

FEBRUARY 27-MARCH 1, 2019

MANDALAY BAY  
CONVENTION CENTER,  
LAS VEGAS

Sponsorship  
Details  
Inside!

# Strategies in Light®

20TH ANNIVERSARY

ADVANCING THE

FUTURE

OF LIGHT

2019 EXHIBITION AND SPONSORSHIP GUIDE

STRATEGIESINLIGHT.COM

OWNED AND PRODUCED BY:  PennWell®

OFFICIAL SUPPORTERS:  Strategies Unlimited.

 LEDs  
MAGAZINE



LIGHTING

# TECHNOLOGY. DEVELOPMENT. APPLICATION.

THE FUTURE OF LIGHTING IS HERE.

**Strategies in Light Las Vegas** brings the entire lighting industry together under one roof, providing a unique 360-degree platform for information exchange, collaboration and networking. As an exhibitor or sponsor, you'll reach thousands of buyers, specifiers and decision makers across multiple segments of the industry to share solutions, build new networks and grow your business. If your marketing objectives include lead generation, brand awareness, and long-term results, this is the place for you.



## MARKETING BENEFITS:



### Exhibitor Marketing Toolkit

We provide complimentary marketing tools to help drive booth traffic, increase your ROI and gain new customers



### Customized Marketing Solutions

Whether you are looking to launch a new product, company, or revitalize an existing brand, we offer customized capabilities to achieve your goals.



### Customer Invitations

We'll do the work for you by providing digital invitations that you can personalize and send to your clients to invite them to visit you.



### Video Opportunities

Our experienced team can provide special video solutions to expand your presence in the market.



### Social Media Exposure

We love to share! We'll make it known to our networks that you'll be exhibiting in 2019. Tweet or post about us? We'll return the favor!

## SALES BENEFITS:



### Brand Awareness

We provide the most integrated platform in the industry to showcase your brand, products and services to the full spectrum of the lighting market.



### New Business Leads

83% of our attendees have involvement or authority in making buying decisions. What does this mean for you? A highly qualified audience with the power to purchase!



### Networking Opportunities

Nothing drives results better than face-to-face networking. We provide a variety of ways to interact with your target audience.



### Insights into New Trends

Representing every aspect of the LED and lighting industry, you'll see first-hand where the future is heading.



### Live Demonstrations

Opportunities to conduct live product demonstrations offer the perfect way to unveil new products or showcase your capabilities.

## WHAT CAN YOU EXPECT FROM YOUR EXHIBITING INVESTMENT?



Opportunities to  
**SHOWCASE**  
your products and services  
to a broad audience of  
attendees across  
**ALL SEGMENTS OF THE  
LIGHTING MARKET**



### QUALIFIED LEAD GENERATION

for new business  
results



**BRANDING**  
opportunities to  
**OPTIMIZE EXPOSURE**  
for your company,  
products and services



### NETWORKING

Cost-efficient  
platform to meet the  
**KEY PLAYERS,**  
interact with existing  
customers and build  
critical new contacts to  
grow your business and  
expand your results

## WHO WILL YOU MEET?

- Corporate Managers
- Design Engineers
- Engineering Managers
- Architects
- Lighting Designers
- Lighting Specifiers
- Product Engineers & Manufacturers
- End Users of LED Products
- Product System Designers
- Corporate R&D
- Investment/Financial Professionals
- Purchasers
- Researchers (Academic, Government)
- Test, Measurement, Quality Control Specialists
- And more

## APPLICATIONS INVOLVED WITH:

- Architectural Lighting
- Backlighting and Projections
- Entertainment and Decorative Lighting
- General Lighting
- Industrial and Medical
- IoT
- Mobile Appliances
- Signals, Signs and Displays
- Sports and Recreational Lighting
- Street and Area Lighting
- UV
- Vehicles

