

SPONSORSHIP & EXHIBITING
OPPORTUNITIES

Michigan advanced LIGHTING CONFERENCE

Featuring the MSSLA Annual Symposium

November 19, 2014 | Radisson Lansing at the Capitol | Lansing, MI

Put your company name in front of thousands of qualified industry decision makers before and during the event — become a Michigan Advanced Lighting Conference sponsor or exhibitor today!

FULL SPECTRUM SPONSOR \$15,000

Pre-conference exposure

- 10 Complimentary conference registrations
- Logo and hyperlink on conference website
- Profile and hyperlink on NextEnergy Connect monthly newsletter
- Logo and hyperlink on all pre-conference electronic promotion
- Featured Sponsor 25-word company description in one pre-conference promotion email

On-site exposure

- Complimentary 6ft. table in Advanced Lighting Showcase
- Recognition banner onsite
- Opportunity to hang 2x6 company banner in a central area
- Company logo and verbal recognition featured in welcome presentation
- Full page ad plus logo and 25-word description in conference program

INFRARED SPONSOR \$7,500

Pre-conference exposure

- Five Complimentary conference registrations
- Logo and hyperlink on conference website
- Logo and hyperlink on all pre-conference electronic promotion
- Featured Sponsor 25-word company description in one pre-conference promotion email

On-site exposure

- Company brochure/flyer and signage in designated area
- Recognition banner onsite
- Company logo and verbal recognition featured in welcome presentation
- Half-page ad plus logo and 25-word description in conference program

ULTRAVIOLET SPONSOR \$3,500

Pre-conference exposure

- Two Complimentary conference registrations
- Logo and hyperlink on conference website
- Logo and hyperlink on all pre-conference electronic promotion

On-site exposure

- Recognition banner onsite
- Company logo and verbal recognition featured in welcome presentation
- 25-word description in conference program

BREAKFAST/LUNCH SPONSOR (limit one sponsor each) \$2,000

- Signage located near buffet/food area
- One complimentary conference registration
- Logo and acknowledgement in conference program

NETWORKING RECEPTION SPONSOR (limit one) \$2,000

- Signage in networking reception area
- One complimentary conference registration
- Logo and acknowledgement in conference program

ADVANCED LIGHTING SHOWCASE EXHIBITOR | \$350

- 6ft. display table
- One complimentary conference registration (transferrable among booth staff)
- Logo and 25-word description in event program
- Company name and hyperlink on conference website

Contact:

Diana L. Nash, LEED AP
248.763.2275

diananash@greenteamcoalition.com

For more information
and to register, visit
nextenergy.org/malc

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SPONSOR / EXHIBITOR TERMS & CONDITIONS

Please send the completed application to: **Diana L. Nash, LEED AP**
248.763.2275 | diananash@greenteamcoalition.com

This agreement defines the terms under which NextEnergy (Organizer), along with the sponsor or exhibitor, enter into an agreement for the *Michigan Advanced Lighting Conference* ("Event"). This agreement is effective as of date on application and shall remain effective until the *Michigan Advanced Lighting Conference* ends on November 19, 2014, and all responsibilities set forth are fulfilled. The parties acknowledge that they will use their best good faith efforts to negotiate and resolve subsequent issues that may arise from this Agreement as a result of unforeseen occurrences and that may alter the conditions of this Agreement.

Payment and Cancellation Policy

Payment is due upon receipt of application to secure sponsorship/exhibit display space. Notice of cancellations must be received in writing no later than October 19, 2014 and are subject to a 25% cancellation fee. No refunds will be issued for cancellation after October 19, 2014.

Exhibitors ONLY

Changes to the floor plan may occur for space and safety reasons. NextEnergy will make every effort to ensure display spaces are acceptable. Exhibitors agree to abide by all move-in and move-out instructions, as well as venue and fire code and safety regulations.

Sponsors ONLY

Limited License: NextEnergy grants the Sponsor a limited license to use any of the artwork on the Event site for the purpose of promoting the Event and linking to the Event site.

Exhibitor & Sponsor Promotion: In order to be included in both pre-event and onsite promotion, please submit the following materials to: Melissa Smith, manager, marketing and communications, NextEnergy: melissas@nextenergy.org | 313.833.0100 ext. 122:

- 1.) A 25-word description of your company
- 2.) A high-resolution logo (Accepted file types: .jpg | .eps | .png. Logos embedded in Word or other electronic documents will not be accepted)
- 3.) Full Spectrum Sponsor program ad specs: 8"W x 11.25" H 5.0972"H, full-color, 300 dpi or higher .pdf. (no bleeds)
- 4.) Infrared Sponsor program ad specs: 8"W x 5.0972"H, full-color, 300 dpi or higher .pdf. (no bleeds)

Company Name: _____ Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

SELECT PACKAGE:

- Full Spectrum Sponsor \$15,000 | Infrared Sponsor \$7,500 | Ultraviolet Sponsor \$3,500
- Breakfast Sponsor \$2,000 | Lunch Sponsor \$2,000 | Networking Reception Sponsor \$2,000
- Advanced Lighting Showcase Exhibitor \$350 (Please submit payment via online exhibitor registration: nextenergy.org/malc)

Signature: _____ Date: _____

EVENT ORGANIZER:



EVENT PARTNERS:

