IES 2024 Conference Sponsorship Guide

New York City | August 15-17, 2024
New York Marriott Marquis Times Square

IES 2024
THE LIGHTING CONFERENCE
About IES24

IES’ annual conference, IES24: The Lighting Conference, is the preeminent conference for all things lighting, from research to design to technology and more—a true state of the industry event. Join us for IES24 in New York City, 15-17 August 2024, as a sponsor for this illuminating event.

Our three day event includes a day of hands-on workshops and two days of educational sessions and technical papers & presentations. In addition to the learning opportunities, IES24 is home to the world renowned Industry Progress Report, with leading manufacturers, exhibits and reception, Emerging Professionals Day, the Leadership Forum, two spectacular keynote speakers and the industry benchmarking Illumination Awards and Gala.

The Venue

The IES24 host hotel is the amazing Marriott Marquis New York, in the heart of Times Square.

The hotel and conference center have recently had a multi-million dollar refurbishment, so all of the facilities are first class.

IES24 encompasses two floors (6 and 7), with easy access and plentiful signage throughout.

The Marriot Marquis have provided us with an outstanding room rate of $269 per night for the conference, so book now. You won’t find a better deal in a better location!
Why Sponsor

Sponsoring the IES24 conference provides a myriad of benefits for companies seeking to enhance their visibility, connect with industry leaders, and showcase their commitment to excellence in the lighting industry.

**Market Exposure:** The IES24 conference attracts a diverse audience of professionals and experts in the field of lighting. Sponsoring the event offers companies unparalleled exposure to a targeted demographic, ensuring that their brand reaches influential decision-makers, potential clients, and collaborators within the industry.

**Thought Leadership:** By sponsoring the conference, companies position themselves as thought leaders in lighting. Your sponsorship provides a platform to showcase expertise, share insights, and contribute to the industry dialogue, establishing your company as a go-to authority.

**Networking Opportunities:** The IES24 conference is a hub for networking, bringing together professionals, researchers, and innovators in the lighting industry. Sponsors gain access to exclusive networking events, creating valuable opportunities to connect with potential clients, partners, and collaborators.

**Brand Recognition:** Conference sponsorship prominently displays a company’s logo and branding throughout the event, reinforcing brand visibility and recognition. This exposure extends beyond the conference as attendees engage with sponsored materials, fostering long-term brand recall and loyalty.

**Community Engagement:** Supporting IES24 demonstrates a company’s commitment to community and industry advancement. This involvement can enhance the company’s reputation, emphasizing corporate social responsibility and a dedication to the growth and development of the lighting community.

**Customizable Opportunities:** IES24 offers a range of sponsorship levels and customizable packages, allowing companies to tailor their involvement to align with specific marketing goals and budgets. Whether you’re a small startup or an established industry leader, there’s a sponsorship opportunity to suit every company.

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<thead>
<tr>
<th>Wednesday</th>
<th>Thursday</th>
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<td>Meetings</td>
<td>EP Day</td>
<td>Opening Keynote</td>
<td>Networking Session</td>
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<td>Reception</td>
<td>Hand-On Workshops</td>
<td>General Sessions</td>
<td>Sessions &amp; Papers</td>
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<td>Lighting Tours</td>
<td>Industry Progress Report</td>
<td>Illumination Awards</td>
<td>Keynote</td>
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<td>Society Awards</td>
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<td></td>
<td>Opening Reception</td>
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ies.org/ac
Premier Sponsor Packages at IES24

Our three Premier Sponsor Packages contain a multitude of benefits, including complimentary full conference registration passes, exhibit tables and an array of fantastic marketing and promotions. Customization is available on Platinum and Gold levels, please contact us to discuss your needs.

Standard Table Top Display and Contributing Sponsor options are also available, in addition to networking and attendee experience sponsorships, to get your company’s name in front of the best in the lighting industry.

