

OUTDOOR LIGHTING LEADERSHIP

2024 EXHIBITOR PROSPECTUS



Sep 22-25

ATLANTA

ies.org/salc

DID YOU KNOW?

The IES Street and Area Lighting Conference is the only conference of its kind dedicated to improving the outdoor lighting business of electric utilities and energy service companies. All our attendees are vitally interested in learning about your products and services and include decision-makers from investor-owned regulated electric utilities, unregulated marketing affiliates, cooperatives, municipal utilities and independent contractors and consultants.

Over 900 Attendees Will Be in Atlanta this October

Attendees from electric utilities, municipalities, cooperatives and energy service companies include:



Lighting Engineers



Utility Managers



Marketing Specialists



Technical Specialists



Lighting Consultants

2024 Expected Attendance Over

900



2023 LIGHTING LEADERS

AcuityBrands.

COOPER
Lighting Solutions

Current @

Itron

signify

TERRAGO

valmont

LEAD

Place your company at the intersection of the outdoor lighting industry. Support the IES community and share your products and services with the outdoor lighting specialists who need them.

NETWORK

Provide your team with the opportunity to build relationships and connect with an exclusive targeted audience of outdoor lighting stakeholders.

SHARE

The 2024 IES Street and Area Lighting Conference fosters career growth and enables IES Exhibitors to share more about their products, programs and services.

ATLANTA SPONSORSHIP PACKAGES

LIGHTING LEADER PACKAGE

12 Available: \$13,500 (Sustaining Member)
\$16,000 (non-member)



LIGHTING PERFORMANCE PACKAGE

\$6,750 (Sustaining Member)
\$7,750 (non-member)



Exhibit Package

- Premium placement of (1) one 10'd x 20'w exhibit space
- (3) Three full attendee registrations



Direct Marketing to Attendees

- Access to attendee pre and post show allowable mailing lists (name, title, company name, mailing address).
- Message included with logo up to two Conference emails (25 words, website)
- Featured in SALC Preview Webcast
- LinkedIn social media post with logo
- Full page ad in Digital IES SALC Exhibitor Preview



Brand Impressions

- Your logo included on Conference signage, website, and program guide as a Lighting Leader Sponsor
- Signage at registration counter and throughout the meeting space near session rooms



Exhibit Package

- (1) One 10x10 exhibit booth
- (1) One full attendee registration
- (1) One Expo only registration



Direct Marketing to Attendees

- Access to attendee pre and post show allowable mailing lists (name, title, company name, mailing address)
- Half page ad in Digital IES SALC Exhibitor Preview



Brand Impressions

- Your logo included on Conference signage, website, and program guide as a Lighting Performance Sponsor

STANDARD EXHIBIT

\$4,250 (Sustaining Member) \$5,250 (non-member)



Exhibit Package

- (1) One 10x10 exhibit booth
- (1) One full attendee registrations



Direct Marketing to Attendees

- Access to attendee pre and post show allowable mailing lists (name, title, company name, mailing address)

TABLE TOP EXHIBIT

\$2,750 (Sustaining Member) \$3,250 (non-member)



Exhibit Package

- (1) One 6ft tabletop exhibit
- (1) One Expo only registration



Direct Marketing to Attendees

- Access to attendee pre and post show allowable mailing lists (name, title, company name, mailing address)

IES SALC EVENT SPONSORSHIPS

NEW! SALC CASINO NIGHT SPONSORSHIPS



Casino Night Welcome Sponsor

Your logo and team greets each attendee as they enter Casino Night festivities! Join the IES team to welcome each attendee to the social event of the Conference! Your logo appears on each bar with a custom SALC Light the Night Cocktail branded for your business. Best of all, your team will be positioned to greet attendees near the bar as you provide 2 drink tickets for each attendee. Company giveaways optional (koozie, napkins, ect).

\$15,000



SALC Opening Reception Experience Sponsor

Logo included on welcome signage. Ability for you to place attendee gift / handouts to welcome attendees. Logo on signage and at each food station. MC to thank each sponsor for recognition. Conference photographer to capture team and guests networking at reception.

\$5,000/Limit 6
\$17,500 exclusive



Contributing Sponsor

Create visibility and recognition at this year's SALC. The Contributing Sponsor will be included on sponsorship material, including the website, signage at the event and any relevant promotional material. This sponsorship includes a conference full registration for one person.

