

LIGHTING LEADERSHIP STARTS WITH IES



LIGHT RESPONSIBLY

2023 CONFERENCE SPONSORSHIP GUIDE

CHICAGOLAND | AUGUST 3-5, 2023

RENAISSANCE SCHAUMBURG HOTEL & CONVENTION CENTER





LIGHT RESPONSIBLY

The theme for the 2023 IES Annual Conference looks at the shared responsibility of every lighting professional to connect to the future with the passion, ethics and ideas the world needs to improve the quality of life through light.

The 2023 Annual Conference fosters personal and career growth through educational and networking opportunities and allows lighting professionals to earn CEU credits. The objective of this conference is to provide educational sessions relevant to this audience of lighting professionals, lighting educators, and peripheral design disciplines.

INVEST IN IES

Your sponsorship is an investment in the future of light and places your organization among the industry's brightest brands and sharpest minds. Take your place among industry thought leaders as an IES Sponsor and gain remarkable exposure and access in 2023 and beyond!



SCHEDULE AT A GLANCE

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1:00-5:00pm Workshops	7:00-8:00am Leadership Forum Breakfast	7:00-8:00am Breakfast	7:00-8:00am Breakfast
	8:00am-3:00pm Leadership Forum	8:00-10:00am Plenary Session	8:00-10:00am Plenary Session
	8:00am-3:00pm Emerging Professional Program	10:00am-Noon Breakout Sessions	10:00am-Noon Breakout Sessions
	11:30am-2pm Past President Lunch	Noon-1:30pm Lunch & Table Showcase	Noon-1:30pm Lunch & Table Showcase
	3:15-4:15pm RMC and District Meetings	1:30-4:30pm Breakouts	1:30-4:30pm Breakouts
	5:00-6:00pm Illumination Awards Reception	4:30-6:00pm Progress Report	4:30-5:30pm Closing Plenary
	6:00-8:00pm Illumination Awards		
	8:00-10:00pm Illumination Awards After Party		

**MORE TIME
=
MORE IMPACT**

IES SPONSORS RECEIVE TWICE THE AMOUNT OF DEDICATED ATTENDEE INTERACTION IN 2023!

Sponsor the 2023 IES Annual Conference and take your place among the lighting industry's leaders.

IES HAS MORE THAN 7,000 MEMBERS FROM NEARLY 60 COUNTRIES



ENGINEERS



ARCHITECTS



DESIGNERS



CONTRACTORS



DISTRIBUTORS



UTILITIES



MANUFACTURERS



SCIENTISTS

2023 EXPECTED ATTENDANCE

800

TAKE YOUR PLACE AMONG THE INDUSTRY'S BRIGHTEST MINDS AND PROJECTS!

LAST YEAR'S SPONSORS INCLUDED

AcuityBrands.

ALLIED
SCIENTIFIC PRO
Empowered Innovations

bodine

COOPER
Lighting Solutions

Current@

EDISON PRICE
LIGHTING

ETC

FOCAL POINT

KONICA MINOLTA

landscapeforms

LTF
TECHNOLOGY

LUMENWERX

LUTRON

N°
eight
LIGHTING

PURE | EDGE
LIGHTING

selux

Spectrum Lighting

TIMESQUARE
LIGHTING

ENLIGHTENED THINKING

LEAD

This year's theme is Light Responsibly and is a call to action to the entire lighting community to use our knowledge, skills, and experience to affect positive change in the industry.

CONNECT

The IES Annual Conference provides your team the opportunity to build relationships and connect with an exclusive targeted audience.

SHARE

The 2023 IES Annual Conference fosters career growth and enables IES Sponsors to share more about their products, programs and services.



PLATINUM SPONSOR (6 Available)

\$15,000 member / **\$17,000** non-member

SPONSOR PACKAGE

- (3) Three complimentary full conference registrations w/o Awards Gala (up to \$3,300 value)
- (1) One 6-foot tabletop display with Platinum Priority Placement (up to \$4,750 value, electric included)
- 20% off additional experience sponsorships

DIRECT MARKETING TO ATTENDEES

- IES dedicated post on LinkedIn welcoming you as a Platinum Level Sponsor, including a link to company website (\$1,000 value)
- Allowable attendee list: name, company, title, address (\$4,000 value)

BRAND IMPRESSIONS

- Signage throughout conference space (\$1,000 value)
- Recognition as Platinum Sponsor on promotional communication

THOUGHT LEADERSHIP

PRE-SHOW

- During each IES Educational Webinar leading up to Annual Conference, your commitment to supporting thought leadership will be acknowledged. This will include your logo on screen and verbal mention of company during the webinar (live and archived). Up to 8 webinars, contingent on date of commitment (\$4,000 value)

DURING

- (1) One push notification in the Annual Conference App (\$400 value)

