



IESANZ Light in  
Focus Event 2022

**WATT'S NEXT in Lighting**

**Wednesday 25th May and Thursday 26th May 2022**

**Doltone House, Jones Bay Wharf, Pirrama Road, Pyrmont**



# EXHIBITION & PARTNERSHIP PROSPECTUS

All exhibition and sponsorship inquiries  
can be directed to IESANZ Light in Focus  
Event Organiser, Cecelia Haddad  
by phone on 0411 264 948 or by  
email: [cecelia@marketingelements.com.au](mailto:cecelia@marketingelements.com.au)

[www.iesanz.org](http://www.iesanz.org)





# WATT'S NEXT In Lighting



## MESSAGE FROM THE PRESIDENT & CONFERENCE CONVENOR

ON BEHALF OF THE MEMBERS OF THE IESANZ:  
The Lighting Society we invite you to join with us on  
**Light in Focus 2022 – WATT'S NEXT In Lighting.**

We live in times where our experience with lighting is constantly changing. Great lighting focuses on using light effectively, accurately, and efficiently to transform our lives, and better the world we live in.

The Lighting Society's overarching aim is advancing the art, and science of illumination, and the dissemination of knowledge to all interested parties. We have committed to delivering a conference that will showcase cutting-edge thinking, design, and technology in lighting. As a part of the society of people that enthuse, and use light in its many forms, we invite you to join us in supporting Light in Focus, Sydney 2022. This event, which includes a Conference, Exhibition and Awards Dinner, will engage with individuals and organisations from all professional fields working in the built environment.

Edison's commercialisation of the electric light bulb changed the world. The technology helped enable the power grid, modern transportation, and ultimately the lifestyles we enjoy today. The landscape of lighting technology is constantly evolving and developing, now more than ever. We are now witnessing new technologies playing important roles in the lighting field, impacting our lives, and bringing change to how we as humans impact our world.

Our event program will be delivered by highly qualified speakers knowledgeable in the topics related to quality, quantity and characteristics of light advances in its use around the world, and ways to use it efficiently and sustainably as possible. Topics of interest will also include smart lighting, IOT, LIFI, UVC light amongst others.

Through your attendance, you will gain the opportunity to expand your knowledge in lighting, talk to the experts, and network in an international forum. We also will provide a number of opportunities for a very select group (up to 20) of supporters from the wider lighting industry to team up with us to showcase their best technology.

Our 2019 IESANZ Conference was a raging success, attracting quality speakers to bring us updates from around the world. Members of the wider lighting community converged on the event from around Australia and New Zealand. The recognition of our regional and cross-society talent, overall upskilling, and networking opportunities gained by attendees has been a talking point for months following the event. We are now deep in the throes of planning Light in Focus -WATT'S NEXT In Lighting event in Sydney.

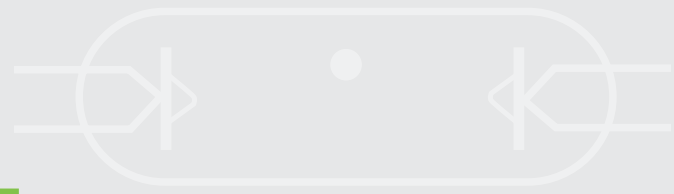
**We look forward to seeing you there!**



**Vessi Ivanova**  
BE(HONS) ELEC, MIES, RLP  
Conference Convenor



**Greg Williams**  
MIES, MEngNZ, GDipBus(EngMgt),  
BE (E&E), NZCE (Electrical)  
IESANZ President



# ABOUT THE IESANZ: THE LIGHTING SOCIETY

## WHO WE ARE

**IESANZ:** The Lighting Society is the association for the advancement of the art and science of illumination and the dissemination of knowledge to all interested parties.

The official home of lighting professionals, the Society's diversified membership includes engineers, architects, educators, students, contractors, manufacturers and designers.

**Operating under the name IESANZ:** The Lighting Society, and also known as the Illuminating Engineering Society of Australia and New Zealand Limited (IESANZ), is an organisation with a rich history dating back to 1930. The organisation comprises six Chapters which are located in the Australian States (New South Wales/Australian Capital Territory, Queensland, South Australia/Northern Territory, Victoria/Tasmania and Western Australia) and New Zealand.



