

IALD Enlighten Americas 2009: Leading with Light

9th Annual IALD Conference

39th IALD Annual Meeting

8 – 10 October 2009

Sonoma County, California USA



The Benefits of Sponsorship

We can't do it without you. Enlighten Americas, the IALD Annual Conference, grows every year in educational offerings, networking opportunities and attendance. In 2008, conference attendance once again grew as more than 250 lighting professionals met in Cancun, Mexico, for the most successful international IALD conference yet. This year, Enlighten Americas 2009: Leading with Light will travel to Sonoma County, California USA, on 8 – 10 October 2009.

The success of this conference is built on the generous contributions of its members, partners and sponsors in the lighting community. Through the support of our sponsors, we are able to provide our attendees with programs and events essential to maintaining successful businesses and industry standards. This year, more than ever, we need your help to make Enlighten Americas 2009 a success. Gain exposure for your company, enhance your visibility among influential specifiers and demonstrate your continued commitment to the lighting industry.

There are many opportunities available and at various price points. Join us at the Gold, Silver or Bronze level, sponsor a seminar, host an event or select from a variety of other opportunities that will put your name in front of all conference attendees.

All sponsors supporting the conference will receive the following benefits:

- Visibility for your company's brand in conference materials and at your conference events.
- Recognition by the IALD President during the IALD Annual Meeting Luncheon
- Your company logo and a free link to your website will be included on the sponsorship page on www.iald.org.
- Inclusion in press releases and literature before and after the conference e-mailed to our complete media list of industry and association publications as well mailed as to prospective attendees.
- Your logo prominently featured on sponsorship recognition signage throughout the conference.
- List of Enlighten 2009 attendees for post-conference knowledge sharing and client building.

We are pleased to announce that sponsorships for the Friday Evening Special Event and Saturday Evening Closing Gala are already sold out!

- ❖ Friday Evening Special Event has been sponsored by Acuity Brands Lighting.
- ❖ Saturday Evening Closing Gala has been sponsored by Lightolier.

We thank everyone for their most generous sponsorship of this year's conference.

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Sponsorship/Promotional Partners Opportunities

BE A LEADING LIGHT

\$ 13,000 USD - Gold Level Sponsorship

- One year membership in the Lighting Industry Resource Council (LIRC).
- One Lighting Cross Talk Table (\$8,000 value).
- Recognition as a Gold Level Sponsor at all events.
- One ad in the IALD Conference Proceedings.
- One ad promoting your company to run on the IALD website for 3 months (\$2,250 value).
- Four e-reflection sponsorships including 100 word promotional copy and banner (\$1,600 value).
- Three complimentary full conference registrations (\$1,500).

\$ 11,000 USD - Silver Level Sponsorship

- One year membership in the Lighting Industry Resource Council (LIRC).
- One Lighting Cross Talk Table (\$8,000 value).
- Recognition as a Silver Level Sponsor at all events.
- One ad in the IALD Conference Proceedings.
- One ad promoting your company to run on the IALD website for 2 months (\$1,500 value).
- Two complimentary full conference registrations (\$1,000 value).

\$ 9,000 USD - Bronze Level Sponsorship

- One year membership in the Lighting Industry Resource Council (LIRC)
- One Lighting Cross Talk Table (\$8,000 value).
- Recognition as a Bronze Level Sponsor at all events.
- One ad in the IALD Conference Proceedings.
- One ad promoting your company to run on the IALD website for 1 month (\$750 value).
- One complimentary full conference registration (\$500 value).

Call for Details – Presidents Opening Reception

Host the opening reception at the Doubletree Hotel – a favorite kickoff event for all attendees.

- One Lighting Cross Talk Table (\$8,000 value).
- Recognition as a Bronze Level Sponsor at all events.
- One ad in the IALD Conference Proceedings.
- One ad promoting your company to run on the IALD website for 1 month (\$750 value).
- One complimentary full conference registration (\$500 value).

SPONSOR A SEMINAR

The core of this conference, the educational seminars, speaks to the needs of our attendees. Choose to sponsor an educational seminar; your sponsorship will bring speakers and presentations to new heights.

\$ 6,000 USD Sponsorship Includes:

- Recognition as the sponsor host.
- Introduce your event and speaker.
- Display your marketing collateral at your seminar.
- One complimentary full conference registration.