## EXHIBIT



# Strategies in Light®

20TH ANNIVERSARY

## 2019 EXHIBIT OPTIONS

### EXHIBITOR PACKAGE INCLUDES:

- 8'high back drape
- 3'high side drape
- Exhibitor ID and sign number

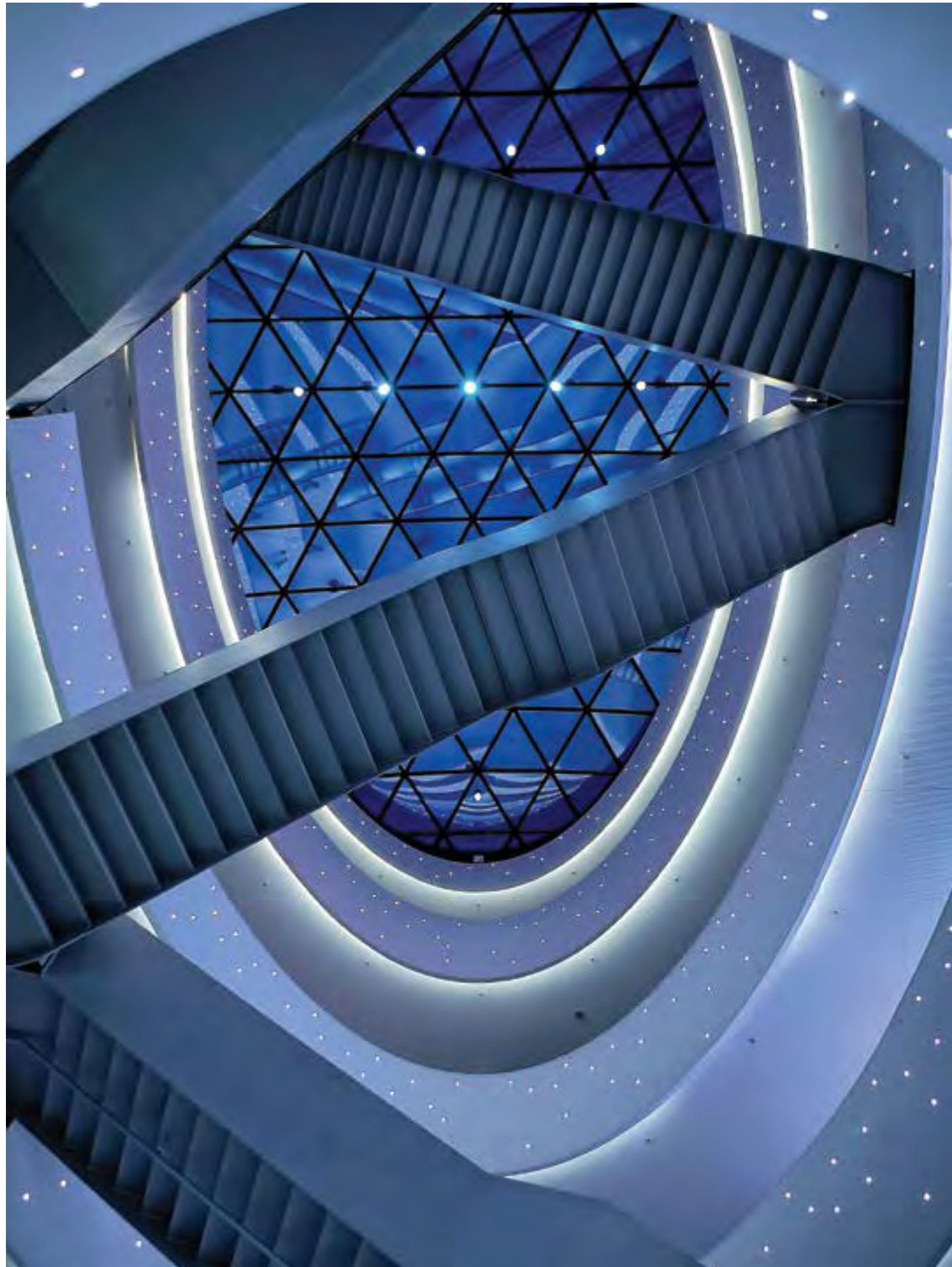
### OPTIONS:

- Premium Space
- Standard Space
- Turnkey Exhibitor Solutions

### HAVE A GREAT SHOW

Our priority is ensuring that you have a great show and meet the right people. To get the exhibitor package that best meets your business needs talk with Tim, Sabrina, or Veronica from our business solutions team.

Most exhibitor packages include Flex Pass. This provides full access to the conference program, keynote session, plenary sessions, receptions, and lunches.