## OBJECTIVES OF THE SOCIETY

The objectives of the Society will be showcased through this conference, including:

- To encourage, promote and preserve high standards of professional integrity and ethics amongst people active in the field of lighting.
- To develop policies to promote the highest quality standards in lighting and to advocate and represent the views of members active in the field of lighting.
- To liaise with related organisations and government on matters of common interest.
- To lead the development of National lighting standards.
- To provide a forum for the exchange of information, experiences, and opinions in matters of common and particular interest to members.
- To establish lighting education standards and to set, approve and maintain standards for the delivery of lighting education and to maintain a Continuing Professional Development program.
- To encourage and support special interest groups within the field of lighting.
- To encourage research and development in lighting and lighting standards and to facilitate dissemination of information on lighting matters.
- To support and promote the societal interests of the lighting community and to encourage participation by individuals and companies through membership of the Society.
- To develop international links with similar organisations.



## ABOUT THE EVENT

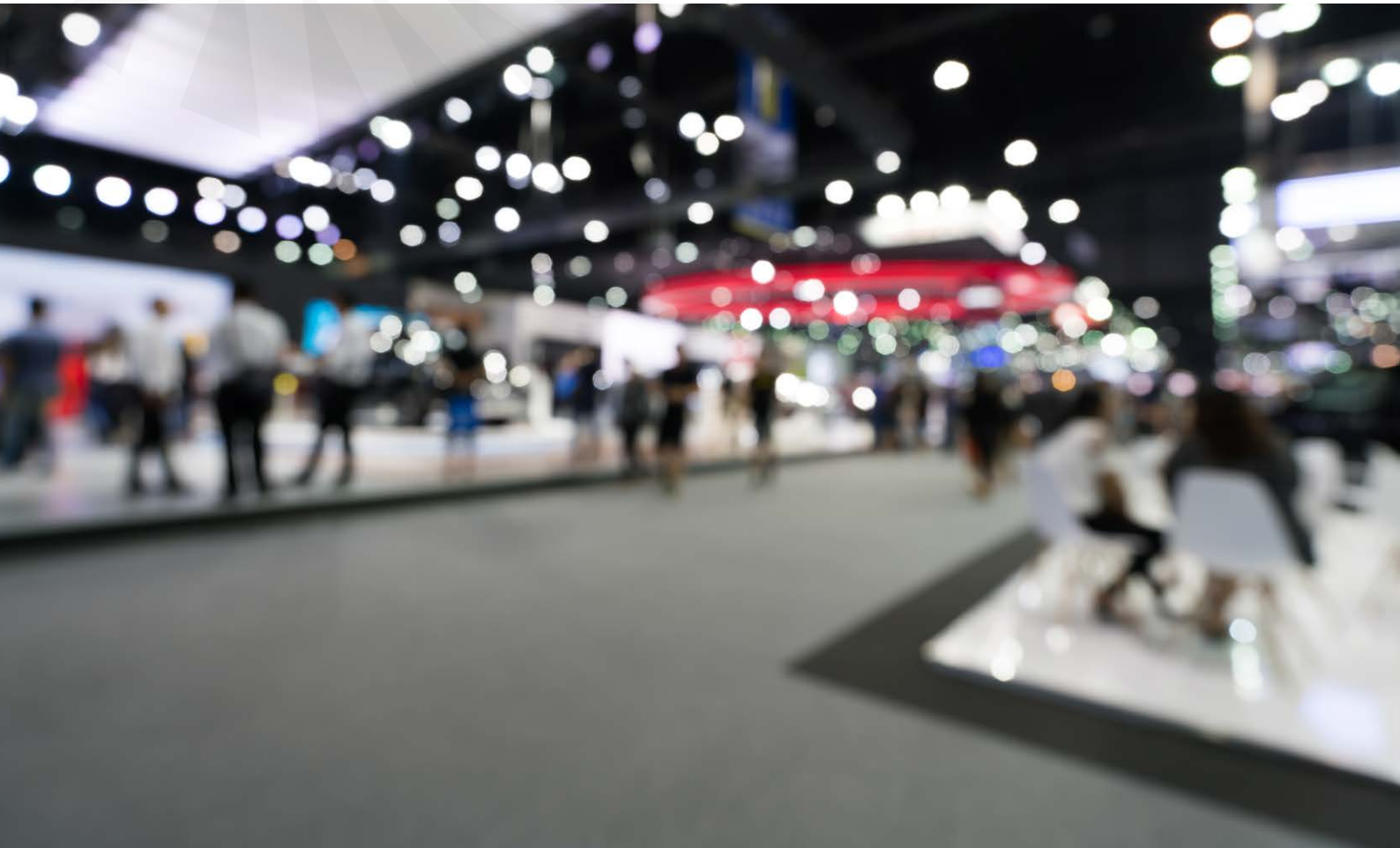
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The Light In Focus event is the lighting industry's flagship event of the year. It brings together experts from within and beyond the lighting industry to share ideas, share knowledge, discover what is new and next and provides an amazing opportunity for networking.