HOST AN EVENT

It's all about the networking, connecting with fellow associates and meeting new ones. Host one of the conference events and receive:

- Exclusive recognition as the sponsor of your event.
- Welcome your guests to your event.
- One complimentary full conference registration.
- Opportunity to place collateral/take away items at your event.

- \$ 5,000 USD** Breakfast Buffet (2 available, multiple sponsors invited)
- \$ 6,000 USD** Buffet Luncheon (1 available, multiple sponsors invited)
- \$ 3,500 USD** Networking Breaks (4 available, multiple sponsors invited)

ENLIGHTEN GOES GREEN

Enlighten Americas 2009 Attendee Totes

Manufactured from recycled materials, these high-quality registration bags distributed to all attendees are imprinted with IALD and sponsor logos. Take full advantage of your sponsorship dollars through this opportunity, carried by attendees for the duration of the conference well after Enlighten 2009 has ended.

\$8,000 USD Exclusive Sponsorship Includes:

- One Lighting Cross Talk Table
- Recognition as the sponsor.
- One complimentary full conference registration.

Enlighten Americas 2009 Attendee Lanyards

Each 100%-organic cotton identification lanyard distributed at registration will be emblazoned with your logo and/or company name, providing maximum visibility and demonstrating your company's dedication to environmental preservation.

\$3,500 USD - Exclusive Sponsorship Includes

- Recognition as the sponsor.
- One complimentary full conference registration.

NEW FOR 2009

Enlighten Americas 2009 Attendee Keycards

Conference attendees carry their hotel key cards with them all of the time. Add your own greeting and logo to every keycard. Each time a conference attendee uses the keycard to enter a hotel room, your message will be prominently displayed.

\$3,500 USD – Exclusive Sponsorship Includes

- Recognition as the sponsor.
- One complimentary full conference registration.

Enlighten Americas 2009 Keycard Presentation Folders

Presentation folders protect hotel key cards and offer another avenue for you to get your name and message in the hands of attendees. An Enlighten 2009 At a Glance Schedule of conference events will also be included on the presentation folder so attendees will carry this everywhere they go.

\$3,500 USD – Exclusive Sponsorship Includes

- Recognition as the sponsor.
- One complimentary full conference registration.

Enlighten Americas 2009 Hotel Door Hangers

Add your own message to those boring "do not disturb" door hangers, display your logo. It will be the last thing that attendees will see at night and the first thing they see in the morning.

\$3,500 USD – Exclusive Sponsorship Includes

- Recognition as the sponsor.
- One complimentary full conference registration.

Support the lighting design industry and become a sponsor!

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Sponsor Reservation Form

- _____ \$ 13,000 Gold Level Sponsor
- _____ \$ 11,000 Silver Level Sponsor
- _____ \$ 9,000 Bronze Level Sponsor
- _____ \$ 6,000 Educational Seminar Sponsor

- ~~_____ \$ 8,000 Enlighten Americas Attendee Totes (only one available)~~
- _____ \$ 3,500 Enlighten Americas Attendee Lanyards (only one available)
- ~~_____ \$ 3,500 Enlighten Americas Attendee Keycards (only one available)~~
- _____ \$ 3,500 Enlighten Americas Keycard Presentation Folders (only one available)
- _____ \$ 3,500 Enlighten Americas Hotel Door Hangers (only one available)

- _____ Call for details Thursday Evening President's Opening Reception
- ~~_____ \$ 5,000 Friday Morning Buffet Breakfast~~
- _____ \$ 3,500 Friday Morning Networking Break
- _____ \$ 6,000 Friday Buffet Luncheon
- ~~_____ \$ 3,500 Friday Afternoon Networking Break~~
- _____ \$ 5,000 Saturday Morning Buffet Breakfast
- _____ \$ 3,500 Saturday Morning Networking Break
- _____ \$ 3,500 Saturday Afternoon Networking Break
- _____ \$ 2,000 Lighting Cross Talk Table Only – Diamond Level LIRC Member Only
- _____ \$ 3,000 Lighting Cross Talk Table Only – Emerald Level LIRC Member Only

(All prices are quoted in US dollars)

SIGN ME UP

Name: _____

Company: _____

Address: _____

City: _____ State _____ Postal Code _____ Country _____

Tel: _____ E-mail: _____

Amount: _____

Method of Payment: Visa MasterCard American Express Discover

Card # _____ Expiry date: _____

_____ Check: Please make checks payable to the International Association of Lighting Designers

Return to:

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