PLATINUM SPONSOR
$12,500 MEMBER / $15,000 NON-MEMBER
(6 AVAILABLE)

PACKAGE INCLUDES:
• Three (3) complimentary full conference registrations (no gala) (up to $3,300 value)
• One (1) 6-foot tabletop display with Platinum Priority Placement (up to $4,750 value, electric included)
• 20% off additional experience sponsorships

DIRECT MARKETING & PROMOTIONS
• Sponsored social post on LinkedIn and Instagram ($1,000 value)
• IES dedicated post on LinkedIn welcoming you as a Platinum Level Sponsor, including a link to company website ($1k value)
• One (1) email sent on behalf of Platinum sponsor by IES to the attendee list
• Signage throughout conference space ($1,000 value)
• Recognition as Platinum Sponsor on promotional communication

PRE-CONFERENCE
• During each IES Educational Webinar leading up to the 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 eight webinars, contingent on date of commitment ($4,000 value)

DURING
• One (1) push notification in the Conference App ($400 value)

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

GOLD SPONSOR
$10,000 MEMBER / $12,000 NON-MEMBER
(10 AVAILABLE)

SPONSOR PACKAGE
• Two (2) complimentary full conference registrations (no gala) (up to $2,200 value)
• One (1) 6-foot tabletop display (up to $4,750 value, electric included)
• 15% off additional experience sponsorships

DIRECT MARKETING & PROMOTIONS
• IES dedicated post on LinkedIn welcoming you as Gold Level sponsor, including a link to company website ($1,000 value)
• One (1) email sent on behalf of Gold sponsor by IES to the attendee list
• Signage throughout conference space ($1,000 value)
• Recognition as Gold Sponsor on promotional communication

DURING
• One (1) push notification in the Conference App ($400 value)

POST-CONFERENCE
• Featured in IGNITE Education & Standards email newsletter featuring sponsor logo linked to company site and your top three takeaways from the conference ($4,000 value)
• Recognition as Gold Sponsor in LD+A magazine
SILVER SPONSOR  
$6,000 MEMBER / $7,500 NON-MEMBER  
PACKAGE INCLUDES:  
- One (1) complimentary full conference registration (no gala) *(up to $1,100 value)*  
- One (1) 6-foot tabletop display *(up to $4,750 value, electric included)*  
- 10% off additional experience sponsorships  

DIRECT MARKETING TO ATTENDEES  
- IES dedicated post on LinkedIn welcoming you as Silver Level sponsor, & website link  
- Signage throughout conference space *(worth $1,000 value)*  
- Recognition as Silver Sponsor on promotional communication

STANDARD TABLE TOP DISPLAY  
$4,250 (MEMBER) / $4,750 (NON-MEMBER)  
SPONSOR PACKAGE  
- One (1) 6-foot tabletop display *(up to $4,750 value, electric included)*  
- One (1) Exhibits Only Area Pass *(worth $199 value)* [No access to conference program]

CONTRIBUTING SPONSOR  
$2,000 (MEMBER) / $3,000 (NON-MEMBER)  
SPONSORSHIP INCLUDES:  
- Recognition on all conference promotion materials  
- One complimentary full conference (no gala) registration *(up to $1,169 USD value)*

NETWORKING SPONSORSHIPS  

<table>
<thead>
<tr>
<th>SOCIAL EVENTS/RECEPTIONS</th>
<th>MEMBER</th>
<th>NON-MEMBER</th>
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</thead>
</table>
| Thursday or Saturday Night Event  
- Digital event invitation email  
- Content provided by sponsor  
- Recognition on promotional materials  
- Exclusive event sponsor signage  
- Pre-conference “Know Before You Go” email, including company logo  
| $5,000 | $8,000 |

<table>
<thead>
<tr>
<th>NETWORKING SPONSORSHIPS</th>
<th>MEMBER</th>
<th>NON-MEMBER</th>
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<tbody>
<tr>
<td>Friday &amp; Saturday Breakfast</td>
<td>$5,000 each</td>
<td>$7,000 each</td>
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<tr>
<td>Friday &amp; Saturday Lunch</td>
<td>$5,000 each</td>
<td>$7,000 each</td>
</tr>
<tr>
<td>Networking Break (3 Available)</td>
<td>$4,000 each</td>
<td>$5,000 each</td>
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Networking & Sponsorships include:  
- Recognition as the sponsor of your event on promotional material  
- Sponsor-branded signage at your event  
- Opportunity to place marketing materials during your event.