ELEVATE YOUR VISIBILITY

## ADD A **SPONSORSHIP** TO YOUR EXHIBITING INVESTMENT

Build brand awareness and put your products and services in the spotlight with a high-visibility sponsorship package. Featuring a wide variety of options and investment levels, becoming a sponsor positions your company name front and center with thousands of attendees to maximize your exposure before, during and after the event. Join leading companies as a sponsor to get the most out of your exhibiting experience. Don't find exactly what you're looking for? Custom sponsorships are available by contacting your sales representative.

**Full sponsorship package details are available online:**

[STRATEGIESINLIGHT.COM](http://STRATEGIESINLIGHT.COM)

SAPPHIRE

AWARDS

GALA

Sponsorships are now available for the 2019 Sapphire Awards Gala, an evening filled with excitement, glamour and celebration of the most innovative companies in the industry. This high-level, ticketed event brings together the brightest in the business for recognition of products and innovators across 13 categories. Benefit from exceptional visibility of your company brand by becoming a sponsor.

For a look at the 2018 winners and for more information:

[SAPPHIREAWARDS.SECURE-PLATFORM.COM/A](http://SAPPHIREAWARDS.SECURE-PLATFORM.COM/A)

## DIAMOND SPONSORSHIP PACKAGES

**REGISTRATION SPONSORSHIP (BADGEHOLDERS) – Exclusive**

- One (1) complimentary FLEXPASS conference registration
- Sponsor logo (one color) on the event badge holders and lanyards and on accompanying event signage
- Sponsor logo (full color) on kick panels of registration counters
- Sponsor to receive one (1) banner on the live floor plan for 12 Months
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management
- Sponsor logo on floor sticker directly in front of Sponsors booth

**CONFERENCE NOTEBOOK SPONSORSHIP – Exclusive**

- One (1) complimentary FLEXPASS conference registration
- Sponsor logo (one color) on the notebook which is distributed to every conference delegate
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

## RUBY SPONSORSHIP PACKAGES

**CONFERENCE DELEGATE BAG SPONSORSHIP – Exclusive**

- One (1) complimentary FLEXPASS conference registration
- Sponsor logo (one color) on the conference delegate tote bags. Each conference delegate receives the bag and conference materials upon registration
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management
- Sponsor logo on floor sticker directly in front of Sponsors booth

**INVESTOR FORUM SPONSORSHIP – Exclusive**

- One (1) complimentary FLEXPASS conference registration
- Four (4) complimentary passes to the Investor Forum
- Sponsor logo (full color) on signage displayed throughout the Forum area and other strategic locations
- Sponsor logo printed in black on napkins used at Investor Forum Lunch
- Sponsor logo (full color) imprinted on table tent cards displayed on tables at Investor Forum Lunch
- Distribution of sponsor promotional materials within the Investor Forum meeting room (table provided in back of the room)
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

**EXPO VISITOR GIVEAWAY SPONSORSHIP – Exclusive**

- One (1) complimentary FLEXPASS conference registration
- Sponsor logo (one color) imprinted on 1,500 gifts to be distributed to Visitors via the Visitor attendee bag. Each Exhibition Only attendee receives the bag upon registration
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

**EXPO TOTE BAG SPONSORSHIP – Exclusive**

- One (1) complimentary FLEXPASS conference registration
- Sponsor logo (one color) imprinted on the plastic Expo visitor bags. Each Exhibition Only attendee receives the bag upon registration
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

**ROTATING KIOSKS SPONSORSHIP – NINE (9) SIDES AVAILABLE**

- Sponsor to receive a custom printed graphic on a Rotating Kiosk on the Exhibition Floor in a pre-determined location (TBD by Show Management)
- Kiosk (lit from within and rotating) includes 1 (full color) panel with custom graphics
  - Panel Size: approximately 6'h x 4'w
  - Single sided panel only
  - Artwork must be provided by sponsor in Illustrator format by December 31, 2018
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

**HOUSING PACKAGE SPONSORSHIP – Exclusive**

- Sponsor logo (full color) on the header of the HTML Hotel Reservation Confirmation sent to every guest within the SIL US Hotel Room block, via Preferred Convention Services.
- Sponsor recognized with logo (black & white) in Strategies in Light Welcome Letter issued at front desk upon check-in at participating hotels to guests registered for Strategies in Light
- Sponsor logo (full color) on pdf Hotel Reservation form displayed on the event website
- Event Website: Hotel Information Page Sponsor (banner ad) to be displayed from signature of contract through March 1, 2019
- Sponsor logo (full color) on signage displayed throughout the event
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

