

SPONSORSHIP & EXHIBITION INFORMATION

NEC BIRMINGHAM, UK ,
13 & 14 June 2012

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euroLED 2012

Showcasing Cutting Edge LED and Solid State Lighting Technology

The ninth annual euroLED event will be held on the 13-14 June 2012 organised by Birmingham Science Park Aston. Following the success of euroLED 2011 and increased demand this year we are expanding the exhibition and conference by relocating to the National Exhibition Centre (NEC) in Birmingham, UK.

euroLED 2012 offers an impressive event attracting leading specialists from the LED and Solid State Lighting industries representing all aspects of the supply chain.

Once again a highlight of the global Solid-State Lighting calendar, the euroLED 2012 exhibition provides a unique opportunity for organisations to penetrate, expand and understand European and global LED & Solid State lighting markets through an extensive exhibition of products, LED-technology services and unrivalled networking opportunities. euroLED 2012 is the ideal place to network with a vast number of specialists and catch up on all the latest in LED and Solid State Lighting industry developments.

2011 HIGHLIGHTS:

- 1550 attendees from 30+ countries
- 100+ exhibitors from all aspects of the LED supply chain
- 85% of attendees involved in the purchasing decision
- 35+ media partners marketing the event

euroLED is a great opportunity for manufacturers, users and specifiers of LEDs to network with key companies in LED technology, to experience high quality technical presentations and a wide array of companies exhibiting from LED lighting and components to medical and industrial applications, heat sinking, PCB, optics and testing competences. “ **Dr Gareth Jones, CEO, LUX-TSI**



Get involved with euroLED

- **NETWORK WITH A GLOBAL AUDIENCE OF HIGH LEVEL DECISION MAKERS**

With over 1,500 visitors from over 30 countries, gives you the opportunity to generate leads, build your customer base and increase your exposure has never been greater euroLED Represents a range of roles from manufacturers to distributors, retailers to R&D specialists all the visitors to euroLED are top quality with 70% of visitors holding senior positions and 85% involved in the purchasing decision.

- **MEET AND DO BUSINESS FACE TO FACE**

Meet your customers and potential customers face to face on the exhibition floor, allowing you to get to know your customers, build a great relationship and really understand their needs.

- **RAISE BRAND AWARENESS IN THE LED AND SSL MARKET**

Raise your brand awareness in the marketplace through pre event marketing and during the 2 day exhibition and conference.

- **LAUNCH YOUR NEW PRODUCTS /SERVICES INTO THE MARKET**

With the whole of your target audience in one place exhibiting at euroLED is the perfect opportunity to launch your new product/service to the market.





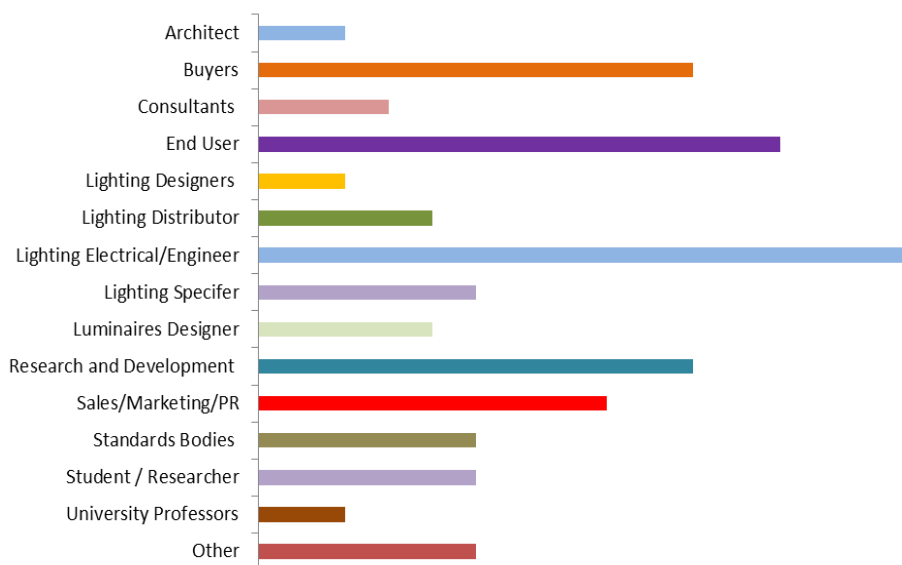
Audience Profile:

euroLED 2012 visitors will be a variety of roles within the LED and solid state lighting industry:

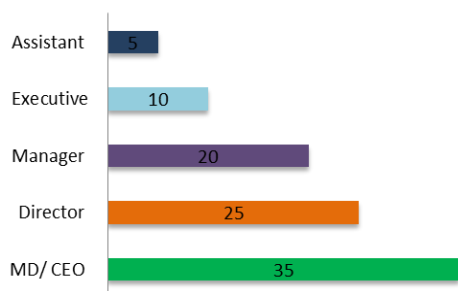
- Lighting Designers
- Lighting Architects
- Architectural Specifiers
- Lighting Engineers
- Buyers
- Driver Designers
- Standards Bodies
- System Specifiers

euroLED 2011 attracted 1550 delegates to the exhibition and conference.

- *Primary Job Function at euroLED 2011*



- *Level of Role at euroLED 2011*





Sponsorship Opportunities:

Sponsoring euroLED 2012 is an unbeatable way to showcase your brand, both in pre show marketing and at the event. euroLED 2012 offers a unique opportunity to reach a carefully targeted audience.

PREMIER SPONSORSHIP

£9000+VAT

SOLD

- Achieve maximum company exposure
- 1x Exhibition Stand (9m² shell scheme)
- Full page advert in LED Futures Magazine
- Logo on Electronic Flyers marketing the event
- Five (5) complimentary Conference Passes
- 250 word profile on Sponsors Page of euroLED 2012 website
- Table of 10 at the gala dinner

CONFERENCE SPONSORSHIP

£7000+VAT

SOLD

- Achieve maximum company exposure
- Full page advert in LED Futures Magazine
- Logo on Electronic Flyers marketing the event
- Ten (10) complimentary Conference Passes
- 250 word profile on Sponsors Page of euroLED 2012 website
- Table of 10 at the gala dinner

GALA DINNER SPONSORSHIP

£6000+VAT

- Full branding of the gala dinner room
- Opportunity to open the gala dinner
- Company presentation to be on large screen throughout the dinner
- 250 word profile on Sponsors Page of euroLED 2012 website
- Table of 10 at the gala dinner
- Half page advert in LED Futures Magazine



EXHIBITION BAG SPONSORSHIP

£2200 +VAT

- Include a one-page promotional flyer (supplied by sponsor) in the delegate bag for distribution
 - Logo and company profile in LED Futures
 - Logo on euroLED 2012 website and 250 company overview on Sponsors' Page
- *Sponsor to provide bags

LANYARD SPONSORSHIP

£2750 +VAT

- Your company logo on the lanyards (exhibition and conference)
- Logo and profile on the euroLED website
- *Sponsors to provide lanyards (qty to be confirmed)

REGISTRATION SPONSORSHIP

£3000 + VAT

- Full branding of the registration area
- Logo and profile on the euroLED website
- Distribution on sponsors promotional material in registration area

EXHIBIT FLOOR AISLE

£2000 + VAT

- Sponsors logo on each aisle of the exhibition floor
- Logo and profile on the euroLED website

Paul Drosihn, Technology Development Manager – Lighting (EMEA), Arrow Electronics said: “We’ve sponsored euroLED for several years and have found that like a lot of events, the more we out into it, the more we get out. euroLED is the perfect cross-over between the lighting and electronics industries and I believe that it is an ideal fulcrum for the future of the solid state lighting industry in Europe.”



Exhibit Cost:

Space only: £300 per sqm includes:

- Raw space
- Carpet
- One electrical socket
- One spotlight

Shell Scheme Package: £325 per sqm includes:

- Raw space
- White shell scheme
- Carpet
- Name board
- One electrical socket
- One spotlight.

For more information on exhibiting or for a current copy of the euroLED 2012 floorplan, please contact:

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euroLED™2012



HEB24A

“euroLED 2011 was an extremely well run exhibition with some high quality visitors. Exhibiting helped Harvard reinforce our position as leaders in the European LED Driver market and we are looking forward to an even bigger and better show at the NEC in 2012.” – **Richard Adelsberg, Marketing Manager, Harvard Engineering**



Contact us:

For more information on exhibiting or sponsoring euroLED 2012 please contact:

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