

SSLdesign Summit 2008
A Solid State Lighting Design event
Sheraton on the Hudson – Weehawken, NJ

August 26-27, 2008

**Solid State
Lighting Design**
a Veriphos Communications LLC Publication
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REGISTRATION AND SPONSORSHIP PRICING

REGISTRATION

Registration, per person:	\$1295
Additional attendees	\$1095
Qualified lighting specifiers, designers, and IALD Members	\$ 895
Additional specifiers/designer company attendee	\$ 825

SPONSORSHIPS (all include showcase reception table space)

Diamond Showcase Reception (includes 3 registrations):	\$6,590
Diamond Registration Banner (includes 3 registrations):	\$6,290
Diamond Lunch - (includes 3 registrations)	\$5,390
Platinum Networking Breaks	
- (includes 2 registrations valued at \$2390):	\$3,590
Platinum Welcome AM Coffee	
- (includes 2 registrations):	\$3,290
Gold Sponsor - unlimited (includes 2 registrations and showcase):	\$2,990

APPROXIMATE CONFERENCE TIMES

Tues Aug 26	8AM	Registration and welcome coffee
	9AM	Conference day 1 with lunch
	5PM	Evening showcase and reception
Wed Aug 27	9AM	Conference day 2 with lunch
	4PM	Conference conclusion

Rates subject to change without notice. When rates increase, those who have already purchased a package will be guaranteed the rate they signed up for.

Sponsorships and advertising are non-refundable.

Prompt payment arrangements assure your priority and selection.

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PREMIUM SPONSORSHIP BENEFITS

Solid State Lighting Design is offering two levels of Premium Sponsorship: **Diamond and Platinum**. For any level of Premium Sponsorship, you will receive the following benefits:

- ❑ A chosen or assigned function where you will receive online agenda, printed agenda and on-site recognition. **Any sponsor may choose more than one type of sponsorship or sponsorship slot for this conference (see Multiple Sponsorships on the next page)**
- ❑ Solid State Lighting Design will provide name/link or linked logos from our conference sites to your web page. **We expect the SSLdesign Summit site to enjoy over 50,000+ page viewings and each of those pages will include the Diamond and Platinum sponsors!**
- ❑ The specified number of conference tickets (full registrations, including receptions, lunch and proceedings) for your representatives or your customers
- ❑ You may submit marketing/promotional material to be included with the conference handouts that will be distributed on-site to all attendees. 150 pieces required.
- ❑ Your company will be cited in all email announcements and brochures promoting the conference
- ❑ Press releases and advertisements will cite your role as sponsor
- ❑ You will be provided an assigned time during the conference where your company representatives may make a literature “seat drop” to provide every conference attendee with a single stand-alone literature or promotional item.

Please note:

There will not be a full-time exhibition - A premium sponsor literature table will be available.

Common benefits of each sponsorship level are described in detail below:

Diamond Sponsor \$7490 - \$5390	Platinum Sponsor \$3590 – \$3290
Exclusive Positioning – 5 available	Prominent Positioning – 5 available
Primary logo on front cover of binder, web site, promotional materials, conference proceedings, etc.	Prominent logo on front cover of binder, web site, conference proceedings, etc.
Logo linked to your company website	Logo linked to your company website
3 conference tickets covering all events and sessions (\$3485 value)	2 conference tickets covering all events and sessions (\$2390 value)
Function sponsorship, including signage and acknowledgment on agenda	Break or day welcome sponsorship, including signage and acknowledgment on agenda
Literature/promotional item drop at two points during the conference (1 item per drop)	Literature drop in conjunction with your assigned function (1 item)
2 page insert in Conference Handouts	1 page insert in Conference Handouts
100 word description in conference binder	50 word description in conference binder

When you join us as a Premium Sponsor, we will need a copy of the signed agreement and an electronic copy of your logo and agreed-upon payment arrangements so that may activate your logo presence. Diamond sponsors will need to provide a 50-word and 100-word as soon as possible following sign-up.

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SPONSORSHIP COMMITMENT FORM

If you would like to participate as a premium sponsor, please indicate as follows:

<input type="checkbox"/> Please sign us up as a Diamond Sponsor	<input type="checkbox"/> Please sign us up as a Platinum Sponsor
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The following function sponsorships are available as part of the Diamond and Platinum sponsorship levels. You will receive the following benefits:

- Company will be listed as a Function Sponsor in the conference program and on any/all the brochures that will be used to market the conference.
- You may submit the specified number of double-sided sheet(s) of marketing/promotional material to be included with the conference handouts that will be distributed to all attendees. These inserts will represent significant exposure for your company to a targeted audience. Expect 150 literature pieces to be required
- Signage indicating company’s sponsorship will be prominently displayed at the specified function.
- Acknowledgement, and linked logo in the corresponding area of the online agenda at the Solid State Lighting Design conference website. Viewings of previous conference agendas have numbered in the tens of thousands.