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## SPONSORSHIP PACKAGES

### AISLE SIGNS CUSTOM SPONSORSHIP – Exclusive

- One (1) complimentary FLEXPASS conference registration
- Sponsor logo (full color) placed on each aisle sign on exhibit floor
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management
- Sponsor logo on floor sticker directly in front of Sponsors booth

### EMERALD SPONSORSHIP PACKAGES

#### MARKET TRACK SPONSORSHIP – Exclusive

- ONE (1) complimentary FLEXPASS conference registrations
- Sponsor logo (full color) on signage displayed throughout the sponsored conference track area and other strategic locations
- Gold listing in the Strategies in Light Event Guide
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management
- Opportunity to place printed material on each seat in Market Track

#### TECHNOLOGIES TRACK SPONSORSHIP – Exclusive

- ONE (1) complimentary FLEXPASS conference registrations
- Sponsor logo (full color) on signage displayed throughout the sponsored conference track area and other strategic locations
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management
- Opportunity to place printed material on each seat in TECHNOLOGY CONFERENCE Track

#### LIGHTING TRACK SPONSORSHIP – Exclusive

- ONE (1) complimentary FLEXPASS conference registrations
- Sponsor logo (full color) on signage displayed throughout the sponsored conference track area and other strategic locations
- Gold listing in the Strategies in Light Event Guide
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management
- Opportunity to place printed material on each seat in LIGHTING Track

#### CONFERENCE PEN SPONSORSHIP – Exclusive

- One (1) complimentary FLEXPASS conference registration
- Sponsor logo (one color) imprinted on the pens distributed to all conference delegates
- Sponsor logo (full color) displayed on event signage
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

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## SPONSORSHIP PACKAGES

### SOCIAL MEDIA SPONSORSHIP – Exclusive

Sponsor logo (full color) on graphics at Social Media Plasma screen, setup in high traffic area to be determined by Show Management

#### Twitter

- Two (2) Tweets per day at the event (Wednesday-Thursday-Friday) to drive attendees to sponsor's booth or specific conference sessions. Message to be provided by sponsor with final approval by Show Management.

#### Facebook

- Three (3) Postings in the 1 month leading up to the event promoting Sponsor's participation. Message to be provided by sponsor with final approval by Show Management.
- Two (2) Postings per day at the event (Wednesday-Thursday-Friday) to drive attendees to sponsor's booth or specific conference sessions. May include company logo. Message to be provided by sponsor with final approval by Show Management.

#### LinkedIn

- Two (2) LinkedIn posts per day at the event (Wednesday-Thursday-Friday) to drive attendees to sponsor's booth or specific conference sessions. May include company logo. Message to be provided by sponsor with final approval by Show Management.

#### PLUS:

- Sponsor logo (full color) displayed on event signage
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

### CONFERENCE PROCEEDINGS SPONSORSHIP – Exclusive

- Sponsor logo (full color) imprinted on postcards provided to all conference delegates with access code to online Conference Proceedings link
- Sponsor logo (full color) displayed on the user name and password entry page where attendees must enter their information to access the on-line Conference Proceedings
- Sponsor web-link posted on the user name and password entry page where attendees must enter their information to access the on-line Conference Proceedings
- One (1) full page Ad on the back cover of the official Strategies in Light Event Guide (ad material to be provided by Sponsor)
- Access to the Conference Proceedings available to be purchased by Executives who are unable to attend the Conference
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

### YOU ARE HERE SPONSORSHIP – Exclusive

- Sponsor of the "You Are Here" Map located right outside Exhibit Hall and Conference Area
- Full color sponsor logo located on the map
- Sponsor booth highlighted on the map
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

**MOBILE EVENT APP SPONSOR – Exclusive**

- Exclusive sponsor logo to appear at the bottom of the dashboard screen and link to the sponsors enhanced exhibitor listing. Ad size: 455x80 pixels
- Splash screen to include sponsor and event logo combined for one image. Splash screen will appear for 3 seconds every time the app is launched
- Sponsor logo included in “Top Banner” location with event logo & branding. Banner size 639 pixels x 316 pixels
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

