

THE LED SHOW™

31 JULY – 1 AUGUST 2012
RIO PAVILION CONVENTION CENTER
LAS VEGAS, NEVADA, USA
www.theledshow.com

OVER 3,000
DELEGATES
BOOK YOUR PRIME
LOCATION TODAY



THE LEADING EVENTS FOR THE GLOBAL LED & LIGHTING INDUSTRY

EXHIBITION & SPONSORSHIP OPPORTUNITIES

Join the best and brightest LED manufacturers from around the world in promoting the latest LED technology.



Owned and Produced by:



Presented by:



Supported by:



Events:



THE LED SHOW Joins PennWell's LEDs & Lighting Media Group Strategies in Light Worldwide Events, Strategies Unlimited, and LEDs Magazine.

EVENT OVERVIEW

The LED Show is a conference and exhibition focused on the fast-growing lighting design and technology segment of the LED industry. The event attracts leading LED manufacturers displaying the latest technology and products for attendees to view, compare, and evaluate. The latest in LED fixtures from multiple sources are featured on the exhibit floor enabling attendees to make informed specifying or purchasing decisions.

The recent event hosted 87 exhibitors and drew an attendance of more than 3,000 from the U.S., Canada, Mexico, Spain, Italy, Korea, Japan, China, United Kingdom, Netherlands, Australia, and Greece. The LED Show is held annually and will take place July 31 – August 1, 2012 at the Rio All Suite Hotel & Casino in Las Vegas, Nevada USA.

CONFERENCE PROGRAM

Leading industry experts from all fields of lighting design and lighting related industries will share their expertise, techniques, and advice. The program provides educational opportunities developed uniquely for architects, electrical engineers, home builders, hotel engineers and designers to become more informed and confident in working with LED technology.

Visit www.theledshow.com for call for abstracts guidelines and deadlines.

WORLD'S #1 LED AND LIGHTING NETWORK

As part of PennWell's LEDs & Lighting Media Group, The LED Show will benefit from the global reach of our Strategies in Light Worldwide Events with a total audience of more than 12,000 and a professional event management organization which produces more than 60 events annually worldwide.

In addition, The LED Show and Strategies in Light® events are the only events powered by the two leading media and market-research organizations in LED and lighting industry, LEDs Magazine and Strategies Unlimited.



World's leading media resource focused on the LED and lighting industry:

- Surpassed 500,000+ monthly page views
- 80,000+ average monthly unique visitors
- 52,000+ subscribers and growing monthly!

Plus weekly e-newsletters, Outdoor LED Lighting & Product Focus e-newsletters; webcasts; white papers; editorial guides; and coming soon a focus on indoor lighting.

www.ledsmagazine.com



Strategies Unlimited has been researching the LED market continuously since 1994. It publishes complete market reports on the overall LED market, LEDs for lighting, and LED lighting fixtures and replacement lamps. Strategies Unlimited also prepares annual reports on gallium nitride materials markets and on other photonics products.

www.strategies-u.com



WHY EXHIBIT

Join the best and brightest LED manufacturers from around the world in promoting the latest LED technology. The LED show draws an exclusive group of buyers from every subset of this increasingly important and burgeoning industry. Exhibitors have the opportunity to provide demonstrations, display products, provide technical support, and inspire new design ideas to an engaged and influential attendee audience. As a "manufacturer", your customers will come with questions and interest. As an "attendee", you will have the opportunity to ask questions and dispel any myths about LED lighting. Participants will find all the latest tools and technology to design smarter and more efficiently.

PAST EXHIBITORS INCLUDE:

Cree, LSGC, GE Lighting,	Cerno, LEDNovation, Chloride,	Opulent Technologies,	BlueStone Lighting, Rotoluxe,
CRS Electronics, Color Kinetics,	LucePlan, OHM Lighting,	Lumascap, RAB Lighting,	X-Lite, A&A Optoelectronics,
Lithonia, Acuity Brands, Chauvet,	Digital Light, Intertek,	SMC LED, Sternberg Lighting,	SPJ Lighting, Moonlight USA,
Amerlux, Lightolier, BetaLED,	Moda Light, Illuminarc,	Esaver Lighting, JG,	Bock Lighting, Liton,
WAC Lighting, Bodine - Philips,	Galaxia Electronics, Juno,	Spring City, FSP USA,	Lumenpulse, US LED,
Coloronix, Hubbell, Cooper,	DAK Lighting, Techni-Lux,	Lexell Inc, Jireh LED,	ProMEMS Technologies Corp,
XLed, Modular International,	Liteco, BCG Tech,	AZZ - Rig A Lite,	Justice Design Group,
Lutron, Ligman USA, Nexxus,	LED Roadway Lighting,	Liton Lighting, LED One,	Tempo Industries, Powerbox,
Intertek, Aphos Lighting,	Nicolaudie, Jesco, Intense,	Archipelago Lighting,	FiberStars, Light Beam Industries,
Solar Lighting, IOTA Engineering,	ION - LightEngines, J & J ,	Eclipse Lighting,	Enlux Lighting, ERG, Diogen,
Wilger Testing, LED One, Inc,	Aleddra LED Lighting,	Pixel Range, Altman, Dicon,	Aurora LED Systems,
SinkPad, LECO, Luminii,	ERCO, Beacon LED, Titan,	AZ e-lite, Spectrum Lighting,	Wilger Testing, Fun Gizmos,
Sansitech USA, Kim Lighting,	EcoStreetLighting,	VAOpto, AZ-Tech, Antares,	G-LED USA, Inc, Hunter Skyler,
EcoWorld, GM Lighting,	BCG Tech, FC Lighting,	SeeSmart LED, Silescent,	Carson Technology, Illumra,
Day-Brite, Nora Lighting,	Dynamic, Rotoluxe,	ETC, TPR, 4Wall, Dynamic,	LightEngines, MegaMan,
Evluma, Traxon, Tivoli,	AMAX Lighting, Topaz,	Californone, IES Las Vegas	The Lighting Group,
Bruck Lighting, LSI, LedTronics,	The Light Edge,	Elation Lighting / Acclaim,	

WHO ATTENDS

- Architects • Lighting Designers • Specifiers • Landscape Designers • Facility Managers • Electrical Engineers
- Energy Consultants • Building Contractors • Distributors • Retail Designers • Interior Designers • Lighting Professionals
- Utility Managers • State, City & County Officials and more

EXHIBIT OPPORTUNITIES

Participate in The LED Show and become part of the fastest-growing LED and lighting community. As an exhibitor or advertiser in PennWell's LEDs & Lighting Media Group, take advantage of the ongoing resources and opportunities that are unique only to our events.

EXHIBIT SPACE

DISPLAY BOOTH SPACE ONLY

USD \$22 per sq. ft.

Includes:

- Two (2) booth staff passes per 100 sq. ft.
- One (1) complimentary 35 - word listing in the Event Guide

TURNKEY BOOTH PACKAGE

USD \$27 per sq. ft.

Includes:

- 1 – 6' skirted table
- 2 standard chairs
- Trash can
- 1 – 110 power drop (5 amps)
- Show Site Material Handling Round trip up to 200 lbs. (Exhibitor materials to booth on exhibit floor)
- Two (2) booth staff passes per 100 sq. ft.
- One (1) complimentary 35 - word listing in the Event Guide.

FOR MORE INFORMATION ON EXHIBITING OR SPONSORING PLEASE CONTACT:

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SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities offer a great way to enhance the profile and raise the awareness of your company - before, during and after the event. Sponsorship packages are exclusive to The LED Show exhibitors and are designed around your corporate goals and to maximize awareness and visibility of the sponsor's participation at the event.

Make sure you take the sponsorship that best suits your companies needs before it's gone!

All sponsorships include the following:

- Company logo place on "Sponsor's Page" in the Preliminary Event Guide and Show Guide.
- Company logo and hyperlink placed on the The LED Show event website.

EXCLUSIVE SPONSORSHIP

Badge Holder Sponsor \$6,000

- One complimentary conference registration
- Company logo printed in white on 3,000 standard Badge Holders - distributed to all attendees
- Opportunity to include literature, provided by sponsor, in attendee bags

EXCLUSIVE SPONSORSHIP

Water Station Sponsor \$4,000

- One complimentary conference registration
- Company logo on cups placed at 4 water stations placed on exhibit floor
- Company logo on exclusive signage on each water station
- Opportunity to include literature, provided by sponsor, in attendee bags

