

Strategies in Light®

The Leading Events for the Global LED and Lighting Industry

February 7-9, 2012
Santa Clara Convention Center
Santa Clara, CA USA

2012 CONFERENCE + EXPO REGISTRATION FORM

4 WAYS TO REGISTER

- 1. ONLINE:** Visit www.strategiesinlight.com and fill out the registration form on the registration page of our website.
- 2. BY FAX:** Fax your completed reg form to: +1 918 831 9161 or toll free (US only): +1 888 299 8057
- 3. BY MAIL:** Strategies in Light 2012 Conference & Exhibition Registration, P.O. Box 973059, Dallas, TX 75397-3059
- 4. BY EMAIL:** Scan and send your completed form to: registration@pennwell.com

HOTEL ACCOMMODATIONS

TOLL-FREE: +1 310 235 2647

DIRECT: +1 888 472 7462

FAX: +1 310 235 2648

ONLINE: WWW.STRATEGIESINLIGHT.COM

PROMOTIONAL CODE:

SL12WB



REGISTRANT'S NAME: _____

TITLE/POSITION: _____

COMPANY: _____

ADDRESS: _____

ADDRESS LINE 2: _____

CITY/STATE: _____

COUNTRY: _____

ZIP CODE/POSTAL CODE: _____

TELEPHONE: _____

FAX: _____

EMAIL: _____

Registration confirmation will be sent via e-mail, if a unique email address is provided above.

Would you like to receive (or continue receiving) FREE electronic issues of *LEDS Magazines*?

- Yes No

SIGNATURE _____

DATE _____

Would you like to receive (or continue receiving)

FREE electronic newsletters? (Please check all that apply)

- LEDS Magazine* Weekly eNewsletter
 LEDS Magazine Monthly Product Focus eNewsletter
 LEDS Magazine Monthly Outdoor LED Lighting eNewsletter

PLEASE COMPLETE THIS SECTION TO RECEIVE AN ADMISSION BADGE

1. WHAT BEST DESCRIBES YOUR JOB FUNCTION WITH REGARD TO LEDS? (SELECT ONE)

- 01 Corporate/General Management
 14 Design Engineer
 05 Engineering Management
 15 Architect Lighting Designer
 16 Lighting Specifier
 07 Product Engineering & Manufacturing
 04 End User of LED Products
 08 Product System Design
 02 Corporate R&D
 06 Investment/Financial
 09 Purchasing
 10 Research (Academic, Government)
 12 Test, Measurement, Quality Control
 98 Other (please specify)

2. WHAT BEST DESCRIBES YOUR ORGANIZATIONS ACTIVITY WITH REGARDS TO LEDS? (SELECT ONE)

- 01 Architect/Lighting Designer/Specifier
 02 Display Manufacturer
 03 Distributer
 04 Drivers & Power Supplies
 05 Education
 06 End User of LED Products
 07 Government
 08 LED Chip Manufacturer
 09 LED Manufacturer
 10 Light Engineer/LED Module Supplier
 11 Lighting Installer
 12 Lighting Manufacturer
 14 OEM that Integrates LED Products
 15 Optical Design & Integration
 16 Test Services, Equipment
 98 Other (please specify)

4. WHAT PRODUCTS DO YOU PURCHASE OR SPECIFY? (CHECK ALL THAT APPLY)

- 01 LED chips
 02 LED Manufacturing Equipment
 03 Materials and Chemicals for LED Manufacturing
 04 LED modules and subsystems
 05 Packaged LEDs
 06 Chip-on boards
 07 Driver ICs
 08 Drivers and control equipment
 09 Optical design software & services
 10 Test and Measurement equipment
 11 Optics, lenses, diffusers, etc.
 12 Packing materials, heat sinks
 13 Displays
 14 Lighting fixtures
 98 Other (please specify)

5. WHAT PUBLICATIONS DO YOU READ TO OBTAIN INFORMATION ON HB LEDS + LIGHTING? (CHECK ALL THAT APPLY)

- 01 *LEDS Magazine*
 02 CompoundSemiOnline/
 SolidStateLighting.net/LIGHTimes
 03 Lighting Design +
 Application Magazine
 04 LED Journal
 05 LED Professional
 06 LED Inside
 07 Arch SSL
 08 Other (please specify)