\$2,000



IES SALC Ladies in Lighting Sponsorship

Celebrate women in lighting at this signature event experience in Atlanta. Your sponsorship includes logo on website and on reception signage. Your company will be mentioned along with other sponsors, in all communications promoting the Ladies in Lighting experience. (1 Exclusive Sponsor)

\$5,000
exclusive



Light the Way Breakfast Sponsor

Your company gains exclusive visibility during the most important meal of the day. Place your company collateral near the breakfast area, while your logo greets attendees grabbing breakfast and their first coffee. Power up SALC attendees with the exclusive AM coffee station. Sponsorship includes breakfast on 1 day Tuesday, Wednesday, or Thursday. Sponsor all 3 and save.

\$3,500 daily
or \$5,500 for all 3 days



Conference Registration and Lanyard Sponsor

Exclusive sponsorship welcoming all attendees to the Conference. High logo visibility through signage at the registration desk, kiosks, program guide and registration website. Each attendee will receive your branded lanyard during registration and will wear it during the duration of the event. Your logo and website will be included in all attendee welcome emails.

\$9,500
exclusive



SALC Lunch Sponsorship

Your company gains exclusive visibility during lunch. Your company collateral will be placed at each table, providing exclusive access for attendee engagement. Your logo greets attendees during a critical networking event. Sponsorship includes breakfast on 1 day Tuesday or Wednesday. Sponsor both and save.

\$4,500 daily
or \$7,500 for both days

IES SALC DIGITAL SPONSORSHIPS



Digital IES SALC Exhibitor Preview Ad

Stand out ahead of the show in the Digital SALC Exhibitor Preview sent to all IES membership 1 month prior to the conference.

\$2,000/Full Page
\$1,500/Half Page



Exclusive Mobile App Sponsorship *Only available if Mobile Banner Ads have not been purchased*

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.

\$7,000



Mobile App Banner Ad (Rotating) *Only available if Exclusive Mobile App Sponsorship is not already taken*

One (1) banner ad linked to desired website.

\$3,000



Know Before You Go Email Sponsorship

As the exclusive Know Before You Go Sponsor, help attendees prepare for SALC with a full plan and last minute tips for Dallas. The email will include your logo, booth number, website and a 50 word message. 486x60 banner ad optional.

\$3,000



Digital Countdown Sponsorship

Your company button is hyperlinked to your homepage and helps visitors to the IES website know that time is ticking away to register for SALC.

\$2,500



**2024 Street and Area
Lighting Conference**
September 2024
ATLANTA, GA



- Lighting Leader Package** 12 Available
\$13,500 (Sustaining Member) | \$16,000 (non-member)
- Lighting Performance Package**
\$6,750 (Sustaining Member) | \$7,750 (non-member)
- Standard Exhibit**
\$4,250 (Sustaining Member) | \$5,250 (non-member)
- Table Top Exhibit**
\$2,750 (Sustaining Member) | \$3,250 (non-member)
- Event & Digital Sponsorships**
\$ _____

TOTAL \$ _____

Sponsor or exhibitor agrees to comply with all terms and conditions on both forms of this agreement. All terms and conditions of the 2024 SALC are agreed upon and enforced by Exhibitor's signature. Exhibitor understands terms are non-cancellable. Exhibitor agrees to pay for the assigned exhibit space in accordance with the guidelines contained in the exhibitor rules and regulations page.

Signature (X) _____ Date: _____

Print Name _____ Title: _____

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

Billing Date(s) _____

- 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 SALC. 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, 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.

EXHIBITOR RULES & REGULATIONS 2024

All Exhibitors participating in IES's SALC must adhere to the following rules and regulations. These rules and regulations may be amended and changed as necessary for the orderly conduct of the Conference. Any changes will be provided to Exhibitors.

Cancellation Policy

In the event that the Exhibitor cancels its reservation of space, the Exhibitor will forfeit the entire exhibit fee and the booth will be released to the waitlist immediately. The IES reserves the right to reconfigure exhibit space as necessary to avoid empty spaces. If the IES cancels the conference for reasons other than force majeure, its only responsibility shall be to refund the exhibit 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 the conference 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.

Liability and Insurance - Hold Harmless

The Exhibitor shall indemnify, save, and hold harmless the IES, the convention center, Hi-Fidelity Group and their members, officers, directors, employees, agents, and assigns from and against, any and all claims, losses, damages, injuries, awards, fines, governmental charges of fines, and liability - together with all costs, expenses and reasonable attorneys' fees in connection with its display or presence at the conference (including, but not limited to, installation, operation, use, visitation, and removal of the display). The obligations set out in this paragraph shall exclude instances of gross negligence on the part of the IES or the hotel. It shall be solely the exhibitor's responsibility to obtain adequate insurance for its participation in this event, including but not limited to insurance covering cancellation, event interruption, liability, personal injury, and property loss/damage. Minimum Liability Insurance: One million dollars (\$1 000 000) US.