EXCLUSIVE SPONSORSHIP

Delegate Bag Sponsor \$3,000

- One complimentary conference registration
- Company logo printed in white on 250 canvas bags distributed to all conference delegates
- Opportunity to include literature, provided by sponsor, in attendee bags

EXCLUSIVE SPONSORSHIP

Visitor Bag Sponsor \$3,000

- One complimentary conference registration
- Company logo printed in black on 2,500 plastic bags distributed to all exhibitors & visitors
- Opportunity to include literature, provided by sponsor, in attendee bags

Tuesday Delegate Lunch Sponsor \$3,000 Exclusive or \$1,500 Shared

- One complimentary conference registration
- Company logo in black on napkins used during delegate lunch
- Company logo included on signage at buffet tables
- Opportunity to include literature, provided by sponsor, in attendee bags

Wednesday Delegate Lunch Sponsor \$3,000 Exclusive or \$1,500 Shared

- One complimentary conference registration
- Company logo in black on napkins used during delegate lunch
- Company logo included on signage at buffet tables
- Opportunity to include literature, provided by sponsor, in attendee bags

EXCLUSIVE SPONSORSHIP

Conference Notepad Sponsor \$2,000

- One complimentary conference registration
- Company logo & website on 500 notepads placed in each conference session room
- Opportunity to include literature, provided by sponsor, in attendee bags

EXCLUSIVE SPONSORSHIP

Conference Pen Sponsor \$2,000

- One complimentary conference registration
- Company logo & website on 500 pens placed in each conference session room
- Opportunity to include literature, provided by sponsor, in attendee bags

Networking Reception Sponsor \$2,000 2 Available

- One complimentary conference registration
- Networking Reception – cocktails and hors d'oeuvres served on exhibit floor
- Company logo in black included on napkins used during reception
- Company logo included on signage at for bars & food
- Opportunity to include literature, provided by sponsor, in attendee bags

EXCLUSIVE SPONSORSHIP

Registration Email Confirmation Sponsor \$1,000

- Sponsor advertising text message (50 words max) on the confirmation message sent to all pre-registered attendees following their registration
- Opportunity to include literature, provided by sponsor, in attendee bags

Coffee Break Sponsor \$1,000 3 Available

- Company logo included on disposable coffee cups used during coffee breaks
- Company logo included & printed in black on napkins used during coffee breaks
- Company logo included on signage at each coffee station
- Opportunity to include literature, provided by sponsor, in attendee bags

EXCLUSIVE SPONSORSHIP

Fast Track Sponsor \$1,000

- Company logo will be listed on the Fast Track page sent to all attendees who pre-register for The LED Show. Fast Track is emailed approximately one week prior to the show and allows for the attendee to walk-up and scan the barcode on the fast track confirmation page to obtain their badge holder
- Company Logo set as the screen saver on the Fast Track station
- Opportunity to include literature, provided by sponsor, in attendee bags

Literature Distribution \$500

Multiple Available

- Opportunity to include literature, provided by sponsor, in delegate and Visitor bags

iPad Exhibit Floor Giveaway Sponsor \$250

8 Available

- Company logo listed on passport given to each delegate to have stamped – stamp provided
- Company logo indicating iPad sponsorship on easel sign for sponsor booth

CUSTOMIZED PACKAGES ARE ALSO AVAILABLE

FACE-to-FACE with the WORLD

Strategies in Light Worldwide Events

Meet face-to-face with thousands of the world's most influential and motivated manufacturers, equipment suppliers, and end users from every corner of the globe – U.S., Europe, Japan, and China.

Strategies in Light®

February 5 – 7, 2013
Santa Clara, CA

www.strategiesinlight.com

Record-breaking attendance 5-years running.
Exhibit floor sold-out in 2010 and 2011.

Strategies in Light® China

May 22 – 24, 2012
Shenzhen, China

www.sil-ledchina.com

Second annual international event involving both Chinese and foreign companies at all levels of the HB LED supply chain.

Strategies in Light® Europe

The Leading Events for the Global LED and Lighting Industry

September 18 – 20, 2012
Munich, Germany

www.sileurope.com

Third annual event in Europe with a sell-out on the exhibit floor and conference programs.

LED JAPAN Conference & Expo Strategies in Light®

The Leading Events for the Global LED and Lighting Industry

September 25 – 27, 2012
Yokohama, Japan

www.sil-ledjapan.com

Exceeding 5,000 attendees for 3 consecutive years!

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