NOTE: All prices and values listed in USD
## Conference Experience Items

<table>
<thead>
<tr>
<th>Item</th>
<th>Member</th>
<th>Non-Member</th>
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<tbody>
<tr>
<td>Conference Registration &amp; Lanyards</td>
<td>$9,500</td>
<td>$11,000</td>
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<tr>
<td>Personal Chargers</td>
<td>$2,500 $4,500 +Cost of Item</td>
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<tr>
<td>Coffee Sleeve</td>
<td>$2,500 $4,500 +Cost of Item</td>
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<tr>
<td>Key Card</td>
<td>$6,500</td>
<td></td>
</tr>
<tr>
<td>Conference Bags</td>
<td>$4,500 +Cost of Item</td>
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<tr>
<td>Hand Sanitizer</td>
<td>$2,500 +Cost of Item</td>
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<tr>
<td>Water Bottles</td>
<td>$2,500 +Cost of Item</td>
<td></td>
</tr>
<tr>
<td>Pens</td>
<td>$2,500 +Cost of Item</td>
<td></td>
</tr>
<tr>
<td>Water Bottles</td>
<td>$2,500 +Cost of Item</td>
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## Digital Sponsorships

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<thead>
<tr>
<th>Item</th>
<th>Member</th>
<th>Non-Member</th>
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</thead>
<tbody>
<tr>
<td>WiFi</td>
<td>$10,000</td>
<td>$13,000</td>
</tr>
<tr>
<td>Mobile App Sponsorship</td>
<td>$10,000</td>
<td>$15,000</td>
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<tr>
<td>Mobile App Banner Ad (Rotating)</td>
<td>$2,000</td>
<td>$3,000</td>
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</table>

## Speaker Sponsorships

<table>
<thead>
<tr>
<th>Item</th>
<th>Member</th>
<th>Non-Member</th>
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</thead>
<tbody>
<tr>
<td>Friday Keynote Speaker</td>
<td>$8,000</td>
<td>$12,000</td>
</tr>
<tr>
<td>Saturday Keynote Speaker</td>
<td>$5,000</td>
<td>$9,000</td>
</tr>
<tr>
<td>Breakout Session Rooms (4)</td>
<td>$10,000</td>
<td>$12,000</td>
</tr>
<tr>
<td>Session Sponsor</td>
<td>$3,500</td>
<td>$5,000</td>
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Every year students and new lighting professionals gather at the Emerging Professional events held in conjunction with IES’s annual conference to learn more about the lighting industry, meet leadership within the IES and to build valuable relationships to further their lighting careers.

Support the future of the lighting industry by helping emerging professionals participate at the IES24 conference.

Involvement benefits students and EPs, as well as the Society as a whole, through the exchange of ideas and experiences. Their attendance is possible because of the generous contributions of sponsors like you!

$2500 sponsors one EP

Once received, the funds will be allocated to the applicant(s) by the Emerging Professionals Committee to allow them to attend the conference and event.

WHAT DOES YOUR SPONSORSHIP COVER?

Each sponsored Emerging Professional will receive:

- Full day pre-conference Emerging Professional Day program (including venue, AV, and food and beverage costs)
- One full conference registration to IES24 in New York City
- An $1800 USD travel stipend to offset hotel & travel expenses
- One ticket to the EP Networking Reception

For your support of EP program, you will receive:

- Recognition in on-site signage at IES24
- Recognition on all event communication
- Listed on the IES website as a sponsor
- One ticket (per EP sponsored) to the EP Networking Reception

Customizable Opportunities: If you are interested in sponsoring Emerging Professional Day for more or less than the cost of one attendee, please reach out so we can help tailor your involvement to align with your specific marketing goals and budgets.

For more information about sponsoring Emerging Professionals, contact Michael Austerlitz at mausterlitz@ies.org

*Sponsorship recognition on print materials is contingent on date of commitment and when signage goes to print.
ABOUT THE IES ILLUMINATION AWARDS
The IES Illumination Awards program recognizes individuals for professionalism, ingenuity, and originality in lighting design based on the individual merit of each entry.

FEATURED SPONSORSHIPS

DINNER WINE & WINE CHARM SPONSOR
$35,000 MEMBER / $45,000 NON-MEMBER
- Mention during the presentation with logo on screen
- Thank you from stage
- Individual corporate wine charms accompany each glass!