Note on multiple sponsorships: Any sponsor may choose more than one sponsorship slot or type of sponsorship for this event. In the instance that a diamond sponsor elects multiple diamond slots, they will be elevated to a “Premier Diamond” slot, receiving a larger logo image size than the standard diamond position. Combining a diamond and platinum slot will provide a second logo position in the platinum section along with the standard diamond logo size and position.

Agreed to by:

Signature, Name and Company Name

Date

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ADVANCE SPONSORSHIP FUNCTION SELECTION FORM

The following function sponsorships are available. Please indicate your preference for the sponsorship level you have agreed to by checking one of the boxes. For multiple sponsorship slots, check more than one box. In the event that function has already been allocated we will contact you to determine your next choice.

<input type="checkbox"/> We are selecting multiple sponsorship slots (Choices are indicated)	<input type="checkbox"/> We are selecting a single sponsorship slot (Multiple selections indicate preferred choices)
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<p>Diamond Level – see individual prices noted</p> <ul style="list-style-type: none"> <input type="checkbox"/> Badge Sponsor – Conference badge holders will include your company logo – \$7490 <input type="checkbox"/> Reception Sponsor – You may supply a color foam board sign up to 8ft x 3ft for the reception evening – \$6590 <input type="checkbox"/> Registration Sponsor – You may supply a color foam board sign up to 8ft x 3ft for the registration area – \$6290 <input type="checkbox"/> Lunch Sponsor – Table signage with your logo will be provided – \$5390 	<p>Platinum Level -- \$3,590 for breaks \$3,290 for welcome</p> <ul style="list-style-type: none"> <input type="checkbox"/> Morning Welcome on Aug 26th <input type="checkbox"/> Morning Coffee Break on Aug 26th <input type="checkbox"/> Afternoon Snack Break on Aug 26th <input type="checkbox"/> Morning Welcome on Aug 27th <input type="checkbox"/> Morning Coffee Break on Aug 27th <p>Each include table signage with company logo</p>
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PROMOTION COMMITMENT FORM

Promotion is the key ingredient to the success of any conference. The more positive efforts that the participants collectively put into all aspects of a conference, the more they will all get out of it. As part of your position as a Premium Sponsor, we need your commitment to a formal promotion effort of the SSLdesign Summit for 2008.

Your promotion of the SSLdesign Summit can take one of two forms, or both if you prefer. Email broadcasts are a very cost effective way to reach your potential customers and invite them to join you for the Summit and showcase evening. The SSLdesign Summit can support you with core content and wording that you can then customized for your promotion. If you opt to undertake the email promotion, you are committing to broadcasts to a list of at least 100 customers or prospects in the period 8 to 6 weeks prior to the conference, and again in the period 4 to 3 weeks prior to the conference. The email broadcasts do not need to be exclusively related to the SSLdesign Summit, but it should be prominently featured in some fashion within the communication. The Email broadcast expenses are the responsibility of the sponsor.

The second option is the use of direct mail post-cards, which we can provide to you, or you may generate and utilize direct mail materials of your own. We will need to you specify the number of direct mail cards that you would like us to provide to you. If you opt to undertake the direct mail promotion, you are committing to mailing to a list of at least 100 customers or prospects in a time frame of approximately 5 weeks before the conference. Mailing expenses are the responsibility of the sponsor.

<input type="checkbox"/> We are committing to undertake email promotion	<input type="checkbox"/> We are committing to direct mail cards or materials that we will provide ourselves
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As a Premium Sponsor, please acknowledge your commitment to the promotion program preference you indicated:

Signature, Name and Company Name

Date

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GOLD SPONSORSHIP COMMITMENT FORM

The SSLdesign Summit is offering a specially priced Gold Sponsorship package to help support added exposure at minimal additional cost. As a Gold Sponsor, you will receive the following benefits:

- Two full conference tickets, including full registrations lunches, reception, and proceedings, for you, your customers or representatives (a \$2390 value).
- Solid State Lighting Design will provide name/link or linked logos in the “gold sponsors” section of our conference site. Logos will link to your company web page.
- A one page literature insert in the Gold Sponsor section of the conference handouts.
- Literature position on the Gold Sponsor literature table in the foyer/reception area

Specific benefits of the Gold sponsorship level are summarized below:

Gold Sponsor	\$2990
<i>Note: This advance rate is time limited</i>	
Logo on Gold Sponsor section of web site	
Website logo linked to your company website	
2 conference tickets covering all events and sessions	
Showcase table position	
Single page insert in Gold Sponsor section of the notebook	

____ **Please sign us up as a Gold Sponsor for the special advance rate of \$2990**

Agreed to by:

Signature, Name and Company Name

Date

When you sign up as a Gold Sponsor, we will need a copy of the signed agreement and an electronic copy of your logo.

Payment arrangements will be credit card, wire transfer or USA bank check.

Since the benefits of sponsorship exposure start immediately, all sponsorships are non-refundable. For special circumstances, we may be able to consider Solid State Lighting Design website services (listings, etc) as a partial reimbursement.

Rates subject to change without notice. If rates increase, those who have already purchased a package will be guaranteed the rate in effect at the time of their registration commitment.