IALD ENLIGHTEN AMERICAS 2020 ONLINE

An online experience unlike any other
21-22 October 2020

For the first time, IALD brings the lighting community the *Enlighten* energy and excitement—you already know and love—directly to homes or offices as interactive, online events unlike anything we have ever done before. The *Enlighten Americas 2020* online event goes beyond an online seminar experience—it’s designed to bring our lighting community together in new and exciting ways at a time when staying connected matters the most.

Join the IALD community on 21-22 October for two half-days packed with world-class experts in lighting, thought-provoking panels, virtual exhibit rooms, engaging breakout discussions, special social hours, giveaways, and more.

This prestigious event will be promoted to IALD’s global membership of 1,500 as well as on our social media channels that collectively reach audiences of nearly 30K. This is an incredible brand and engagement opportunity to engage with leading world-class lighting designers and to be associated with and support the IALD Enlighten Americas online this year.

[Please note you will receive a 10% discount if you are signed up to sponsor Enlighten Americas 2021.]

Leading Sponsorships

Leading sponsors help make IALD Enlighten Americas 2020 Online the most exhilarating conference for the lighting industry. These sponsorships have the most financial impact on the conference and the opportunity for the most engagement. Platinum or Gold sponsors include virtual Lighting Cross Talk participation. With your sponsorship, gain recognition front and center, above other sponsorship categories.

**Platinum Level (2 available)**
Non-Member Pricing: $15,000 USD
IALD/LIRC Member Pricing $12,000 USD

- Logo recognition as Platinum sponsor
- Virtual Cross Talk table (3 rounds of 20 minutes) *
- Virtual Exhibit Room open 1 hour before and during the event (Zoom room provided by sponsor) *
- Exclusive main reception sponsor * (work with IALD to create a unique experience)
- 15-25 second digital ad spot**
- Mobile app banner with link
- Attendee list of those opted-in to receive sponsor communications
- 30 complimentary conference registrations
- Logo recognition on event website
- Logo recognition on registration microsite
- Logo recognition in conference app (profile included)
- Logo recognition in conference emails

*To encourage attendance and participation, sponsors are recommended to provide a door prize to give away during Cross Talk, reception and/or in the virtual exhibit room. This would be an additional cost.
**Leading Sponsorships Continued**

**Gold Level (8 available)**
Non-Member Pricing: $8,000 USD  
IALD/LIRC Member Pricing $6,000 USD

- Logo recognition as Gold sponsor
- Virtual Cross Talk table (3 rounds of 20 minutes)*
- Virtual Exhibit Room open 1 hour before and during the event (Zoom room provided by sponsor)*
- Attendee list of those opted-in to receive sponsor communications
- 15 complimentary conference registrations
- Logo recognition on event website
- Logo recognition on registration microsite
- Logo recognition in conference app (*profile included*)
- Logo recognition in conference emails

**Silver Level**
Non-Member Pricing: $4,000 USD  
IALD/LIRC Member Pricing $2,000 USD

- Logo recognition as Silver sponsor
- Virtual Exhibit Room open 1 hour before and during the event (Zoom room provided by sponsor)*
- Attendee list of those opted-in to receive sponsor communications
- 10 complimentary conference registrations
- Logo recognition on event website
- Logo recognition on registration microsite
- Logo recognition in conference app (*profile included*)
- Logo recognition in conference emails

*To encourage attendance and participation, sponsors are recommended to provide a door prize to give away during Cross Talk, reception and/or in the virtual exhibit room. This would be an additional cost.

**Education / Session Sponsor**

Non-Member Pricing: $2,500 USD  
IALD/LIRC Member Pricing $1,500 USD

Lighting designers come to Enlighten to learn new design ideas, current trends and professional tools. Sponsor a speaker who inspires and educates in art, technology, or professional tools for lighting designers.

- Logo recognition as session sponsor
- Logo recognition in session presentation title slide
- Logo recognition in on-demand session recorded video uploaded to IALD’s YouTube Channel
- Mention by presenter during session introductions (“IALD [session name], presented by _____” + 15 second description of company or product—max. 2 slides or 15/25 sec digital video)**
- Attendee list of those opted-in to receive sponsor communications
- 10 complimentary conference registrations
15-Minute Special Entertainment Break

Non-Member Pricing: $2,000 USD + cost*
IALD/LIRC Member Pricing $1,000 USD + cost*

Create an engaging experience online for attendees between breaks. Imagine what you can do online! Sponsors have a unique opportunity to collaborate with IALD staff to create a unique break experience by 7 September. After 7 September, IALD will select break themes which can be sponsored. (Examples: City or museum tour, yoga or meditation virtual class, mini concert, “how to make” cooking, specialty cocktail, etc. class, host a Women in Lighting activity, or select the theme for a creative photo montage video based upon attendee submissions before the event.)

• Logo recognition as Special Entertainment Break sponsor
• Sponsor mention during break (Break presented by XX + 15 second video ad**)
• 10 complimentary conference registrations

(*Virtual products, coupons or giveaways at sponsor’s own cost.)

30-Minute Coffee + Conversation Break (2 available)

Non-Member Pricing: $2,500 USD + cost*
IALD/LIRC Member Pricing $1,500 USD + cost*

Start the day off right and host a pre-event coffee and conversation before the conference opens. This is a unique opportunity to welcome and be a part of the opening conversations and discussions.

• Logo recognition as Coffee + Conversation Break sponsor
• Mentioned by presenter during break (15 sec) Ad
• Break presented by xx.
• 10 complimentary conference registrations

(*Virtual products, coupons or giveaways at sponsor’s own cost like a digital coffee card for the first 50 people who join.)

Lighting Playground Activity (1 available)

Non-Member Pricing: $2000 USD + cost*
IALD/LIRC Member Pricing $1000 USD + cost*

You get 30 minutes to host a fun and playful, hands-on experience for attendees using light and materials they may have at their home or office. Lighting designers love to show their creative side. Coordinate activity with IALD.

• Logo recognition as Lighting Playground Activity sponsor
• Exclusive reception sponsorship
• Attendee list of those opted-in to receive sponsor communications
• 10 complimentary conference registrations

(*Virtual products or giveaways at sponsor’s own costs + coordination)
Sponsored Designer Packages

Sponsor the price of a ticket for a group of lighting designers—whether it’s 5 or 50, you can help make a difference in the lighting community. IALD will provide you with discount codes to invite your best clients (qualifies for member or non-member).

- 5 tickets for $200 USD
- 10 tickets for $400 USD
- 15 tickets for $600 USD
- 25 tickets for $1000 USD

**Don’t have a 15 to 25 second video or need help producing a video? Consider Lytei for your project. Visit www.lytei.com and contact Sam Koerbel.

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