**MOBILE APP PUSH NOTIFICATION SPONSORSHIP – 4 Available (1 text per day)**

- Your company message sent to Strategies in Light attendees who registered for mobile updates at one (1) scheduled time each day Tuesday – Friday (February 26-March 1). Message length may not exceed 100 characters per text. Delivery times based on set schedule, first come first serve. Each sponsor message will be sent separate and apart from any other sponsor message or from Show Management messaging.
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

**CONFERENCE LUNCHEON SPONSORSHIP – Two (2) Available**

- One (1) complimentary FLEXPASS conference registration
- Sponsor logo (full color) on signage displayed during the Luncheon
- Sponsor logo printed in black on napkins at designated Conference Luncheon
- Sponsor logo (full color) imprinted on table tent cards at tables throughout Luncheon area
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

**NETWORKING RECEPTION – Ten (10) Available**

- One (1) complimentary FLEXPASS conference registration
- One (1) bar in sponsor’s booth, final placement to be determined by Show Management
- Sponsor logo (full color) on signage displayed during the Networking Reception
- Sponsor logo printed in black on napkins on bar
- Sponsor logo (full color) on tent cards placed on bar
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

**WELCOME RECEPTION SPONSORSHIP – Ten (10) Available**

- One (1) complimentary FLEXPASS conference registration
- One (1) bar in sponsor’s booth, final placement to be determined by Show Management
- Sponsor logo (full color) on signage displayed during the Welcome Reception
- Sponsor logo printed in black on napkins on bar
- Sponsor logo (full color) on tent cards placed on bar
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

## OPAL SPONSORSHIP PACKAGES

**PRIORITY PASS SPONSORSHIP – Exclusive**

- Sponsor provided banner included on the Priority Pass email blast sent to all pre-registered attendees for the Conference, which will be sent out approximately 3-4 days prior to the Conference and allows for the attendee to walk up and scan the barcode included in the email at the Priority Pass Registration counter. Exact submission requirements to be confirmed by Show Management.
- Sponsor Logo set as the screen saver on the Pre-Registered station
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

**COFFEE BREAK SPONSORSHIP – Two (2) Available**

- Sponsor logo (black) printed on napkins used at coffee stations
- Sponsor logo (full color) on table tents displayed at coffee stations, exact locations to be determined by Show Management
- Sponsor logo (full color) displayed in the lobby and conference areas
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

**EXHIBITOR PRESENTATION SPONSORSHIP – Multiple**

- Present your 45-minute seminar to attendees on the topic of your choice in the presentation area on the exhibit floor.
- Presentations featured in the conference program of the official printed Show Guide and in the online agenda
- Sponsor’s full-color logo featured on signage at presentation area
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

**FLOOR GIVEAWAY SPONSORSHIP – Multiple**

- Sponsor logo (full color) on 8 ½” x 11” easel-back sign displayed in sponsor’s booth on exhibition floor
- Sponsor logo (full color) on sign displayed on show site along with other sponsor logos
- Sponsor name and booth number on passport provided to all delegates
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

# Strategies in Light<sup>SM</sup>

## SPONSORSHIP PACKAGES

### CONFERENCE BREAKFAST SPONSORSHIP – Three (3) Available

- Sponsor logo (full color) on signage displayed in lobby and conference areas
- Sponsor logo (black & white) printed in black on napkins
- Sponsor logo (full color) imprinted on table tent cards displayed at breakfast
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

### CUSTOM CARPET OVERLAY SPONSORSHIP – Multiple Available

- Five (5) custom designed 4' x 4' carpet overlays to be placed as determined by sponsor and sales
- Sponsor to design graphic elements and send art by November 15, 2018
- Artwork subject to review by PennWell management
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management

### CANTINA SPONSORSHIP - MULTIPLE AVAILABLE -

- One kegator to be placed in sponsor booth on Thursday, February 28 from 2pm – 5pm.
- Sponsor logo on 150 12-oz cups to be distributed with beer in your booth
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show management

