



International Commission on Illumination  
Commission Internationale de l'Éclairage  
Internationale Beleuchtungskommission



Dear Potential Exhibitor/Sponsor,

The [CIE Tutorial and Practical Workshop on LED Lamp and Luminaire Testing to CIE S 025](#), May 8 - 11, 2017, Bern, Switzerland is approaching, and we would like to draw your attention not only to the event itself, but also to the possibilities for advertising and promoting your company and your products.

You may choose from a number of options to suit your company's strategy and reach your goal with the best possible efficiency. We would like to highlight the opportunity for exhibition space to demonstrate and showcase your company's products in addition to other opportunities to promote your company through sponsorship of the event.

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Please note that requests for the above mentioned items will be handled on a first-come first-served basis, noting that [Supportive Members of the CIE](#) do have the chance to reserve any advertising items with priority over other sponsors.

All activities can only be carried out with the acknowledgement and approval of the CIE.



## Internet homepage

<u>Sponsoring option:</u>	The CIE Tutorial and Practical Workshop on LED Lamp and Luminaire Testing to CIE S 025 gives you the possibility to reach your customers by advertising on the internet.	
<u>Description:</u>	Attract technically advanced audience by placing your electronic business card, setting a link to your homepage, or simply by placing an ad on the net.	
<u>Technical details:</u>	Banner: 250 pixels wide x 50 pixels high with max. 256 colours. File size max. 10 K (format: *.gif)	
<u>Rates</u>	Banner for 6 months (incl. link to your homepage)	CHF 500.-
	Banner for 4 months (incl. link to your homepage)	CHF 400.-
	Banner for 2 months (incl. link to your homepage)	CHF 300.-
<u>Deadlines:</u>	November 30, 2016, January 31, 2017, and March 31, 2017	

## Insert into Conference Bags

<u>Sponsoring option:</u>	Flyers, leaflets, brochures, announcements, etc.	
<u>Description:</u>	Any information supplement in the conference bags remains one of the best methods of providing information to the targeted group.	
<u>Quantity</u>	50	
<u>Technical details:</u>	Inserts may not weigh more than 100 g and shall not exceed A4 size.	
<u>Rates</u>	per insert	CHF 600.-
<u>Deadlines:</u>	March 31, 2017	

## Conference Signs & Layout

<u>Sponsoring option:</u>	Exclusive display of the company logo and sponsor name (in addition to the CIE logo) on all signs and layout matters within the Symposium Venue.	
<u>Description:</u>	Whatever participants are looking for during the conference they will use the signing of the venue. Take advantage of this possibility to make your company guide everybody safely through the area.	
<u>Quantity</u>	All signs used for the symposium within the conference area	
<u>Technical details:</u>	Logo and Sponsor name on each single poster and sign	
<u>Rates</u>		CHF 1000.-
<u>Deadlines:</u>	January 31, 2017	



## USB Memory Stick

<u>Marketing option:</u>	Company Logo printed onto the event USB memory stick	
<u>Description:</u>	The USB memory stick holds the tutorial overview notes, symposium abstracts and symposium proceedings and is an item that will be in use well after the event is over. This gives your company a long lasting marketing opportunity.	
<u>Quantity:</u>	60	
<u>Technical details:</u>	Logo in jpeg format	
<u>Application area:</u>	USB stick supplied directly to event attendee	
<u>Rate:</u>		CHF 1000,--
<u>Deadline:</u>	March 31, 2017	

## Exhibition Space/Information Stand

<u>Marketing option:</u>	Exhibition Space & Information Stand.	
<u>Description:</u>	Display your measurement devices	
<u>Technical details:</u>	Tables, electrical power plug sockets and free WIFI available in the exhibition space	
<u>Application area:</u>	Exhibition Space/Information Stand will be close to the the area of lunch and coffee breaks	
<u>Rate:</u>	<b>Initial space 3 m<sup>2</sup></b> <b>additional space</b>	CHF 500.- CHF 100.- /m <sup>2</sup>
<u>Deadline:</u>	March 31, 2017	

## Social Events – Welcome Reception and/or Dinner

<u>Marketing option:</u>	Logo and name of sponsor within the area.	
<u>Description:</u>	Take the opportunity to welcome the audience in the name of your company at one of the Social Events of the Tutorial .	
<u>Technical details:</u>	Logo, banner, flyers, brochures, name of sponsor and welcome address from about one hour before and during the relevant event.	
<u>Application area:</u>	At and around the location of the event	
<u>Rate:</u>	<b>Price upon Request</b>	
<u>Deadline:</u>	March 31, 2017	



## Packages

Sponsoring option: **The CIE Tutorial and Practical Workshop on LED Lamp and Luminaire Testing to CIE S 025** provides you with the possibility to reach your customers by advertising on the event webpage.

Description: Attract our technically advanced audience by placing your company logo, with a link to your company homepage, within the webpages for the event, plus the opportunity to exhibit at and attend the tutorial (depending upon level of sponsorship).

### Rates

- **Gold** CHF 3900,--
- *Special rate - Gold & Silver Supportive member of CIE* CHF 3500,--
- Visibility for 6 months on website (incl. link to your homepage)
- 2 Complimentary tutorial registrations
- Exhibition space 6 m<sup>2</sup> (additional space available at extra charge)
- 1 Insert into conference bags
  
- **Silver** CHF 2500,--
- *Special rate - Gold & Silver Supportive member of CIE* CHF 2300,--
- Visibility for 4 months on website (incl. link to your homepage)
- 1 Complimentary tutorial registration
- 1 Insert into conference bags
- Exhibition space 3 m<sup>2</sup> (additional space available at extra charge)
  
- **Bronze** CHF 800,--
- *Special rate - Gold & Silver Supportive member of CIE* CHF 700,--
- Visibility for 2 month on website (incl. link to your homepage)
- 1 Insert into conference bags

Deadlines: November 30, 2016 for Gold,  
January 31, 2017 for Silver  
March 31, 2017 for Bronze

## Information and Reservation

Should one or more of the above mentioned opportunities meet your requirements, please kindly send an email to the Secretariat at METAS for reservation and further information. Depending on the sponsorship option a first down payment will be invoiced to you right after your reservation and the final invoice will be mailed May 12, 2017.

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