

A|L Light & Architecture Design Awards & Roundtable

THE OPPORTUNITY

The fifth annual A|L Light & Architecture Design Awards honor outstanding and innovative projects in the field of architectural lighting design. These awards recognize and reward excellent lighting design within specific criteria relevant to each of three categories; Residential, Interior and Exterior. To further acknowledge issues of notable importance in today's practice of lighting design and design techniques particular to lighting, A|L will also be presenting a series of awards that recognize Best Use of Color, Best Incorporation of Daylight and Best Lighting Design on a Budget.

To celebrate the winners of the annual A|L Light & Architecture Design Awards, ARCHITECTURAL LIGHTING and Parsons, The New School of Design are partnering for an awards presentation and roundtable event. The roundtable and awards presentation will include a review and discussion of the winning projects, hosted by the editors of ARCHITECTURAL LIGHTING. A cocktail reception will conclude the program. The winners and representatives of ARCHITECTURAL LIGHTING and Parsons will attend a private sponsor dinner following the reception.

The private dinner is hosted at the school and held on an illuminated project table created by the students specifically for the dinner, and made from sponsor donated products. The illuminated table is a unique setting for an intimate evening of networking and conversation with the award winners, students and ARCHITECTURAL LIGHTING editors. The finished project table will be given to the sponsor at the culmination of the event for further display.

The A|L Light & Architecture Design Awards winning projects will be covered in the July/August issue of ARCHITECTURAL LIGHTING. The ARCHITECTURAL LIGHTING Web site, archlighting.com, will also host supplementary information and features about winning projects.

SPONSOR BENEFITS

By becoming the exclusive A|L Light & Architecture Design Awards & Roundtable sponsor, you position your company as an industry leader in the eyes of key decision makers in architectural lighting and design. Your sponsorship heralds your commitment to design excellence. Using the A|L Light & Architecture Design Awards & Roundtable sponsorship as an integral part of your marketing aligns your message and brand with one of the most prestigious awards in the architectural lighting and design industry.

Attending the event will provide multiple opportunities to meet and talk to attendees, winners and editors at the awards, reception and private dinner. It's an excellent way to take the pulse of the market first hand.

Top Reasons *You* Should Sponsor the A|L Design Awards

- Prominent recognition by the industry's most influential lighting designers and architects
- A leading edge in the architectural lighting community
- Exclusive access to winners and editors at a Private Illuminated Table Dinner
- Sponsorship of the Illuminated Project Table, which the sponsor may keep
- Opportunity to speak at the Roundtable event and receive recognition from the Editor of A|L at the podium
- Your logo included in the A|L Design Awards & Roundtable presentation
- Your company will receive two-time usage of the A|L Design Awards & Roundtable attendee list
- Sponsor Thank You full page ad in September/October issue of ARCHITECTURAL LIGHTING

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As a sponsor, you'll receive a unique event experience and program that includes the following:

SPONSOR OPPORTUNITIES	
Exclusive Sponsor	
Available Sponsorships	1
Cost	\$15,000
EXCLUSIVE SPONSOR BENEFITS	
MARKETING AND SIGNAGE	
Awards Advertising Pages	Sponsor logo will be placed on all pre-event Invitation ads in ARCHITECTURAL LIGHTING. Circulation: 30,000 (Note: Subject to receipt date of signed contract).
Thank You Ad	Sponsor logo included in a full page Thank You ad in the September/October issue of ARCHITECTURAL LIGHTING
Prominent Onsite Signage	Your company logo will be featured on event signage.
WEB PROMOTION	
Online Promotions	Sponsor logo will be included in all promotion emails. These emails will direct recipients to a unique URL promoting the A L Design Awards & Roundtable and includes links to additional information. (Note: Subject to receipt date of signed contract).
ONSITE EXPOSURE	
Complimentary Registration	4
General Session Presence	Sponsor logo will be featured on the Main Stage before and after the presentation.
General Session Mentions	Your company will be acknowledged and thanked from the Main Stage.
Podium Time	Sponsor will have two minutes of time at the podium at the

Sponsor Company Initial _____ Date: _____

	beginning of the program
Private Dinner Sponsor	Exclusive sponsor of the Private Dinner and recognition by some of the industry's most influential architectural lighting designers
Illuminated Project Table	Sponsor will be able to keep the finished project table after the dinner is finished (Note: shipping and re-assembly of the table is the sponsor's responsibility)
USE OF ATTENDEE LIST	
Post-Event Mailings	Sponsors will have 2X use of A L Design Awards & Roundtable attendee database to conduct marketing effort following the event, with reference to the A L Design Awards. This campaign must be conducted through a third-party mail house.

A|L Light & Architecture Design Awards & Roundtable Sponsorship Confirmation

2008 A|L Design Awards & Roundtable Event

Date: October 23, 2008

Place: Parsons, The New School of Design, New York, NY

Premier Sponsorship Cost: \$15,000 (net)

(Sponsor also agrees to donate products for the Illuminated Project Table.)

Summary of Sponsor Benefits

- Exclusive sponsorship of the A|L Design Awards & Roundtable
- Access to winners and editors at the Private Illuminated Table dinner
- Sponsor company logo on event promotion and signage
- Sponsorship of the Illuminated Project Table, which the sponsor may keep (Sponsor must donate products for the Illuminated Project Table)
- Sponsor has two-time use of the A|L Design Awards & Roundtable attendee list for post-event marketing
- Sponsorship will be acknowledged from the main stage
- Two minutes speaking time at the podium during the Roundtable event and receive recognition from the Editor at the podium
- Sponsor logo included in the A|L Design Awards & Roundtable Presentation
- Admittance for four (4) company representatives
- Sponsor "Thank You" full page ad in September/October issue of ARCHITECTURAL LIGHTING

Sponsor Company Initial _____ Date: _____

I hereby reserve our company's sponsorship of the 2008 A|L Design Awards & Roundtable. I understand that no private functions with attendees outside conference programming are allowed. Sponsorship of the 2008 A|L Design Awards & Roundtable cannot be canceled.

Sponsoring Company Name

Key Contact Name

Key Contact Address

Key Contact Telephone

Key Contact Fax

Key Contact E-mail

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