### SOCIAL MEDIA BOOST SPONSORSHIP – Three (3) Available

- 2 social media boosts on Twitter and Facebook the week of the show
- PennWell will boost one from Tuesday, February 26 to Wednesday, February 27 and then boost the other from Thursday, February 28 to Friday, March 1 per channel. Boosts are broken up per day for optimal exposure and reach.
  - o Client to Provide:
    - Content or Articles they would like use to create a post
    - Photos or visual content to be paired with social posts, if applicable
- Links to be paired with social posts, if applicable
- Sponsor logo on Keynote PowerPoint Slide
- Sponsor logo and hotlink on the Strategies in Light event website
- Sponsor logo in the Strategies in Light Pre-Conference Guide if signed by October 19, 2018
- Sponsor logo in the Strategies in Light onsite Event Guide if signed by January 2019
- Sponsor logo on Sponsor Thank You signage onsite, exact location to be determined by Show Management



# SPONSORSHIP PACKAGES

## SAPPHIRE AWARDS GALA EVENT SPONSORSHIPS

### GOLD TABLE – MULTIPLE SPONSORS

- One (1) VIP Table of 10 in the front row
- Visibility on the post-show promo video
- Sponsor logo on Sapphire Awards on-site signage
- Sponsor logo will appear on a Sapphire Awards print advertisement in LEDs Magazine
- Sponsor logo will appear on Sapphire Awards marketing material (i.e. email promotions, website)
- Sponsor logo to run on presentation screen at gala event (to be shared with other sponsors)
- Sponsor to be mentioned in event Welcome presentation
- Sponsor logo will appear on print advertisement in LEDs Magazine congratulating winners following the event

### SILVER TABLE – MULTIPLE SPONSORS

- One (1) VIP Table of 10 in the second row
- Visibility on the post-show promo video
- Sponsor logo on Sapphire Awards on-site signage
- Sponsor logo will appear on a Sapphire Awards print advertisement in LEDs Magazine
- Sponsor logo will appear on Sapphire Awards marketing material (i.e. email promotions, website)
- Sponsor logo to run on presentation screen at gala event (to be shared with other sponsors)
- Sponsor to be mentioned in event Welcome presentation
- Sponsor's logo will appear on print advertisement in LEDs Magazine congratulating winners following the event

### VIP TABLE – MULTIPLE SPONSORS

- One (1) VIP Table of 10, location will be next best available
- Sponsor logo on Sapphire Awards on-site signage
- Sponsor logo will appear on a Sapphire Awards print advertisement in LEDs Magazine
- Sponsor logo will appear on Sapphire Awards marketing material (i.e. email promotions, website)
- Sponsor logo to run on presentation screen at gala event (to be shared with other sponsors)
- Sponsor to be mentioned in event Welcome presentation

### PRODUCT/PROJECT CATEGORY – MULTIPLE SPONSORS

- Two (2) VIP tickets
- Sponsor logo (full color) prominently displayed during the announcement of winners at the Sapphire Awards Gala
- Sponsor has the opportunity for an executive to announce the category winner
- Sponsor logo on Sapphire Awards on-site signage
- Sponsor logo to run on presentation screen at gala (to be shared with other sponsors)