3. WHAT APPLICATIONS ARE YOU INVOLVED IN? (CHECK ALL THAT APPLY)

- 01 General Lighting
 02 Entertainment & Decorative Lighting
 03 Architectural Lighting
 04 Signs & Displays
 05 Vehicles
 06 Mobile Appliances
 07 Signals
 08 Industrial and Medical
 09 Backlighting & Projections

6. PURCHASING ROLE: (CHECK ALL THAT APPLY)

- 01 Specify
 02 Recommend
 03 Approve
 04 None

REGISTRATION QUESTIONS Please Call: +1 918 831 9160 or Toll Free (US Only): +1 888 299 8016

CONFERENCE FEES (SELECT ONE)

*EARLY BIRD REGISTRATION MUST BE PAID ON OR BEFORE 12/09/11



TOTAL ACCESS PASS: ATTEND ANY SESSIONS FROM THE 3 TRACKS: MAIN HB LED MARKET CONFERENCE, LEDS IN LIGHTING CONFERENCE, LED MANUFACTURING CONFERENCE, 5 WORKSHOPS, 2 TUTORIALS, AND SOLID STATE LIGHTING INVESTOR FORUM.

Includes all THREE conference tracks: HB LED Conference, LEDs in Lighting Conference, and Manufacturing Tracks; SSL Investor Forum, 5 Workshops, 2 Tutorials, Exhibition, 3 Continental Breakfasts, 3 Lunches, Welcome & Networking Receptions and all Conference Proceedings.

- EARLY BIRD** Paid On/Before 12/09/11 **\$2,495** = _____
- Paid After 12/09/11 **\$2,695** = _____
- COLLEAGUE REGISTRATION **DISCOUNT*** (*Registrations must be received at the same time in order to receive discount) **\$2,295** = _____

FLEXPASS CONFERENCE PASS: ATTEND ANY SESSIONS FROM THE 3 TRACKS: MAIN HB LED MARKET CONFERENCE, LEDS IN LIGHTING CONFERENCE, AND LED MANUFACTURING CONFERENCE TRACKS.

Includes all THREE conference tracks: HB LED Conference, LEDs in Lighting Conference, and Manufacturing Tracks, Exhibition, 2 Continental Breakfasts and 2 Lunches, Welcome & Networking Receptions and Conference Proceedings for THREE Conferences. **NOTE: Workshops, Tutorials and SSL Investor Forum are NOT included and must be purchased separately.**

- EARLY BIRD** Paid On/Before 12/09/11 **\$1,595** = _____
- Paid After 12/09/11 **\$1,795** = _____
- COLLEAGUE REGISTRATION **DISCOUNT*** (*Registrations must be received at the same time in order to receive discount) **\$1,495** = _____

TRACK 1: HB LED MARKET CONFERENCE: ATTEND ALL SESSIONS FROM THE MAIN HB LED MARKET CONFERENCE.

Includes HB LED Conference, Exhibition, 2 Continental Breakfasts and 2 Lunches, Welcome & Networking Receptions and Conference Proceedings.

NOTE: Workshops, Tutorials and SSL Investor Forum are NOT included and must be purchased separately.

- EARLY BIRD** Paid On/Before 12/09/11 **\$1,395** = _____
- Paid After 12/09/11 **\$1,595** = _____
- COLLEAGUE REGISTRATION **DISCOUNT*** (*Registrations must be received at the same time in order to receive discount) **\$1,295** = _____

TRACK 2: LEDS IN LIGHTING CONFERENCE: ATTEND ALL SESSIONS FROM THE LEDS IN LIGHTING CONFERENCE.

Includes LEDs in Lighting Conference, Exhibition, Continental Breakfast and Lunch on Thursday, Welcome & Networking Receptions and Conference Proceedings.

NOTE: Workshops, Tutorials and SSL Investor Forum are NOT included and must be purchased separately.

