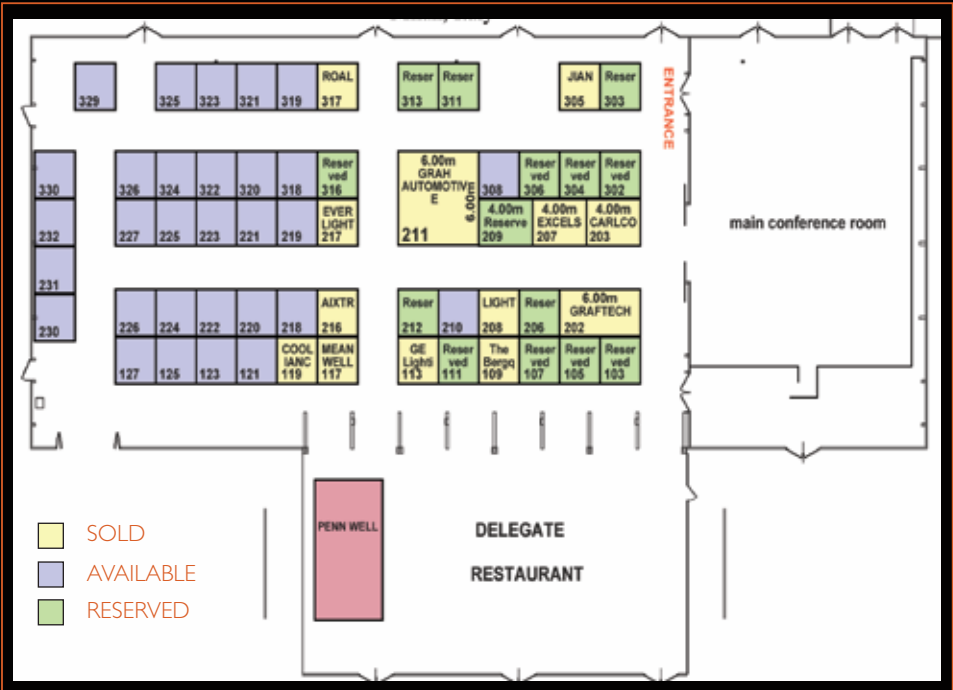


## PURCHASING ROLE:



# EXHIBITOR LIST AND FLOORPLAN

COMPANY NAME	BOOTH
AIXTRON AG	216
CARLCO TECHNICAL PLASTICS LTD	203
COOLIANCE INC	119
EVERLIGHT ELECTRONICS	217
EXCELSYS TECHNOLOGIES LTD	207
GE LIGHTING	113
GRAFTECH INTERNATIONAL	202
GRAH AUTOMOTIVE	211
JIANGSU SINO OPTO CO LTD	305
LIGHT TEC	208
MEAN WELL EUROPE BV	117
ROAL ELECTRONICS SPA	317
THE BERGQUIST COMPANY	109



Correct at time of going to press. Updated floorplans available at [www.sileurope.com](http://www.sileurope.com)



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PLEASE INDICATE

**Please send me information about:**

- ☐ Exhibiting at Strategies in Light Europe 2011
- ☐ Attending Strategies in Light Europe 2011
- ☐ Marketing and sponsorship opportunities at Strategies in Light Europe 2011
- ☐ Advertising in LEDs Magazine and/or the Strategies in Light Europe 2011 conference program

Strategies in Light Europe 2011 is a PennWell Corporation event.

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- ☐ Other PennWell Corporation products, or from Selected third parties