POST-SHOW

- Featured in IGNITE Education & Standards email newsletter featuring sponsor logo linked to company site and your top three takeaways from Annual Conference (\$4,000 value)
- Recognition as Platinum Sponsor in LD+A magazine for two months



GOLD SPONSOR (10 Available)

\$10,000 member / **\$12,000** non-member

SPONSOR PACKAGE

- (2) Two complimentary full conference registrations w/o Awards Gala (up to \$2,200 value)
- (1) One 6-foot tabletop display (up to \$4,750 value, electric included)
- 15% off additional experience sponsorships

DIRECT MARKETING TO ATTENDEES

- IES dedicated post on LinkedIn welcoming you as Gold Level sponsor, including a link to company website (\$1,000 value)
- Allowable attendee list: name, company, title, address (\$4,000 value)

BRAND IMPRESSIONS

- Signage throughout conference space (\$1,000 value)
- Recognition as Gold Sponsor on promotional communication

THOUGHT LEADERSHIP

DURING

- (1) One push notification in the Annual Conference App (\$400 value)

POST-SHOW

- Featured in IGNITE Education & Standards email newsletter featuring sponsor logo linked to the company site and your top three takeaways from Annual Conference (\$4,000 value)
- Recognition as a Gold Sponsor in LD+A magazine



SILVER SPONSOR

\$6,000 member / **\$7,500** non-member

SPONSOR PACKAGE

- (1) One complimentary full conference registration w/o Awards Gala (up to \$1,100 value)
- (1) One 6-foot tabletop display (up to \$4,750 value, electric included)
- 10% off additional experience sponsorships

DIRECT MARKETING TO ATTENDEES

- Allowable attendee list: name, company, title, address (\$4,000 value)

BRAND IMPRESSIONS

- Signage throughout conference space (\$1,000 value)
- Recognition as Silver Sponsor on promotional communication
- IES dedicated post on LinkedIn welcoming you as Silver Level sponsor, including a link to company website



STANDARD TABLE TOP DISPLAY

\$4,250 (member) **\$4,750** (non-member)

SPONSOR PACKAGE







- (1) One 6-foot tabletop display (up to \$4,750 value, electric included)



NOTE: All prices and values listed in USD

EVENT SPONSORSHIPS



SPONSORSHIP		MEMBER	NON-MEMBER
	Friday Breakfast Recognition as the sponsor of your event on promotional material, sponsor-branded signage at your event, and opportunity to place marketing materials during your event.	\$5,000	\$7,000
	Saturday Breakfast Recognition as the sponsor of your event on promotional material, sponsor-branded signage at your event, and opportunity to place marketing materials during your event.	\$5,000	\$7,000
	Friday Lunch Recognition as the sponsor of your event on promotional material, sponsor-branded signage at your event, and opportunity to place marketing materials during your event. Note: Lunch is served in the same space as the "expo hall".	\$5,000	\$7,000
	Saturday Lunch Recognition as the sponsor of your event on promotional material, sponsor-branded signage at your event, and opportunity to place marketing materials during your event. Note: Lunch is served in the same space as the "expo hall".	\$5,000	\$7,000
	Networking Break (3 Available) Recognition as the sponsor of your event on promotional material, sponsor-branded signage at your event, and opportunity to place marketing materials during your event.	\$4,000	\$5,000
	Friday Night Social Event Digital event invitation email with content provided by sponsor, recognition on promotional materials, exclusive evening event sponsor signage, and included in pre-conference "Know Before You Go" email, including company logo	\$5,000 +Price of Event	\$8,000 +Price of Event
	Conference Registration & Lanyards Exclusive sponsorship welcoming all attendees to the Conference and high logo visibility through signage at the registration desk, kiosks, program guide and registration website. Each attendee will receive your branded lanyard to wear during the event and your logo and website will be included in all attendee welcome emails.	\$9,500	\$11,000
	Friday Keynote Speaker Exclusive recognition as a keynote sponsor, recognition as a keynote sponsor on promotional materials, and opportunity to introduce the keynote speaker.	\$8,000	\$12,000
	Saturday Keynote Speaker Exclusive recognition as the Closing Session/Keynote Sponsor, recognition as the Closing Session/ Keynote Sponsor on promotional materials, and opportunity to introduce the keynote speaker.	\$5,000	\$9,000
	IES Headshot Lounge Naming rights for Headshot Lounge, two of your team members can greet and meet each participating attendee, and your logo will be included in the Headshot Lounge signage.	\$12,000	\$14,000
	WiFi Logo on the conference website and daily summary, holding slides between sessions, and company name in the Wi-Fi password.	\$10,000	\$13,000
	Exclusive Mobile App Sponsorship *Only available if Mobile Banner Ads have not been purchased* Branding featured on app splash page when attendees open the app, one (1) banner ad linked to desired website, and company logo included on pre-conference email communications.	\$10,000	\$15,000
	Mobile App Banner Ad (Rotating) *Only available if Exclusive Mobile App Sponsorship is not already taken* One (1) banner ad linked to desired website.	\$2,000	\$3,000
	Digital Countdown Countdown sponsored by "COMPANY NAME" hyperlinked to your homepage.	\$2,000	\$3,000
	Breakout Session Rooms (4 Available) Naming rights to the room where presentations are held for Paper and Seminar Sessions, the sponsoring company's name will replace the name of the room on the floor plan, along with signage displayed outside the room, and recognition as the room sponsor on promotional materials.	\$10,000	\$12,000
	Session Sponsor Select your speaker from the list of available options, opportunity to place marketing materials at your session, and opportunity to welcome attendees to the session and introduce the speaker.	\$3,500	\$5,000
	Personal Chargers Company logo prominently featured on item and exclusive recognition as the item sponsor.	\$2,500 + Cost of Item	\$4,500 + Cost of Item
	Coffee Sleeve Company logo prominently featured on item and exclusive recognition as the item sponsor.	\$2,500 + Cost of Item	\$4,500 + Cost of Item
	Key Card Option for sponsor company to design front of keycard (final IES approval required) and exclusive recognition as the item sponsor.	\$4,500	\$6,500
	Conference Bags Company logo prominently featured on item and exclusive recognition as the item sponsor.	\$2,500 + Cost of Item	\$4,500 + Cost of Item
	Hand Sanitizer Company logo prominently featured on item and exclusive recognition as the item sponsor.	\$2,500 + Cost of Item	\$4,500 + Cost of Item
	Cord Organizer Company logo prominently featured on item and exclusive recognition as the item sponsor.	\$2,500 + Cost of Item	\$4,500 + Cost of Item
	Pens Company logo prominently featured on item and exclusive recognition as the item sponsor.	\$2,500 + Cost of Item	\$4,500 + Cost of Item
	Water Bottles Company logo prominently featured on item and exclusive recognition as the item sponsor.	\$2,500 + Cost of Item	\$4,500 + Cost of Item



