

Strategies in Light®

The Leading Events for the Global LED and Lighting Industry

February 22-24, 2011
Santa Clara Convention Center
Santa Clara, CA USA

2011 CONFERENCE + EXPO REGISTRATION FORM

3 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 2011 Conference & Exhibition Registration, P.O. Box 973059, Dallas, TX 75397-3059

HOTEL ACCOMMODATIONS

TOLL-FREE: +1 310 235 2647

DIRECT: +1 888 472 7462

FAX: +1 310 235 2648

ONLINE: WWW.STRATEGIESINLIGHT.COM

PROMOTIONAL CODE:

SL11WB

**FREE
GIFT**

**REGISTER FOR
TOTAL ACCESS PASS or
FLEXPASS + 2 Workshops/Tutorials
or HB LED Market Track +
2 Workshop/Tutorials to
RECEIVE YOUR FREE GIFT.**

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. TYPE OF COMPANY OR ORGANIZATION: (SELECT ONE)

- 01 Designer/Specifier/Installer/End-User
 02 LED module/Sub-system manufacturer
 03 LED Equipment and Instrument Supplier
 04 LED Material and Chemical Supplier
 05 Test & measurement/Standards
 06 LED chip manufacturer
 07 Lighting Fixture or display manufacturer
 08 LED packager
 09 Optics and Optical design
 10 Drivers and Power supplies
 11 Equipment/Materials supply for chip manufacturing
 12 Distribution/Sales representation
 13 Financial and Consulting
 14 Academic or Government research
 15 Media and PR
 16 Other, please specify _____

2. JOB FUNCTION: (SELECT ONE)

- 01 Mgt (CEO, President, GM, VP)
 02 Engineering/Product/Technical Manager
 03 Design Engineer
 04 Architect Lighting Designer
 05 Product Eng & Manufacturing
 06 Corp R&D
 07 Distribution and Sales
 08 Purchasing
 09 Consulting
 10 Investment/Financial
 11 Other, please specify _____

3. APPLICATIONS AREAS OF INTEREST: (CHECK ALL THAT APPLY)

- 01 General Lighting
 02 Entertainment and decorative lighting
 03 Vehicles
 04 Signals
 05 Signs and Displays
 06 Mobile Appliances
 07 Industry and medical
 08 Architect/Lighting Designer/Specifier
 09 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
 15 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 Other, please specify _____

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 12/17/10**

TOTAL ACCESS PASS: CHOOSE ANY SESSIONS FROM THE MAIN HB LED MARKET CONFERENCE, LEDS IN LIGHTING CONFERENCE, 4 WORKSHOPS, 3 TUTORIALS, AND SOLID STATE LIGHTING INVESTOR FORUM!

Includes both HB LED Conference and LEDs in Lighting Conference Tracks, SSL Investor Forum, 4 Workshops, 3 Tutorials, Exhibition, 3 Continental Breakfasts, 3 Lunches, Welcome & Networking Receptions and Conference Proceedings for Both Conferences.

- EARLY BIRD** Paid On/Before 12/17/10 **\$2,495** = _____
- Paid After 12/17/10 **\$2,695** = _____
- COLLEAGUE REGISTRATION **DISCOUNT*** **\$2,295** = _____

(*Registrations must be received at the same time in order to receive discount)

FLEXPASS CONFERENCE PASS: CHOOSE ANY SESSIONS FROM THE MAIN HB LED MARKET CONFERENCE OR LEDS IN LIGHTING CONFERENCE.

Includes both HB LED Conference and LEDs in Lighting Conference, Exhibition, 2 Continental Breakfasts and 2 Lunches, Welcome & Networking Receptions and Conference Proceedings for BOTH Conferences.

Note: Workshops or Tutorials are NOT included in the FLEXPASS conference fee.

- EARLY BIRD** Paid On/Before 12/17/10 **\$1,595** = _____
- Paid After 12/17/10 **\$1,795** = _____
- COLLEAGUE REGISTRATION **DISCOUNT*** **\$1,495** = _____

(*Registrations must be received at the same time in order to receive discount)

HB LED MARKET FULL CONFERENCE: CHOOSE ANY 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 or Tutorials are NOT included and must be purchased separately.

- EARLY BIRD** Paid On/Before 12/17/10 **\$1,395** = _____
- Paid After 12/17/10 **\$1,595** = _____
- COLLEAGUE REGISTRATION **DISCOUNT*** **\$1,295** = _____

(*Registrations must be received at the same time in order to receive discount)

PRE-CONFERENCE WORKSHOPS FOR HB LED MARKET

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

TUESDAY, FEBRUARY 22, 2011 – 8:00 AM TO 12:00 PM

- WK #1: Standards for Solid-State Lighting **\$395** = _____
- WK #2: Manufacturing Issues and Strategies for LEDs **\$395** = _____

TUESDAY, FEBRUARY 22, 2011 – 1:00 PM TO 5:00 PM

- WK #3: Understanding What Quality of Light Means for LEDs **\$395** = _____
- WK #4: Test and Measurements for LEDs and LED Systems **\$395** = _____

LEDS IN LIGHTING FULL CONFERENCE: CHOOSE ANY SESSIONS FROM THE LEDS IN LIGHTING CONFERENCE.

Includes LEDs in Lighting Conference, Exhibition, 2 Continental Breakfasts and Wednesday Lunch, Welcome & Networking Receptions and Conference Proceedings.

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

- EARLY BIRD** Paid On/Before 12/17/10 **\$495** = _____
- Paid After 12/17/10 **\$595** = _____

*AIA/CES AND LU'S APPROVALS SUBMITTED FOR ALL PRESENTATIONS

*NCQLD REGISTERED COURSE FOR CERTIFICATION PURPOSES SUBMITTED FOR APPROVAL

PRE-CONFERENCE TUTORIALS FOR LEDS IN LIGHTING

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

TUESDAY, FEBRUARY 22, 2011 – 9:00 AM TO 12:00 PM

- TUT #1: Specifying LED Luminaires: What Lighting Designers and Specifiers Need to Know **\$295** = _____

TUESDAY, FEBRUARY 22, 2011 – 1:00 PM TO 4:00 PM

- TUT #2: Color Science for Lighting **\$295** = _____

WEDNESDAY, FEBRUARY 23, 2011 – 9:00 AM TO 12:00 PM

- TUT #3: LED Lighting Products and Systems for Architects, Engineers and Designers **\$295** = _____

*AIA/CES AND LU'S APPROVALS SUBMITTED FOR ALL PRESENTATIONS

*NCQLD REGISTERED COURSE FOR CERTIFICATION PURPOSES SUBMITTED FOR APPROVAL

SOLID STATE LIGHTING INVESTOR FORUM TUESDAY, FEBRUARY 22, 8:30 AM – 5:00 PM

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 12/17/10 **\$595** = _____
- Paid After 12/17/10 **\$695** = _____

EXHIBITS ONLY PASS

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

= **FREE**

- Lunch is additional for Exhibits Only Pass
- Wednesday
- Thursday
- # of DAYS** _____ x **\$50** = _____

PLEASE ADD ALL SELECTIONS AND TOTAL TOTAL PAYMENT DUE = _____

METHOD OF PAYMENT

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

WIRE (Wire instructions will be provided on invoice)

CREDIT CARD MASTERCARD AMEX VISA DISCOVER

CREDIT CARD NUMBER: _____

FULL NAME (as it appears on card): _____

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, 2011 in order to receive a refund, minus \$100 administrative charge. After January 22, 2011, refunds are not available. Substitutions may be made at any time by contacting the registration office in writing.