- EARLY BIRD** Paid On/Before 12/09/11 **\$695** = _____
- Paid After 12/09/11 **\$795** = _____

*AIA/CES LEARNING UNITS ARE OFFERED FOR EACH SESSION IN THE LEDS IN LIGHTING CONFERENCE TRACK. *NCQLP CERTIFIED LIGHTING EDUCATION UNITS ARE OFFERED FOR EACH SESSION IN THE LEDS IN LIGHTING CONFERENCE TRACK

NEW TRACK 3: LED MANUFACTURING CONFERENCE: ATTEND ALL SESSIONS FROM THE MANUFACTURING CONFERENCE.

Includes Manufacturing Conference, Exhibition, Continental Breakfast and Lunch on Thursday, Welcome & Networking Receptions and Conference Proceedings.

NOTE: Workshops, Tutorials and SSL Investor Forum are NOT included and must be purchased separately.

- EARLY BIRD** Paid On/Before 12/09/11 **\$595** = _____
- Paid After 12/09/11 **\$695** = _____

SOLID STATE LIGHTING INVESTOR FORUM TUESDAY, FEBRUARY 7

Includes SSL Investor Forum, Continental breakfast on Tuesday, Lunch on Tuesday, Access to the Exhibition, Welcome Reception on Tuesday evening and Proceedings.

NOTE: Workshops or Tutorials are NOT included and must be purchased separately.

- EARLY BIRD** Paid On/Before 12/09/11 **\$595** = _____
- Paid After 12/09/11 **\$695** = _____

PRE-CONFERENCE WORKSHOPS

Includes Workshop, Continental Breakfast on Tuesday, Lunch on Tuesday, Access to the Exhibition, Welcome Reception on Tuesday evening, and Workshop Proceedings.

TUESDAY, FEBRUARY 7, 2012 – 8:00 AM TO 12:00 PM

- WK #1: New Standards Activities for Solid-State Lighting **\$395** = _____
- WK #2: Legal Protections and Your Lighting Business **\$395** = _____

TUESDAY, FEBRUARY 7, 2012 – 9:00 AM TO 4:00 PM

- WK #3: Essentials of LED Luminaire Design **\$495** = _____

TUESDAY, FEBRUARY 7, 2012 – 1:00 PM TO 5:00 PM

- WK #4: Binning Unmasked and Explained **\$395** = _____
- WK #5: Test and Measurement of Solid-State Lighting Sources **\$395** = _____

*NCQLP CERTIFIED LIGHTING EDUCATION UNITS ARE OFFERED FOR WORKSHOP #1 AND WORKSHOP #3, 4 & 5

PRE-CONFERENCE TUTORIALS

Includes Tutorial, Continental breakfast on Tuesday, Lunch on Tuesday, Access to the Exhibition, Welcome Reception on Tuesday evening, and Tutorial Proceedings.

TUESDAY, FEBRUARY 7, 2012 — 9:00 AM TO 12:00 PM

- TUT #1: Finding the Best Fit for Solid-State in Lighting Applications **\$295** = _____

TUESDAY, FEBRUARY 7, 2012 — 1:00 AM TO 4:00 PM

- TUT #2: Architectural Lighting Design with LEDs **\$295** = _____

*AIA/CES LEARNING UNITS FOR EACH TUTORIAL. *NCQLP CERTIFIED LIGHTING EDUCATION UNITS ARE OFFERED FOR TUTORIAL

- EXHIBITS ONLY PASS** = **FREE**

(Includes access to Exhibit Floor, Welcome & Networking Receptions, and does not include lunches or technical tours.)

PLEASE ADD ALL SELECTIONS AND TOTAL TOTAL PAYMENT DUE = _____

METHOD OF PAYMENT

CHECK ENCLOSED (in US funds only, Payable to SIL/PENNWELL)

CREDIT CARD NUMBER: _____

WIRE (Wire instructions will be provided on invoice)

FULL NAME (as it appears on card): _____

CREDIT CARD MASTERCARD AMEX VISA DISCOVER

CARD HOLDER SIGNATURE _____ EXPIRATION DATE _____

PAYMENTS MUST BE RECEIVED BY PUBLISHED DATE IN ORDER TO RECEIVE EARLY REGISTRATION DISCOUNTS.

Cancellations must be received in writing before January, 22, 2012 in order to receive a refund, minus \$100 administrative charge. After January, 22, 2012, refunds are not available. Substitutions may be made at any time by contacting the registration office in writing.