



# Street & Area **LIGHTING** Conference

September 21-24, 2025 • Hilton New Orleans Riverside Downtown

## 2025 Exhibitor Prospectus

# DID YOU KNOW?

The IES Street and Area Lighting Conference is the only event of its kind dedicated to improving the outdoor lighting business of electric utilities and energy service companies. All our attendees are vitally interested in learning about your products and services and include decision makers from investor owned, regulated electric companies, unregulated marketing affiliates, cooperatives, municipal utilities independent contractors and consultants.

## Over 900 attendees will be in New Orleans this September

Attendees from electric utilities, municipalities, cooperatives and energy companies include:



**Lighting Engineers**



**Utility Managers**



**Marketing Specialists**



**Technical Specialists**



**Lighting Consultants**

**2025 Expected Attendance Over**



**900**

### 2024 LIGHTING LEADERS

**AcuityBrands**

**COOPER**  
Lighting Solutions

**Current**

**GENLYTE**  
SOLUTIONS  
a ignify business

Proven Performance  
**hapco**  
pole products

**Itron**

**LEOTEK**

**TERRAGO**

**valmont**

## LEAD

Place your company at the intersection of the outdoor lighting industry. Support the IES community and share your products and services with the outdoor lighting specialists who need them.

## NETWORK

Provide your team with the opportunity to build relationships and connect with an exclusive targeted audience of outdoor lighting stakeholders.

## SHARE

The 2025 IES Street and Area Lighting Conference fosters career growth and enables IES exhibitors to share more about their products, programs and services.



# NEW ORLEANS SPONSOR PACKAGES

## LEADER PACKAGE

**\$13,500** (Sustaining Member)

**\$16,000** (Non-Sustaining Member)

## PERFORMANCE PACKAGE

**\$6,750** (Sustaining Member)

**\$8,000** (Non-Sustaining Member)



### Exhibit Package

- Premium placement of (1) one 10'd x 20'w exhibit space
- (3) Three full attendee registrations
- (2) Two Expo only registration (for set-up, expo hours & break-down only)



### Exhibit Package

- Premium placement of (1) one 10' x 10' exhibit booth
- (1) One full attendee registration
- (2) Two Expo only registration (for set-up, expo hours & break-down only)



### Direct Marketing to Attendees

- Access to attendee allowable registration list (name, title, company name, email)
- Message included with logo for one email (25 words & link)
- Featured in SALC Preview Webcast
- LinkedIn social media post with logo
- Full page ad in Digital IES SALC Exhibitor Preview



### Direct Marketing to Attendees

- Access to attendee allowable registration list (name, title, company name, email)
- Half page ad in Digital IES SALC Exhibitor Preview



### Brand Impressions

- Your logo included on Signage, website and messaging as Lighting Sponsor
- Signage at prominent locations and throughout the venue



### Brand Impressions

- Your logo included on Signage, website and messaging as Performance Sponsor
- Signage at prominent locations and throughout the venue

## STANDARD EXHIBIT

**\$4,750** (Sustaining Member)

**\$6,000** (Non-Sustaining Member)

## TABLE TOP EXHIBIT

**\$3,500** (Sustaining Member)

**\$4,000** (Non-Sustaining Member)



### Exhibit Package

- (1) One 10x10 exhibit booth
- (1) One full attendee registration



### Exhibit Package

- (1) One 6ft tabletop exhibit
- (1) One Expo only registration (for set-up, expo hours & break-down)



### Marketing & Branding

- Access to attendee allowable registration list
- Included on exhibitor listing signage



### Marketing & Branding

- Included on exhibitor listing signage

Show Rate: Show Rate Bookings taken during the 2024 SALC event must be confirmed & will be invoiced by January 31, 2025




Regular Rate: Available from October 1, 2024 - August 15, 2025

Late Rate Charge will be in effect from August 16, 2025 - Pre-Payment maybe required, dependant on booking date



