



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



Dear Potential Exhibitor/Sponsor,

The 5<sup>th</sup> CIE Expert Symposium on Colour and Visual Appearance, Hong Kong will be held during the week of April 20, 2020, and we would like to draw your attention not only to the event itself (and the associated workshops and annual meetings of CIE Divisions 1, 2 and 8) but also to the possibilities for advertising and promoting your company, products and research.

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 have a discount of 10%** for these opportunities and 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>	This CIE Event gives you the possibility to reach your customers by advertising on the internet.	
<u>Description:</u>	Attract a technically advanced audience by placing your company logo including a link to your homepage.	
<u>Technical details:</u>	Banner: no more than 250 pixels wide x 50 pixels high. File size max. 10 K (format: *.gif)	
<u>Rates</u>	Banner for 6 months (incl. link to your homepage)	HK\$ 5,000.-
	Banner for 4 months (incl. link to your homepage)	HK\$ 4,000.-
	Banner for 2 months (incl. link to your homepage)	HK\$ 3,000.-
<u>Deadlines:</u>	October 15, 2019, December 15, 2019, February 15, 2019	

## Advertisement in the Symposium Abstract Booklet (pdf)

• Outside Back Cover (A4, full colour in CMYK)	HK\$ 18,000
• Inside Front Cover (A4, full colour in CMYK)	HK\$ 12,000
• Inside Back Cover (A4, full colour in CMYK)	HK\$ 12,000
• Inside Front Page (A4, full colour in CMYK)	HK\$ 8,500
• Inside Back Page (A4, full colour in CMYK)	HK\$ 8,000

<u>Technical Details:</u>	Advert as a jpeg file, no bleed to edge of the page.
<u>Deadline:</u>	February 20, 2020

## Symposium 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>		HK\$ 15,000.-
<u>Deadlines:</u>	December 15, 2019	



## USB Memory Stick

<u>Marketing option:</u>	Company Logo printed onto the symposium USB memory stick
<u>Description:</u>	The USB memory stick holds the workshop 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>Technical details:</u>	Logo to be printed
<u>Application area:</u>	USB stick supplied directly to event attendee
<u>Rate:</u>	HK\$ 10,000,-
<u>Deadline:</u>	February 20, 2020

## Exhibition Space

<u>Marketing option:</u>	Display table and space for marketing collateral.
<u>Description:</u>	Display your measurement devices on a table (1.8 m x 0.6 m) and surrounding area.
<u>Technical details:</u>	Display table, electrical power plug sockets and free WiFi available in the exhibition space.
<u>Application area:</u>	Exhibition space will be close to the area of lunch and coffee breaks
<u>Rate:</u>	HK\$ 18,000,-
<u>Deadline:</u>	April 6, 2020. Note space is limited and is on a first come first served basis.

## Welcome Reception

<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 Welcome Reception.
<u>Technical details:</u>	Logo, banner, name of sponsor and welcome address from about one hour before and during the welcome reception.
<u>Application area:</u>	At and around the location of the event
<u>Rate:</u>	<b>Price upon Request</b>
<u>Deadline:</u>	February 20, 2020



## Packages

Sponsoring option: Packages of opportunities including logo on website, exhibition space, logos on event banners and other event materials.

### Rates

- **Gold** HK\$ 50,000,-
  - Visibility for 6 months on website (incl. link to your homepage)
  - 2 Complimentary symposium registrations.
  - An exhibition booth
  - Opportunity for a lunchtime seminar
  - Logo on banners and displays
  
- **Silver** HK\$ 40,000,-
  - Visibility for 4 months on website (incl. link to your homepage)
  - 1 Complimentary symposium registration
  - Exhibition space
  - Logo on banner and displays
  
- **Bronze** HK\$ 18,000,-
  - Visibility for 2 months on website (incl. link to your homepage)
  - Logo on banners and displays

Deadlines: October 15, 2019 - Gold,  
December 20, 2019 - Silver  
February 15, 2020 - Bronze

## Information and Reservation

Should one or more of the opportunities be of interest to you, please kindly send an email for reservation and further information. Depending on the sponsorship option, a 30% deposit will be invoiced to you right after your reservation and the remaining payment is due by March 31, 2020.

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