

Become a PLDC sponsoring partner

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PLDC offers a platform for following up relations with long-term business partners and for making new contacts from all over the world! More than 1100 renowned professionals as well as up-and-coming designers gathered in Berlin in October 2009 to learn about the latest technologies and to get to know the exhibiting manufacturers.

The main sponsoring packages offer a comprehensive range of items, guaranteeing maximum exposure of your company: communicate your support with the ubiquitous brand visibility – at the event and in the run-up via PLDC's website, as well as through the PLD magazine and further marketing channels. Mingle with the design crowd at the conference, the exhibition and the PLD Recognition Awards, and discuss your services with an accomplished audience.

Sponsor's opinions on PLDC 2009:

"Today the lighting industry is facing many new technological and ecological challenges that call for collaborative efforts between all professions involved in lighting projects. PLDC has become the inevitable rendezvous to further foster dialogue between the lighting design community and all other key stakeholders."

Fernand Pereira | Philips Professional Lighting Solutions/NL

P The sponsor is the co-host of the Professional Lighting Design Recognition Awards Show

P Keynote Speakers – This item covers exclusive sponsorship of three guest speakers, such as internationally renowned architects, lighting designers, investors or building owners. Each of the six half-day conference sessions (tracks) is opened by a Keynote Speaker.

P Gala Dinner – Table sponsoring at the gala dinner on the occasion of the PLDR Awards. Tables will seat eight guests each.

P Speaker's Sponsorship – Sponsors may give a brief address to the audience before a speaker commences his/her presentation. Company name and company logo are listed with details about the session in the conference programme.

P Conference Ticket Pack – May be used for company staff or invitees.

P Address List – After the conference a complete address list of all conference attendees will be made available to the sponsors. The address list may be purchased as an individual item. Should the number of attendees exceed 1000, the rate charged for this item will be increased by € 1.50 per additional address. NB: the minimum price for the address list: € 1,500.

E Exhibition – An exhibition of products and services offered by the lighting industry will complement the conference. Booth sizes vary according to sponsoring categories and individual sponsoring options. No additional equipment or furnishings are provided by VIA Verlag.

E Info Kiosk – Unmanned info points of approximately one square metre

A Brand logo package – The brand logo package is available exclusively to Platinum, Gold and Silver Sponsors

Company logos are included in:

- The official PLDC website
- Advertisements for PLDC
- Conference programme
- Conference Proceedings
- Conference tickets
- Promotional items

A Print advertising – The print advertisement package comprises full page insertions in the conference programme/proceedings. The programme will be published in April 2011. The Proceedings will be published in October 2011.

A Conference Room Sponsoring

The rooms will be named after the main sponsors.

A Coffee Break Sponsoring – One sign per serving station will be put up presenting the sponsoring partner. The logo of the sponsor will be displayed on the screens in the conference rooms.

A Hotel Room Welcome Greetings

Greetings are displayed on the hotel room TV on checking in. Small gifts/brochures/etc. can be laid out in the room.

Sponsoring packages



	Platinum € 50,000	Gold € 30,000	Silver € 15,000	Individual Sponsoring Options Value in €
P Presentation Package				
Co-host of "PLDR Award" or Presentation of three Keynote Speakers (six in total)	1			exclusive
Table at PLDR Awards Dinner (8 seats)	2	2	1	2500
Speaker Sponsorship	5	2	1	exclusive
Conference Ticket Pack (10 Tickets)	1	1	1	exclusive
Address List	1	1	1	exclusive
E Exhibition				
Exhibition (limited no. of exhibition spaces)	1 (15 m ²)	1 (15 m ²)	1 (9 m ²)	5000 (6 m ²)
Info Kiosk				1500
A Advertising Opportunities				
Brand Logo Package	1	1	1	exclusive
1/1 Page as in Conference Proceedings	1	1		3000
1/1 Page Ad in Conference Programme	1	1	1	1300
Conference Room Sponsoring	1	1		exclusive
Coffee Break Sponsoring				1300
Hotel Room Welcome Greetings/Gifts				1500

For further
information
please visit
www.pld-c.com