Exhibitors shall provide a certificate of insurance to IES by 8-1-24.

Conflict of Interest

No Vendor or Exhibitor can schedule outside activities for Conference participants (such as golf outings, tours, or other special events) during Conference hours or any official Conference sponsored events. Any Exhibitor or Vendor hosting such activities will be asked to leave the Conference. No Exhibitor may have non-registered staff or clients at the Conference or Exhibits (i.e., schedule meetings)

General Code of Conduct

To ensure all attendees have the opportunity to meet and network, I (as acting representative of my company) agree to abide by the Conference guidelines developed by the IES and its committee members:

- My company will not host a hospitality suite during this conference at any hotel.
- My company will not take attendees away from an official Conference event or off-site during official conference hours.
- My company will confine my products to the 10' x 10' booth space (with max. 12' height) or 6-foot Tabletop space as provided by the organizer.
- My company will not violate any applicable laws or regulations; or any IES policies, guidelines or other codes of conduct including the IES vaccination policy for in person events.
- My company will not utilize recording services (in-house or third-party) for audio and video recordings in the exhibit hall at any time without the express written permission of the IES. This includes, but is not limited to, professional photographers, drones equipped with camera equipment, etc. The use of drones of any kind is prohibited in the exhibit hall.
- My Company's Representative will not be in the Exhibit Hall after closing time and will exit promptly. I understand that failure to do so could result in a penalty including, but not limited to a ban from future booth registration.
- Exhibitors may not exhibit multiple product lines from unrelated suppliers. Exhibit space may only be used by the company purchasing the space and may not be divided, shared, sublet, sold or transferred. Questions on interpretation should be directed to the Conference Chair. All exhibitor applications will be reviewed by IES and SALC to assure conformance.

Space Assignments

Exhibit space requests will be assigned in order of receipt of applications and payment. Due to the large number of companies offering similar or related product lines, the IES will make every effort but cannot guarantee that a supplier exhibiting similar products or a competitor will not be located in a nearby or adjoining exhibit space. The IES retains the right to refuse or deny any application submitted for this event, in which case it shall refund the exhibit fee. The IES shall not be deemed to have approved an application until it has both deposited the exhibit fee and returned a confirmation letter. The Exhibitor agrees to comply with the rules and conditions of the Exhibitor Prospectus and such other terms and conditions as the IES and hotel may impose at any time. The IES reserves the right, at any time and without any liability to the Exhibitor or

anyone else, to withdraw its approval of an application or to require the Exhibitor to vacate the exhibit hall for just cause (which includes, but is not limited to, violation of any of the rules and conditions or interference with neighboring exhibits or the show activities).

Sponsor Materials

Exhibitors may distribute material in the Exhibit Hall. Materials left in public areas will be removed. Advertising materials may not be displayed in hotel hallways or reception areas.

Badges

Sponsors must wear conference badges for identification.

Appearance and Operation of Exhibits

No exhibit may interfere with the line of sight to any neighboring exhibit. IES has the right to mask, move, or disassemble any exhibit that chooses not to comply at the expense of said Exhibitor.

IES reserves the right to prohibit or restrict exhibits that because of noise, method of operation, materials, or any other reason become objectionable, and also to evict any exhibitor whose conduct, in the opinion of IES, may detract from the general character of the exhibition. In the event of such restriction or eviction, IES is not liable to refund to the exhibitor any of the exhibit expenses. No exhibitor is allowed to assign, sublet, or apportion, for money or otherwise, the whole or part of space allotted him or her unless permission is granted in writing by IES.

Fireproofing

The exhibitors must strictly comply with all local fire and safety regulations. All decorations and booth equipment must be fire proofed and electrical wiring must meet the safety requirements of the hotel. Affidavits attesting to flameproof compliance with fire department regulations must be submitted when requested. No combustible material may be stored in or around exhibit booths. All exhibits must meet OSHA requirements pertaining to the safe use of tools, materials, and equipment.

Floor Plan

All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. IES reserves the right to make modifications that may be necessary to meet the needs of the Exhibitors and the exhibit program. IES has the absolute right to allocate and assign space among Exhibitors and to relocate exhibits after initial assignment if circumstances warrant at its sole discretion.