ILLUMINATION AWARDS CASE STUDY WEBINAR
$10,000 MEMBER / $12,000 NON-MEMBER (LIMITED AVAILABILITY)
- Produced and distributed throughout the following year after the IA Gala
- Company name and logo on promotion for webinar
- Company name and logo on screen during webinar

NOTE: All prices and values listed in USD
# Celebrate the Best in Lighting

## 2024 IES Illumination Awards Sponsorships

### Exclusive Cocktail Reception Sponsor

Includes music, appetizers, and cocktails. (Does not include VIP Recipients Lounge)

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<thead>
<tr>
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<th>Member</th>
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<tr>
<td>Or Sponsor À La Carte</td>
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<tr>
<th></th>
<th>Member</th>
<th>Non-Member</th>
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<tbody>
<tr>
<td>VIP Recipient’s Lounge</td>
<td>$4,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Signature Cocktail (3 Available)</td>
<td>$3,000</td>
<td>$5,000</td>
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<tr>
<td>Signature Hors d’Oeuvres</td>
<td>$5,000</td>
<td>$7,000</td>
</tr>
<tr>
<td>Gold Carpet Sponsor (In front of the IA Step &amp; Repeat)</td>
<td>$3,000 + Cost of Item</td>
<td>$4,000 + Cost of Item</td>
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### Illumination Awards After Party

Includes music, dessert, and cocktails. (Does not include: Dance floor cling, photo booth, koozies)

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<th>Member</th>
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<tbody>
<tr>
<td>Photo Booth</td>
<td>$3,500</td>
<td>$6,500</td>
</tr>
<tr>
<td>Music &amp; Entertainment (Live DJ)</td>
<td>$4,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Dessert Sponsor</td>
<td>$5,000</td>
<td>$7,000</td>
</tr>
<tr>
<td>Beer &amp; Wine Sponsor (Optional: Add branded beer koozies to your sponsorship!)</td>
<td>$6,000 + Cost of Item</td>
<td>$8,000 + Cost of Item</td>
</tr>
<tr>
<td>Signature Cocktail (3 Available)</td>
<td>$3,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Dance Floor Cling</td>
<td>$5,000</td>
<td>$7,000</td>
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</table>
Elevate your brand and take a leading role in the lighting industry by sponsoring IES24. Act now to secure your sponsorship while demonstrating your commitment to the industry and IES. Your brand, our conference, a bright partnership awaits!

**IES Sustaining Members are provided with heavily discounted rate!** If you are not yet a Sustaining Member, inquire now and take advantage of this benefit and much more.

CONTACT US NOW TO BOOK: Graham Kirk: gkirk@ies.org or Kevin Wolfe: kwolfe@ies.org

The Sustaining Membership is for companies, institutions, and other organizations regardless of staff size or operational budget. Select the Sustaining Member level that best meets the needs of your organization and start maximizing the services and benefits provided by the IES for your company and your employees. Benefits include access to education and the new Lighting Library®, discounted memberships and attendances to society level events and conferences, promotion of your company on our website, at our annual events, and in the award-winning LD+A magazine. In addition, a portion of the Sustaining Membership dues are tax deductible (US only).

**IES Sustaining Membership levels start as low as $1,250 per year!**

BECOME AN IES SUSTAINING MEMBER AND SAVE

CONTACT MEMBERSHIP@IES.ORG FOR MORE INFORMATION

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**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 2024 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 2025), or to refund the rental fee, less any non-recoverable expenses for the space.
SPONSORSHIP CONFIRMATION FORM

New York City | August 15-17, 2024
New York Marriott Marquis Times Square

□ PLATINUM SPONSOR 3 Available
$12,500 (member)
$15,000 (non-member)

□ GOLDSponsor 6 Available
$10,000 (member)
$12,000 (non-member)

□ SILVER SPONSOR
$6,000 (member)
$7,500 (non-member)

□ STANDARD TABLE-TOP DISPLAY
$3,500 (member)
$3,750 (non-member)

□ EXCLUSIVE OPTIONS (Please Specify from the Page)
Sponsorship choices ________________ $ ______
______________________________ $ ______

□ CONTRIBUTING SPONSOR
$2,000 (member)
$3,000 (non-member)

TOTAL $________

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
□ 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 OR 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 company agrees to comply with all terms and conditions of this agreement. All terms and conditions of the IES24 The Lighting Conference are agreed upon and enforced by sponsor company. Sponsor understands terms are non-cancelable. 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: ________________________________________________

BECOME AN IES SUSTAINING MEMBER AND SAVE

□ PLATINUM SPONSOR 3 Available
$12,500 (member)
$15,000 (non-member)

□ GOLDSponsor 6 Available
$10,000 (member)
$12,000 (non-member)

□ SILVER SPONSOR
$6,000 (member)
$7,500 (non-member)

□ STANDARD TABLE-TOP DISPLAY
$3,500 (member)
$3,750 (non-member)

□ CONTRIBUTING SPONSOR
$2,000 (member)
$3,000 (non-member)