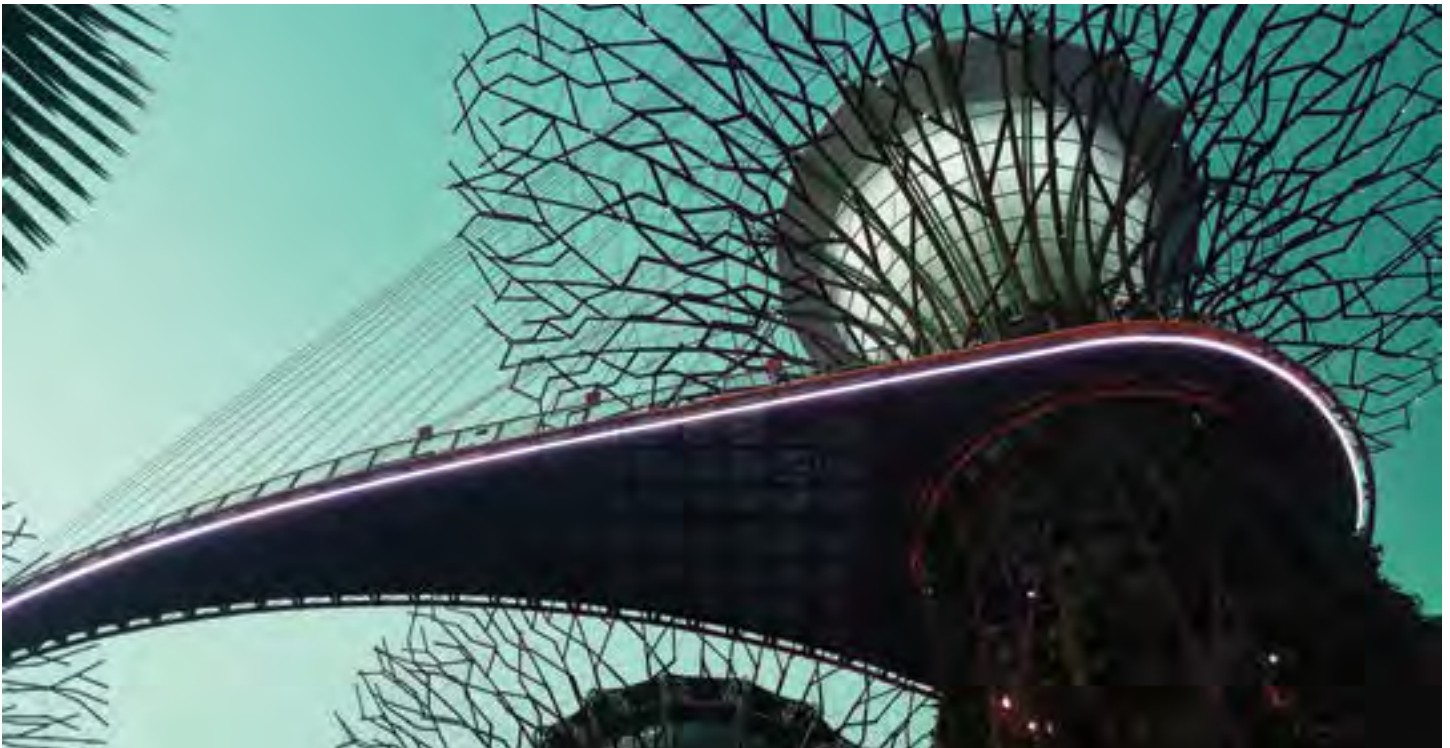
### WELCOME RECEPTION – EXCLUSIVE

- Exclusive sponsor of the Sapphire Awards Welcome Reception
- Sponsor logo on the Step and Repeat Banner
- (1) color sponsor logo on cocktail napkins that will be used during the welcome reception
- Sponsor to receive a custom drink name with Company Name incorporated into drink name
- Drink name and ingredients to be on a table tent at the bar that includes sponsor logo
- (1) color sponsor logo on LED ice cube to be placed in martini
- Full color sponsor logo on bar kick panel in conjunction with the Sapphire Awards logo
- During the welcome reception, PennWell will provide beer, wine, custom martini, and champagne with light hors-d'oeuvres
- Sponsor logo on Sapphire Awards on-site signage
- Sponsor logo to run on presentation screen at gala (to be shared with other sponsors)

### SOCIAL MEDIA – EXCLUSIVE

- Sponsor logo (full color) on graphics on two (2) social media plasma screens, set up in high traffic area within Sapphire Awards ballroom. Exact location to be determined by show management
- Sponsor logo on Sapphire Awards on-site signage
- Sponsor logo to run on presentation screen at gala (to be shared with other sponsors)
- Sponsor logo to show as the “Brought to you by” sponsor in the post-event winners video filmed and produced by the PennWell video team





BOOK YOUR EXHIBIT SPACE AND SPONSORSHIP  
EARLY FOR PRIME AVAILABILITY



**Tim Carli**  
**USA West Coast and Asia**

☎ Ph: +1.510.701.0512  
✉ Email: TCarli@PennWell.com



**Sabrina Straub**  
**USA Southeast, Canada West & Europe**

☎ Ph: +1.603.770.6569  
✉ Email: SabrinaS@PennWell.com



**Veronica Foster**  
**USA Northeast & Canada East**

☎ Ph: +1.918.832.9256  
✉ Email: VeronicaF@PennWell.com

**For more information, visit us!**

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