

SSL Summit 2010 Series
A Solid State Lighting Design event
Los Angeles, January 2010
Taiwan, Q2 2010
NY/NJ, October 2010

**Solid State
Lighting Design**
a Veriphos Communications LLC Publication
1604 Potomac
Cedar Park, Texas 78613 USA
Tel: +1 512-257-9888
Fax: +1 866-565-4550
Email: tomg@ssldes.com
www.SSLsummit.com

ADVANCE REGISTRATION AND SPONSORSHIP PRICING
(All prices in US dollars – See individual events for single-conference pricing)

ADVANCE REGISTRATION	US (ea)	Taiwan
Advance registration, per person	\$1295	\$1095
Additional company attendees	\$1095	\$995
Qualified lighting, facility and sustainability decision-makers, IES and IALD Members (additional organizations qualify at the Taiwan Summit, see Taiwan information below*)	\$ 395	\$295
Additional decision-maker company attendees	\$ 350	\$250

ADVANCE SPONSORSHIPS - All include showcase display. Diamond and Platinum sponsorships include 5-month logo insertion in Solid State Lighting Design, the most widely read online publication dedicated to news on LED lighting in the built environment.

	US Only	Full Series
Diamond Badge (Logo on every badge/holder plus 3 registrations):	\$13,700	\$18,500
Diamond Showcase Reception (includes 3 registrations):	\$12,950	\$16,975
Diamond Registration Banner (includes 3 registrations):	\$12,550	\$16,295
Diamond Lunch - 2 available (includes 3 registrations)	\$10,900	\$14,255
Platinum Networking Breaks - 3 available (includes 2 registrations):	\$7,950	\$10,175
Platinum Welcome AM Coffee - 2 available (includes 2 registrations):	\$7,390	\$9,325
Gold Sponsor – no limit (incl 2 registrations and US showcase):	\$5,550	\$7,350

***Notes on Taiwan event:**

The discount qualification group in Taiwan will also include Government, University and Nat'l Lab.

Advance 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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ADVANCE 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:

- ❑ Solid State Lighting Design will provide name/link or linked logos from our conference sites to your web page. **We expect the SSL Design Summit site to enjoy over 75,000 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 breaks) for your representatives or your customers
- ❑ A chosen or assigned function where you will receive online agenda, printed agenda and on-site recognition.
- ❑ 5 month linked logo/banner position on Solid State Lighting Design, online home and news pages. As the most widely read online news site dedicated to LED applications in the general lighting market, you can expect close to **2 million page view impressions** (standard pricing for this position is \$4000!)
- ❑ You may submit marketing/promotional material to be inserted in the conference proceedings that will be distributed on-site to all attendees. These inserts will represent significant exposure for your company to a targeted audience (expect 100 pieces required)
- ❑ Your company will be cited in all email announcements, brochures and letters promoting the conference
- ❑ Press releases and advertisements will cite your role as a 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.

New!

Please note:

There will not be a full-time exhibition. Plan for a simple showcase setup at some point during the first afternoon. Sponsorships are subject to qualification by the SSL Design Summit vetting process.

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

Diamond Sponsor	Platinum Sponsor
Exclusive Positioning	Prominent Positioning
Primary logo on front covers of binders, web sites, promotional materials, proceedings, etc.	Prominent logo on front covers of binders, web sites, conference proceedings, etc.
Logo linked to your company website	Logo linked to your company website
3 conference tickets covering all events and sessions (approx \$9000 value)	2 conference tickets covering all events and sessions (approx \$6200 value)
Showcase position along with function sponsorship, including signage and acknowledgment on agenda	Showcase position along with 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 Proceedings	1 page insert in Conference Proceedings
100 word description in conference binder	30 word description in conference binder

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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 30-word and 100-word description/promotional statement as soon as possible following sign-up.

ADVANCE SPONSORSHIP COMMITMENT FORM

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

__ Please sign us up as a Diamond Sponsor	__ Please sign us up as a Platinum Sponsor
<i>Choose one type of sponsorship above, and Full or US-only below</i>	
__ Full series sponsorship	__ US-only sponsorship

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 inserted in the conference proceedings that will be distributed to all attendees. These inserts will represent significant exposure for your company to a targeted audience. We will advise you of the number of literature pieces required (expect up to 200 with upside potential)
- 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.

**Sponsorships and advertising are non-refundable.
 Prompt payment arrangements assure your priority and selection.**

Agreed to by:

 Signature, Name and Company Name

 Date

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Advance rates subject to change without notice. When rates increase, those who have already purchased a package will be guaranteed at the rate they signed up for.
Sponsorships and advertising are non-refundable.
Prompt payment arrangements assure your priority and selection.

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</p> <ul style="list-style-type: none"> <input type="checkbox"/> Badge Sponsor – Conference badge holders will include your company logo <input type="checkbox"/> Reception Sponsor – You may supply a color foam board sign up to 8ft x 3ft for the reception evening <input type="checkbox"/> Registration Sponsor – You may supply a color foam board sign up to 8ft x 3ft for the registration area <input type="checkbox"/> Lunch Sponsor – Table signage with your logo will be provided 	<p>Platinum Level</p> <ul style="list-style-type: none"> <input type="checkbox"/> Morning Welcome – Day 1 <input type="checkbox"/> Morning Coffee Break – Day 1 <input type="checkbox"/> Afternoon Snack Break – Day 1 <input type="checkbox"/> Morning Welcome – Day 2 <input type="checkbox"/> Morning Coffee Break – Day 2 <p>Each include table signage with company logo</p>
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Indicate the price indicated for your selection from the price list at the beginning of the information document: US\$ _____

(We will consult you prior to invoicing if your first choice is not available)

Agreed to by:

 Signature, Name and Company Name

 Date

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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 SSL Design Summit series for 2010.

Your promotion of the SSL Design 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 SSL Design 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 SSL Design 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 SSL Design 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 (approx \$6600 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 proceedings.
- 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
<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 (based on qualification approval)
Single page insert in Gold Sponsor section of the proceedings

Please sign us up as a:

Full series Gold Sponsor for the special advance rate of \$7350

US-only Gold Sponsor for the special advance rate of \$5550

Agreed to by:

Signature, Name and Company Name

Date

Please note:

There will not be a full-time exhibition. Plan for a simple showcase setup at some point during the first afternoon. Sponsorships are subject to qualification by the SSL Design Summit Organizing Committee.

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 substitute 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.

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