IES 2023 ANNUAL CONFERENCE

AUGUST 3-5, 2023

CHICAGOLAND

RENAISSANCE SCHAUMBURG CONVENTION CENTER HOTEL

PLATINUM SPONSOR 6 Available

\$15,000 (member)
\$17,000 (non-member)

GOLD SPONSOR 10 Available

\$10,000 (member)
\$12,000 (non-member)

SILVER SPONSOR

\$6,000 (member)
\$7,500 (non-member)

STANDARD TABLE TOP DISPLAY

\$4,250 (member)
\$4,750 (non-member)

EVENT & DIGITAL SPONSORSHIPS

Sponsorship Options _____ \$ _____

TOTAL \$ _____

Sponsor company agrees to comply with all terms and conditions of this agreement. All terms and conditions of the 2023 IES Annual Conference are agreed upon and enforced by sponsor company. Sponsor understands terms are non-cancellable. Sponsor agrees to pay for the assigned space and package in accordance with the guidelines contained in the rules and regulations page.

Signature (X) _____ Date: _____

Print Name _____ Title: _____

Contact Information

Company Name: _____

Company Address: _____

City: _____ State: _____ Postal Code: _____ Country: _____

Web Address: _____

Primary Contact Person: _____ Title/Role: _____

Email Address: _____ Phone: _____

Alternate Contact Person: _____ Title/Role: _____

Email Address: _____ Phone: _____

Billing Information

Billing Date(s) _____

Invoice my company at the provided address: Invoice my company at the above address. I understand that payment is due upon receipt of invoice, or terms outlined by the IES Annual Conference. Make checks payable to Illuminating Engineering Society. (see info under payment terms)

Credit Card: I authorize IES to charge \$ _____ to the credit card below.

Special Instructions: _____

Card Type: Visa MasterCard AMEX

Card Number: _____ Exp: _____ Security Code: _____

Payment Terms

Payment can be made by credit card (V, M, AX) during the registration process or by check. Payment by check is due upon receipt of invoice from Illuminating Engineering Society or upon signature of this agreement. Booth assignment is contingent upon receipt of payment in full, terms are non-cancellable.

SPONSOR RULES & REGULATIONS 2023

All companies participating in IES's Annual Conference must adhere to the following rules and regulations. These rules and regulations may be amended and changed as necessary for the orderly conduct of the Conference. Any changes will be provided to exhibitors.

