

IES 2024 Conference Sponsorship Guide



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

I E S 2 4

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.



Wednesday	Thursday	Friday	Saturday
Meetings Reception Lighting Tours	EP Day Hand-On Workshops Industry Progress Report Exhibits Reception Society Awards Opening Reception	Opening Keynote General Sessions Illumination Awards Awards After Party	Networking Session Sessions & Papers Keynote IES25 Announcement

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 (\$1,000 value)
- Recognition as Silver Sponsor on promotional communication



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)
- One (1) Exhibits Only Area Pass (\$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 & EVENT SPONSORSHIPS

SOCIAL EVENTS/RECEPTIONS		MEMBER	NON-MEMBER
Thursday or Saturday Night Event <ul style="list-style-type: none">• 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 +Price of Event	\$8,000 +Price of Event
NETWORKING SPONSORSHIPS		MEMBER	NON-MEMBER
Friday & Saturday Breakfast		\$5,000 each	\$7,000 each
Friday & Saturday Lunch		\$5,000 each	\$7,000 each
Networking Break (3 Available)		\$4,000 each	\$5,000 each

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.

Exclusive Sponsorships at IES24

DIGITAL SPONSORSHIPS	MEMBER	NON-MEMBER
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
Mobile App Sponsorship <i>Only available if Mobile Banner Ads have not been purchased</i> Exclusive 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) <i>Only available if Mobile Banner Ads have not been purchased</i> One (1) banner ad linked to desired website.	\$2,000	\$3,000

SPEAKER SPONSORSHIPS	MEMBER	NON-MEMBER
Friday Keynote Speaker Exclusive recognition as a keynote sponsor and on promotional materials. Opportunity to introduce the keynote speaker!	\$8,000	\$12,000
Saturday Keynote Speaker Exclusive recognition as the Closing Session/Keynote Sponsor and on promotional materials. Opportunity to introduce the keynote speaker!	\$5,000	\$9,000
Breakout Session Rooms (4) Naming rights to the room where presentations are held for Paper and Seminar Sessions, your 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. Place marketing materials at your session, and welcome attendees to the session while introducing the speaker.	\$3,500	\$5,000

CONFERENCE EXPERIENCE ITEMS	MEMBER	NON-MEMBER
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
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.	\$4,000	\$6,500
Conference Bags Company logo prominently featured on item and exclusive recognition as the item sponsor.	\$4,500 +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
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
Pens Company logo prominently featured on item and exclusive	\$2,500 +Cost of Item	\$4,500 +Cost of Item
Water Bottles Company logo prominently featured on item and exclusive	\$2,500 +Cost of Item	\$4,500 +Cost of Item





STUDENTS AND EMERGING PROFESSIONALS

2024 EP DAY SPONSORSHIPS

SUPPORT THE FUTURE OF THE LIGHTING INDUSTRY

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

Emerging Professional Sponsorships are 100% tax deductible. (Does not apply to IES sections)

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.





ILLUMINATION AWARDS

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.



TITLE SPONSORSHIP

\$50,000 MEMBER / \$100,000 NON-MEMBER

- Logo and name recognition as "Illumination Awards, presented by [company]"
- Company name on main screen at event
- Company name and web address on event web page
- Company logo in program
- One-minute sponsored video (non-product)
- Includes one "Featured Winner Case Study Video" sponsorship
- Ten (10) complimentary tickets to the IA Gala

SUPPORTING SPONSOR PACKAGE

\$15,000 MEMBER / \$25,000 NON-MEMBER

- Mention during the presentation with logo on screen
- Company name on main screen at event
- Company name and web address on event web page
- Company logo in program
- Five (5) complimentary tickets to the IA Gala

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



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)	MEMBER \$30,000	NON-MEMBER \$40,000
Or Sponsor À La Carte		
VIP Recipient's Lounge	\$4,000	\$6,000
Signature Cocktail (3 Available)	\$3,000	\$5,000
Signature Hors d'Oeuvres	\$5,000	\$7,000
Gold Carpet Sponsor (In front of the IA Step & Repeat)	\$3,000 +Cost of Item	\$4,000 +Cost of Item

ILLUMINATION AWARDS AFTER PARTY Includes music, dessert, and cocktails. (Does not include: Dance floor cling, photo booth or koozies)	MEMBER \$35,000	NON-MEMBER \$45,000
Or Sponsor À La Carte		
Photo Booth	\$3,500	\$6,500
Music & Entertainment (Live DJ)	\$4,000	\$6,000
Dessert Sponsor	\$5,000	\$7,000
Beer & Wine Sponsor (Optional: Add branded beer koozies to your sponsorship!)	\$6,000 +Cost of Item	\$8,000 +Cost of Item
Signature Cocktail (3 Available)	\$3,000	\$5,000
Dance Floor Cling	\$5,000	\$7,000



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THE LIGHTING CONFERENCE



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



Illuminating
ENGINEERING SOCIETY

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

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☐ **PLATINUM SPONSOR** 3 Available
\$12,500 (member)
\$15,000 (non-member)

☐ **GOLD SPONSOR** 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 \$ _____

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

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.