



Lighting Quality & Energy Efficiency

April 23 - 26, 2014
Kuala Lumpur, Malaysia



Hotel Istana Kuala Lumpur



Look into the future -
"Lighting Quality and Energy Efficiency"
- A must-attend CIE event

malaysia2014.cie.co.at

Hosted by



Organised by



Supported by



**Also held in conjunction
Technical Meetings**



The premier event of Commission International de L'Eclairage (CIE)

CIE "Lighting Quality & Energy Efficiency" Conference 2014

Hotel Istana Kuala Lumpur, Malaysia
23rd - 26th April 2014

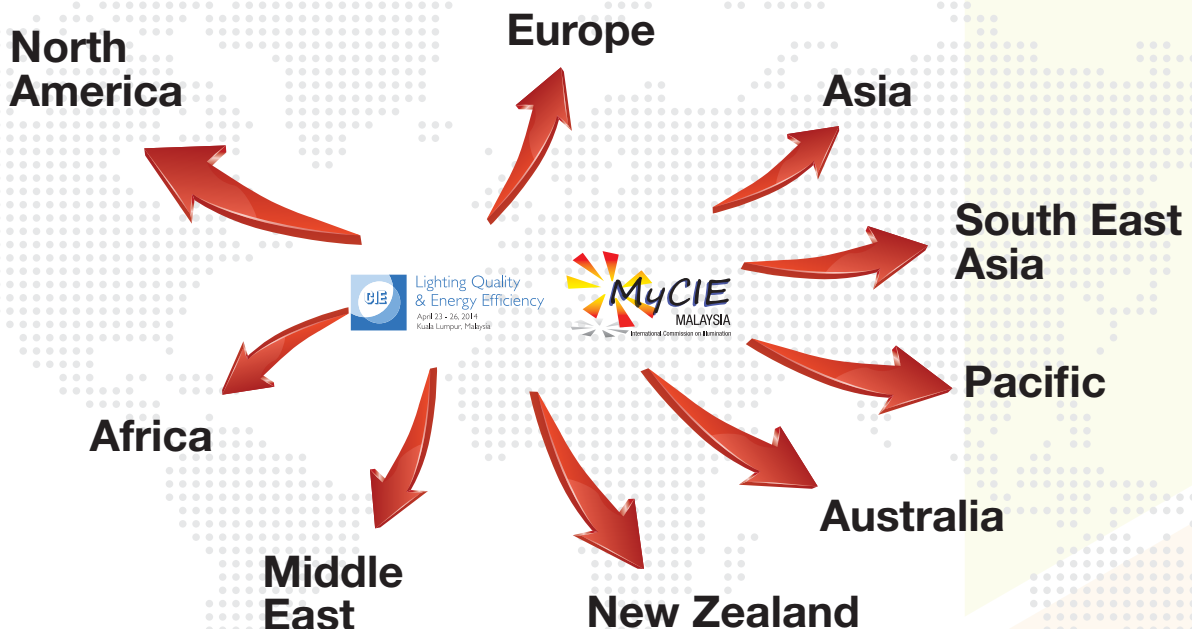
An event that gathers policy makers, researchers, engineers, manufacturers, consultants and managers that looks into the future of lighting and energy efficiency.

An event that will shape the direction and future of lighting and energy efficiency.

PARTICIPATE and be part of the future

An opportunity for you to reach 400 policy makers, key opinion leaders, leaders of the industry, potential business partners and potential customers from around the world, namely Europe, North America, Asia and South East Asia, Middle East, Australia, New Zealand and the Pacific and the continents of Africa, all under one roof over the period of 3 days to:

- Make a bold statement of your product and technology
- Share and voice your thoughts to the policy makers and key opinion leaders on the future direction of lighting and energy efficiency
- Network and connect to the supply chain in the region to improve your competitive edge
- Create new relationship and launch into new market which opens more business opportunities



Seize the opportunities at this Conference designed for those involved in the following:

1. Vision and Color
2. Measurement of Light and Radiation
3. Interior Environment and Lighting Design
4. Lighting and Signalling for Transport
5. Exterior Lighting and Other Applications
6. Photobiology and Photochemistry
7. General Aspects of Lighting (Inactive)
8. Image Technology

GOLD MYR90,000

(Limited places on first-come, first-served basis)

Benefits as follows:

ENTITLEMENT	VALUE (MYR)
<p>1 RECOGNITION AND CREDIT MENTION</p> <ul style="list-style-type: none"> Recognition and credit mentioned at the Opening Ceremony of the Conference Corporate logo (limited to one only) to be featured on the backdrop in the main hall of the Conference Corporate logo (limited to one only) to be featured on the main welcome banner, bunting and directional signage of the Conference Corporate logo and hyperlink on the Conference website ONE representative will be invited to special activities or events with the VIP during the Conference whenever situation allows, e.g. seated at the VIP row during Opening Ceremony, seated at the VIP table during Conference Dinner, etc. <i>(Actual details will be provided and to be confirmed)</i> 	15,000
<p>2 LUNCH INVITATION BRANDING</p> <ul style="list-style-type: none"> Right to have 15 minutes air-time <i>(The time can be used to deliver a Welcome Speech by the representative of company, to show corporate video or make corporate presentation) (The content and format are subject to the Organising Committee's approval)</i> Right to showcase company logo or product logo and promotional items during the Lunch Invitation Branding <i>(Items are subject to the Organising Committee's approval)</i> Includes hall rental Includes meals and beverages arrangement Include standard AV arrangement Does not include the cost of invited speakers, printed materials, company's own promotional and decoration items, etc. 	40,000
<p>3 PREMIUM EXHIBITION BOOTH (2m X 3m) x 2</p> <p>Includes 1 Conference Bag, 2 Exhibitor Badges and Exhibitor Listing in the Conference Programme Book.</p>	45,000
<p>4 FULL PAGE ADVERTISEMENT IN THE PROGRAMME BOOK – INSIDE COVER</p> <ul style="list-style-type: none"> Excludes cost of design, artwork, colour separation and film production of the Advertisement <i>(The high resolution artwork in "ai" format is to be provided to the Organising Committee before 30th March 2014)</i> 	9,000
<p>5 PRODUCT RELATED INSERT IN THE CONFERENCE BAG</p> <ul style="list-style-type: none"> Excludes the cost of design, artwork, colour separation, film production and printing of the Inserts Limited to one insertion only <i>(The insert is to be delivered to the Organising Committee before 30th March 2014)</i> 	6,000
<p>6 TWO SPECIAL AND COMPLIMENTARY INVITATIONS FOR THE COMPANY REPRESENTATIVE TO ATTEND THE FOLLOWING:</p> <ul style="list-style-type: none"> The Opening Ceremony and Welcome Reception of the Conference The Conference proceeding from 24th – 26th April 2014 The Conference Dinner 	5,610
<p>TOTAL VALUE OF THE PACKAGE</p>	120,610

SILVER MYR60,000

(Limited places on first-come, first-served basis)

Benefits as follows:

ENTITLEMENT	VALUE (MYR)
1 RECOGNITION AND CREDIT MENTION <ul style="list-style-type: none"> Recognition and credit mentioned at the Opening Ceremony of the Conference Corporate logo (limited to one only) to be featured on the backdrop in the main hall of the Conference Corporate logo (limited to one only) to be featured on the main welcome banner, bunting and directional signage of the Conference Corporate logo and hyperlink on the Conference website ONE representative will be invited to special activities or events with the VIP during the Conference whenever situation allows, e.g. seated at the VIP row during Opening Ceremony, seated at the VIP table during Conference Dinner, etc. <i>(Actual details will be provided and to be confirmed)</i>	15,000
2 PREMIUM EXHIBITION BOOTH (2m X 3m) x 2 Includes 1 Conference Bag, 2 Exhibitor Badges and Exhibitor Listing in the Conference Programme Book.	45,000
3 FULL PAGE ADVERTISEMENT IN THE PROGRAMME BOOK – RUNNING PAGE <ul style="list-style-type: none"> Excludes cost of design, artwork, colour separation and film production of the Advertisement <i>(The high resolution artwork in “ai” format is to be provided to the Organising Committee before 30th March 2014)</i>	9,000
4 PRODUCT RELATED INSERT IN THE CONFERENCE BAG <ul style="list-style-type: none"> Excludes the cost of design, artwork, colour separation, film production and printing of the Inserts Limited to one insertion only <i>(The insert is to be delivered to the Organising Committee before 30th March 2014)</i>	6,000
5 TWO SPECIAL AND COMPLIMENTARY INVITATIONS FOR THE COMPANY REPRESENTATIVE TO ATTEND THE FOLLOWING: <ul style="list-style-type: none"> The Opening Ceremony and Welcome Reception of the Conference The Conference proceeding from 24th – 26th April 2014 The Conference Dinner 	5,610
TOTAL VALUE OF THE PACKAGE	80,610



BRONZE MYR30,000

(Limited places on first-come, first-served basis)

Benefits as follows:

ENTITLEMENT	VALUE (MYR)
1 PREMIUM EXHIBITION BOOTH (2m X 3m) x 1 Includes 1 Conference Bag, 2 Exhibitor Badges and Exhibitor Listing in the Conference Programme Book.	2,500
2 FULL PAGE ADVERTISEMENT IN THE PROGRAMME BOOK – RUNNING PAGE <ul style="list-style-type: none"> • Excludes cost of design, artwork, colour separation and film production of the Advertisement <i>(The high resolution artwork in “ai” format is to be provided to the Organising Committee before 30th March 2014)</i> 	9,000
3 PRODUCT RELATED INSERT IN THE CONFERENCE BAG <ul style="list-style-type: none"> • Excludes the cost of design, artwork, colour separation, film production and printing of the Inserts • Limited to one insertion only <i>(The insert is to be delivered to the Organising Committee before 30th March 2014)</i> 	6,000
4 TWO SPECIAL AND COMPLIMENTARY INVITATIONS FOR THE COMPANY REPRESENTATIVE TO ATTEND THE FOLLOWING: <ul style="list-style-type: none"> • The Opening Ceremony and Welcome Reception of the Conference • The Conference proceeding from 24th – 26th April 2014 • The Conference Dinner 	5,610
TOTAL VALUE OF THE PACKAGE	43,110