# ON-SITE SPONSORSHIPS

## PREMIUM OPPORTUNITIES

	<b>Casino Night Welcome Sponsor</b> Your logo and team greets each attendee as they enter Casino Night festivities! Join the IES team to welcome each attendee to the social event of the Conference! Your logo appears on each bar with a custom SALC Light the Night Cocktail branded for your business. Best of all, your team will be positioned to greet attendees near the bar as you provide 2 drink tickets for each attendee. Company giveaways are optional (koozie, napkins, etc.).	<b>\$15,000</b>
	<b>SALC Opening Reception Experience Sponsor</b> Logo included on welcome signage. Ability for you to place an attendee gift/ handouts to welcome attendees. Logo on signage and at each food station. MC to thank each sponsor for recognition. Conference photographer to capture team and guests networking at reception.	<b>\$10,000</b> (6 Limit) \$50,000 exclusive
	<b>Keynote Sponsorship</b> Exclusive recognition as the opening keynote sponsor and on promotional materials. This sponsorship provides a unique opportunity to introduce the keynote speaker on the stage.	<b>\$8,000</b> exclusive

### Contributing Sponsor **\$3,000**

Create visibility and recognition at this year's SALC. The Contributing Sponsor will be included on sponsorship material, including the website, signage at the event and any relevant promotional material. This sponsorship includes a conference full registration for one person.

### IES SALC Ladies in Lighting Sponsorship **\$5,000**

Celebrate women in lighting at this signature event experience. Your sponsorship includes your logo on the website and on the reception signage. Your company will be mentioned along with other sponsors, in communications promoting the Ladies in Lighting event.

### Light the Way Breakfast Sponsor **\$3,500 daily**

Your company gains exclusive visibility during the most important meal of the day. Place your company collateral near the breakfast area, while your logo greets attendees grabbing breakfast and their first coffee. Includes logo cards on all breakfast stations with recognition at opening. **\$7,000 for all 3 days**

### SALC Lunch Sponsorship **\$4,500 daily**

Your company gains exclusive visibility during lunch. Your company collateral will be placed at each table, plus logo cards on each station. This provides exclusive access for attendee engagement. Your branding greets attendees during a critical networking event. **\$8,000 for both days**

### Registration and Lanyard Sponsor **\$10,000**

High logo visibility through signage at the registration desk, kiosks, and registration website. Each attendee will receive your branded lanyard during registration and will wear it during the duration of the event. Your logo and website will be included in all attendee welcome emails. **exclusive**

### Key Card Sponsorship **\$8,000**

Your company to design the front of the venue hotel key cards (final IES approval required) and exclusive recognition as the item sponsor. One of the greatest ways to have your branding in front of attendees for the entire event and their stay. **exclusive**

### Conference Bags (swag bags) **\$5,000**






Your company logo prominently featured on the item and exclusive recognition. These will be distributed at registration and at the exhibit hall entrance. This item can be ordered by the sponsor, with just the sponsorship charge, or sponsorship plus creation charge. **+ cost of item**

### Water Bottles **\$5,000**

Your company logo prominently featured on the item and distributed at registration. These are a highly popular item and will spread your branding around the event and beyond. Perfect for warmer climates, especially during SALC! **+ cost of item**



# DIGITAL SPONSORSHIPS

	<b>Digital IES SALC Exhibitor Preview Ad</b> Stand out ahead of the show in the digital SALC Exhibitor Preview, sent to all IES Membership, 1 month prior to the Conference.	<b>\$2,000</b> Full Page <b>\$1,500</b> Half Page
	<b>Exclusive Mobile App Sponsorship</b> Branding featured on app splash page when attendees open the app. Company logo included on pre-conference email communications and on the app QR code section of the website.	<b>\$7,000</b> exclusive
	<b>Know Before You Go Email Sponsorship</b> As the exclusive Know Before You Go Sponsor, help attendees prepare for SALC with a full plan and last minute tips for New Orleans. The email will include your logo, booth number and website.	<b>\$3,000</b> exclusive
	<b>Digital Countdown Sponsorship</b> Get in front of attendee and page visitors! Your company button is hyperlinked to your homepage and helps visitors to the IES website know that time is ticking away to register & attend SALC.	<b>\$2,500</b> exclusive
	<b>Exhibitor Map logo (add-on)</b> Stand out from the crowd and have your exhibiting company logo added to the digital exhibit floor plan. This will also be added to the large scale printed version, displayed during the SALC event, for all to find you quickly. These are limited, so book now!	<b>\$500</b> each Limited to one per booth