Cancellation Policy

In the event that the sponsor cancels its reservation of space, the sponsor will forfeit the entire fee and the space will be released to the waitlist immediately. The IES reserves the right to reconfigure space as necessary. If the IES cancels the conference for reasons other than force majeure, its only responsibility shall be to refund the fee. In the event that the 2023 conference is postponed or canceled for reasons beyond the control of IES (force majeure, including but not limited to actions taken by hotel or their members, employees, agents, or assigns; and war, fire, flood, construction, public catastrophe, public enemy, or acts of God) IES's sole obligation shall be either: to provide roughly equivalent substitute space at the rescheduled event (if rescheduled in 2024), or to refund the rental fee, less any non-recoverable expenses for the space.

Liability and Insurance - Hold Harmless

The sponsor shall indemnify, save, and hold harmless the IES, the convention center, Hi-Fidelity Group and their members, officers, directors, employees, agents, and assigns from and against, any and all claims, losses, damages, injuries, awards, fines, governmental charges of fines, and liability - together with all costs, expenses and reasonable attorneys' fees in connection with its display or presence at the conference (including, but not limited to, installation, operation, use, visitation, and removal of the display). The obligations set out in this paragraph shall exclude instances of gross negligence on the part of the IES or the hotel. It shall be solely the sponsor's responsibility to obtain adequate insurance for its participation in this event, including but not limited to insurance covering cancellation, event interruption, liability, personal injury, and property loss/damage.

Conflict of Interest

No sponsor can schedule outside activities for Conference participants (such as golf outings, tours, or other special events) during Conference hours or any official Conference sponsored events. Any sponsor hosting such activities will be asked to leave the Conference. No sponsor may have nonregistered staff or clients at the Conference or Exhibits (i.e., schedule meetings)

Use of Attendee List

All exhibitors are eligible to use the Conference attendee mail list. Distribution of this list to any other business is prohibited. The lists include: Attendee name, title (if provided), company, and mailing address. Misuse of list in any way is subject to a fine no greater than the fee of your exhibit space.

General Code of Conduct

To ensure all attendees have the opportunity to meet and network, I (as acting representative of my company) agree to abide by the Conference guidelines developed by the IES and its committee members:

- My company will not host a hospitality suite during this conference at any hotel.
- My company will not take attendees away from an official Conference event or off-site during official conference hours.
- My company will confine my products to the Tabletop space as provided by the organizer.
- My company will not violate any applicable laws or regulations; or any IES policies, guidelines or other codes of conduct including the IES vaccination policy for in person events.
- My company will not utilize recording services (in-house or third-party) for audio and video recordings at any time without the express written permission of the IES. This includes, but is not limited to, professional photographers, drones equipped with camera equipment, etc. The use of drones of any kind is prohibited.

Space Assignments

Space requests will be assigned in order of receipt of applications and payment. Due to the large number of companies offering similar or related product lines, the IES will make every effort but cannot guarantee that a supplier presenting similar products or a competitor will not be located in a nearby or adjoining space. The IES retains the right to refuse or deny any application submitted for this event, in which case it shall refund the fee. The IES shall not be deemed to have approved an application until it has both deposited the fee and returned a confirmation letter. The sponsor agrees to comply with the rules and conditions of the Prospectus and such other terms and conditions as the IES and hotel may impose at any time. The IES reserves the right, at any time and without any liability to the sponsor or anyone else, to withdraw its approval of an application or to require the sponsor to vacate the hall for just cause (which includes, but is not limited to, violation of any of the rules and conditions or interference with neighboring exhibits or the show activities).

Sponsor Materials

Sponsors may distribute material in the hall on their table. Materials left in public areas will be removed. Advertising materials may not be displayed in hotel hallways or reception areas.

Badges

Sponsors must wear conference badges for identification.

Appearance and Operation

No exhibit may interfere with the line of sight to any neighboring sponsor. IES has the right to mask, move, or disassemble any table that chooses not to comply with at the expense of said sponsor. IES reserves the right to prohibit or restrict sponsors that because of noise, method of operation, materials, or any other reason become objectionable, and also to evict any sponsor whose conduct, in the opinion of IES, may detract from the general character of the event. In the event of such restriction or eviction, IES is not liable to refund any of the sponsor expenses. No sponsor is allowed to assign, sublet, or apportion, for money or otherwise, the whole or part of space allotted him or her unless permission is granted in writing by IES.

Floor Plan

IES has the absolute right to allocate and assign space among sponsors and to relocate tables after initial assignment if circumstances warrant at its sole discretion.

IES Experience Room

- (1) One customizable experience room license.
- (1) One full registration conference registration w/o Awards Gala (up to \$1,100 value)
- Allowable attendee list: name, company, title, address (\$4,000 value)
- Logo included on Conference website and attendee emails
- Logo in "Know Before You Go" email with link to website
- Logo listed as a IES Experience Room Sponsor on Conference signage and outside Experience Rooms

Topics and Experience Room concept proposals due 4/1/23, notification of acceptance on 4/14/23, and final plans due 4/28/23.