OTHER SPONSORSHIP ITEMS

ENTITLEMENT

VALUE (MYR)

1	CONFERENCE DINNER <ul style="list-style-type: none"> • 15 minutes air-time <i>(The time can be used to deliver a Welcome Speech by the representative of company, to show corporate video or make corporate presentation)</i> <i>(The content and format are subject to the Organising Committee's approval)</i> • Right to showcase company logo or product logo and promotional items during the Conference Dinner <i>(Items are subject to the Organising Committee's approval)</i> • Includes hall rental • Includes meals and beverages arrangement • Include standard AV arrangement • Does not include the cost of invited speakers, printed materials, company's own promotional and decoration items, etc. • Does not include entertainment, sound and light arrangement which is at the sole discretion of the Organising Committee 	60,000
2	WELCOME RECEPTION <ul style="list-style-type: none"> • 15 minutes air-time <i>(The time can be used to deliver a Welcome Speech by the representative of company, to show corporate video or make corporate presentation)</i> <i>(The content and format are subject to the Organising Committee's approval)</i> • Right to showcase company logo, product logo and promotional items during the Welcome Reception <i>(Items are subject to the Organising Committee's approval)</i> • Includes hall rental • Includes meals and beverages arrangement • Include standard AV arrangement • Does not include the cost of invited speakers, printed materials, company's own promotional and decoration items, etc. • Does not include entertainment, sound and light arrangement which is at the sole discretion of the Organising Committee 	50,000
3	CONFERENCE NAME BADGE & LANYARD (Limited to TWO companies only) <ul style="list-style-type: none"> • Right to have ONE company logo or product logo from each company printed on the Conference Name Badge and Lanyard. • Conference Lanyard design and quantity have to be approved by the Organising Committee 	15,000
4	HOSPITALITY SUITE <ul style="list-style-type: none"> • Space / Room for Hospitality Suite only <ul style="list-style-type: none"> • One day – MYR 10,000 • Two days – MYR 20,000 • Three days – MYR 30,000 • Right to showcase company logo, product logo and promotional items <i>(items are subject to the Organising Committee's approval)</i> • Does not include food & beverages, Internet access, computers and equipment, company's own promotional and decoration items, etc. 	10,000 20,000 35,000



OTHER SPONSORSHIP ITEMS

ENTITLEMENT		VALUE (MYR)
5	<p>CONFERENCE BAG (Limited to TWO companies only)</p> <ul style="list-style-type: none"> Right to have ONE company logo or product logo from each company printed on the Conference Bag. 	15,000
6	<p>EXHIBITION BOOTH (2m X 3m)</p> <ul style="list-style-type: none"> Includes 1 Conference Bag, 2 Exhibitor Badges and Exhibitor Listing in the Conference Programme Book. 	9,600
7	<p>FULL PAGE ADVERTISEMENT IN THE PROGRAMME BOOK – RUNNING PAGES</p> <ul style="list-style-type: none"> Excludes cost of design, artwork, colour separation and film production of the Advertisement <i>(The high resolution artwork in "ai" format is to be provided to the Organising Committee before 30th March 2014)</i> 	9,000
8	<p>PRODUCT RELATED INSERT IN THE CONFERENCE BAG</p> <ul style="list-style-type: none"> Excludes the cost of design, artwork, colour separation, film production and printing of the Inserts Limited to one insertion only <i>(The insert is to be delivered to the Organising Committee before 30th March 2014)</i> 	6,000
9	<p>COFFEE BREAK</p> <ul style="list-style-type: none"> Right to announce the Coffee Break session sponsored by the company Right to showcase company logo, product logo and promotional items during One Coffee Break session <i>(items are subject to the Organising Committee's approval)</i> Includes meals and standard beverages arrangement The specific Coffee Break Session to be determined by the Committee Members 	5,000

SPONSORSHIP ITEM BOOKING FORM



Lighting Quality
& Energy Efficiency
April 23 - 26, 2014
Kuala Lumpur, Malaysia



Please return the complete form to the Secretariat at:

Suite 12.9, Level 12,
Wisma UOA II,
Jalan Pinang,
50450 Kuala Lumpur

Tel : +603 2162 0566
Fax : +603 2162 6560
Email : vivian@console.com.my
Contact Person : Vi Vian Ng

We wish to participate as a sponsor in the above meetings as follows:

No	Item	Amount (MYR)

Submitted by

Name: _____

Company / Address: _____

Tel: _____ Fax: _____

Email: _____

Signature & company stamp: _____