

Strategies in Light®

The Leading Events for the Global LED and Lighting Industry

Dear Strategies in Light Sponsor and Exhibitor,

Welcome to Strategies in Light 2010, the year's most valuable global conference and exhibition for the HB LED industry. The entire staff at Strategies in Light 2010 is honored you are joining us for what we anticipate to be a stimulating and rewarding event.

Information regarding official contractors, schedules, shipping, hotel arrangements, and staff registrations are included in the Exhibitor Manual. You will also find additional services that can be provided by our official contractors to enhance your booth and marketing programs. It is advantageous to complete and return all applicable forms by the deadline dates provided for each vendor. I encourage you to take the time to review the exhibitor manual thoroughly.

If you have any questions concerning materials in this manual or about the event itself, please contact any person on the event management team.
See you in Santa Clara!

Kind Regards,

Tim Carli and Mary Donnelly
Exhibit Sales Managers
Strategies in Light 2010
The Leading Events for the Global LED and Lighting Industry

Strategies in Light Quick Facts

AISLE CARPET

Aisle carpet for Strategies in Light 2010 will be black.

BREDE EXPOSITION SERVICES

Brede Exposition Services will be the general contractor for Strategies in Light 2010. A Brede Service desk will be located in the Santa Clara Convention Center, Exhibit Hall C. Move-in/move-out will be handled by Brede. Please see their section in this manual for all move-in/move-out information and forms.

CARPETING

Carpet is required for all booths in Santa Clara Convention Center. **If your booth is in an area with concrete flooring, carpeting is required.** Carpeting must cover your entire exhibition booth area (even under apparatus) and bump up to the aisle carpet, where possible. Please order carpet from the Brede section of this manual, or on-site by visiting the Brede Service Desk. You may choose to bring in your own carpet; however, material handling fees will also apply to carpet. **As a reminder: All booths must be carpeted entirely.** Carpet prices from Brede are all inclusive, meaning labor is included. Any carpet brought in by exhibitor or an EAC will be charged drayage and/or labor fees if applicable, as well as an EAC processing fee.

EXHIBIT HOURS

The exhibit hours for 2010 are:

Wednesday, Feb 10	5:00 pm – 7:00pm
Thursday, Feb 11	10:00 am – 7:00pm
Friday, Feb 12	9:00 am – 2:00 pm

REBOOKING

Rebooking for the 2010 event as well as other Strategies in Light events will take place at the PennWell booth. Please come by and see us.

EXHIBITOR REGISTRATION

If you did not receive your exhibitor badge prior to the show, please proceed to exhibitor registration **located in the main registration area of the Santa Clara Convention Center, Great America Lobby.** Exhibitor registration will be open the following hours:

Tuesday, February 9	2:00 pm – 5:00 pm
Wednesday, February 10	7:00 pm – 7:00 pm
Thursday, February 11	7:00 am – 7:00 pm
Friday, February 12	7:30 am – 1:00 pm

Contacts

Strategies in Light 2010 SHOW MANAGEMENT

Strategies in Light
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