# EXHIBIT RULES & REGULATIONS 2025

All exhibitors participating in IES's SALC 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 Exhibitor/ Sponsor cancels its reservation of space, the Exhibitor/ sponsor will forfeit the entire fee and the space will be released to the wait-list 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 exhibit fee. In the event that the 2025 conference is postponed or cancelled 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 2026), 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, GoGather 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 exhibitor/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. Minimum Liability Insurance: One million dollars (\$1,000,000) US.

**Exhibitors shall provide a certification of insurance to IES by 8-1-25.**

## 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 non-registered staff or clients at the Conference or Exhibits (i.e., schedule meetings)

## 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 not confine my products to the booked booth space (**with Max. 8' height for 2025**) or 6-foot table
- 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.
- My company's representative will not be in the Exhibit Hall after closing time and will exit promptly. I understand that failure to do so could result in a penalty including, but not limited to a ban from future booth registration.
- Exhibitor may not exhibit multiple product lines from unrelated suppliers. Exhibit space may only be used by the company purchasing the space and may not be divided, shared, sublet, sold or transferred. Questions on interpretation should be directed to the Conference Chair or IES Marketing Director. All exhibitor application will be reviewed by IES and SALC to assure conformance.

## Space Assignments

Space requests will be assigned in order of receipt of applications, level 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 exhibit fee and returned a signed confirmation letter. The exhibitor agrees to comply with the rules and conditions of the Exhibitor 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 liability to the Exhibitor or anyone else, to withdraw its approval of an application or to require the exhibitor to vacate the exhibit hall for just cause (which includes, but is not limited to, violation of any of the rules and conditions or interference with neighbouring exhibits or the show activities.

## Sponsor Materials

Exhibitors 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 at all times in the hall and conference area for identification.

## Appearance and Operation

No exhibit may interfere with the line of sight to any neighbouring sponsor. IES has the right to mask, move, or disassemble any table that chooses not to comply with at the expense of said exhibitor.

IES reserves the right to prohibit or restrict exhibits 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.

## Fireproofing

The exhibitors must strictly comply with all local fire and safety regulations. All decorations and booth equipment must be fire proofed and electrical wiring must meet the safety requirements of the hotel. Affidavits attesting to flame-proof compliance with fire department regulations must be submitted when requested, No combustible material may be stored in or around the exhibit booths. All exhibits must meet OSHA requirements pertaining to the safe use of tools, materials and equipment.

## Floor Plan

All dimensions and locations shown on the official floor plan are believed, but not warranted to be accurate. IES reserves the right to make modifications that may be necessary to meet the needs of the exhibitors and exhibit program. IES has the absolute right to allocate and assign space among exhibitors and to relocate exhibits after initial assignments if circumstances warrant at its sole discretion.



## 2025 Street and Area Lighting Conference September 2025 New Orleans

### Exhibit & Sponsor Rates

From October 2024 - August 15, 2025

**Lighting Leader Package** 12 Available  
\$13,500 (Sustaining Member) \$16,000 (non-Sustaining Member)

**Lighting Performance Package**  
\$6,750 (Sustaining Member) \$8,000 (non-Sustaining Member)

**Standard Exhibit**  
\$4,750 (Sustaining Member) \$6,000 (non-Sustaining Member)

**Table Top Exhibit**  
\$3,500 (Sustaining Member) \$4,000 (non-Sustaining Member)

**Event & Digital Sponsorships**  
\$ \_\_\_\_\_

Sponsorship: \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

*Sponsor or exhibitor agrees to comply with all terms and conditions on both forms of this agreement. All terms and conditions of the 2025 SALC are agreed upon and enforced by Exhibitor's signature. Exhibitor understands terms are non-cancellable. Exhibitor agrees to pay for the assigned exhibit space in accordance with the guidelines contained in the exhibitor 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 SALC. 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.