## WHO ATTENDS

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**#LightinFocus22** will attract around 250 of the top lighting designers, engineers, specifiers and purchasing decision makers in Australia and New Zealand. If you are looking to develop or strengthen your relationships with these illumination professionals, then #LightinFocus22 is where you need to be.



# PARTNERSHIP OVERVIEW

## Lighting In Focus Event Details

**DATE:** Wednesday 25th May and Thursday 26th May 2022  
**VENUE:** Doltone House, Jones Bay Wharf, Pirrama Road, Pyrmont  
**WEBSITE:** [www.iesanz.org](http://www.iesanz.org)

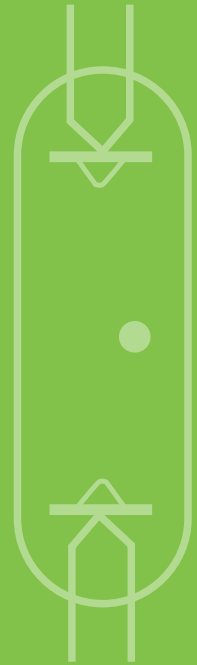
## THE KEY BENEFITS OF THE CORPORATE PARTNER PROGRAM

The goal of our Corporate Program is to establish long term relationships with our Partners, and to offer comprehensive commercial opportunities that deliver optimal branding, exposure and networking opportunities.

### Why Partner with Us?

As a valued Light In Focus Event partner you will:

- Strengthen your market position through branding and networking opportunities with key decision-makers in your target market.
- Gain access to targeted commercial prospects in a relaxed, social, face to face environment.
- Utilise the conference marketing campaign to assist in reaching your company's marketing goals.
- Increase your company's profile to give you an advantage over competitors.
- Be recognised as a key support of the industry.
- Gain CPD points for your staff.
- Hear the latest news and advances in lighting.







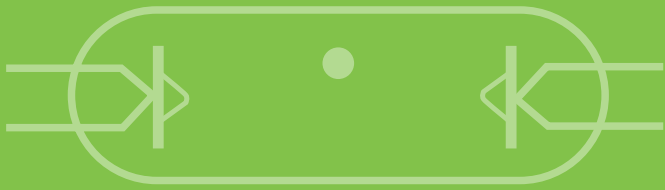
# MARKETING AND COMMUNICATION STRATEGY

## Marketing and Communication Strategy

#LightinFocus22 and #Watt'snextinlighting will be positioned, through ongoing marketing and communication, as the must-attend event for the Lighting profession. An integrated marketing strategy will be implemented incorporating:

- **Website** – as the home base for the conference it will include all the relevant information for the conference and will be updated regularly, with a dedicated section for our conference partners.
- **Direct marketing** – we will be undertaking direct email and mail marketing to our database of 850+ lighting and allied professionals with updates of all the latest conference information including our partners, speakers and key details.
- **Social media** – we will use social media to generate excitement about the event and share news of our exciting speakers and fabulous partners.
- **Cross Promotions** – our partnerships with many complementary industry associations will provide exposure to a wide range of decision makers across multiple sectors in the building and construction industry, and further leverage your investment.





# PARTNERSHIP OPPORTUNITIES

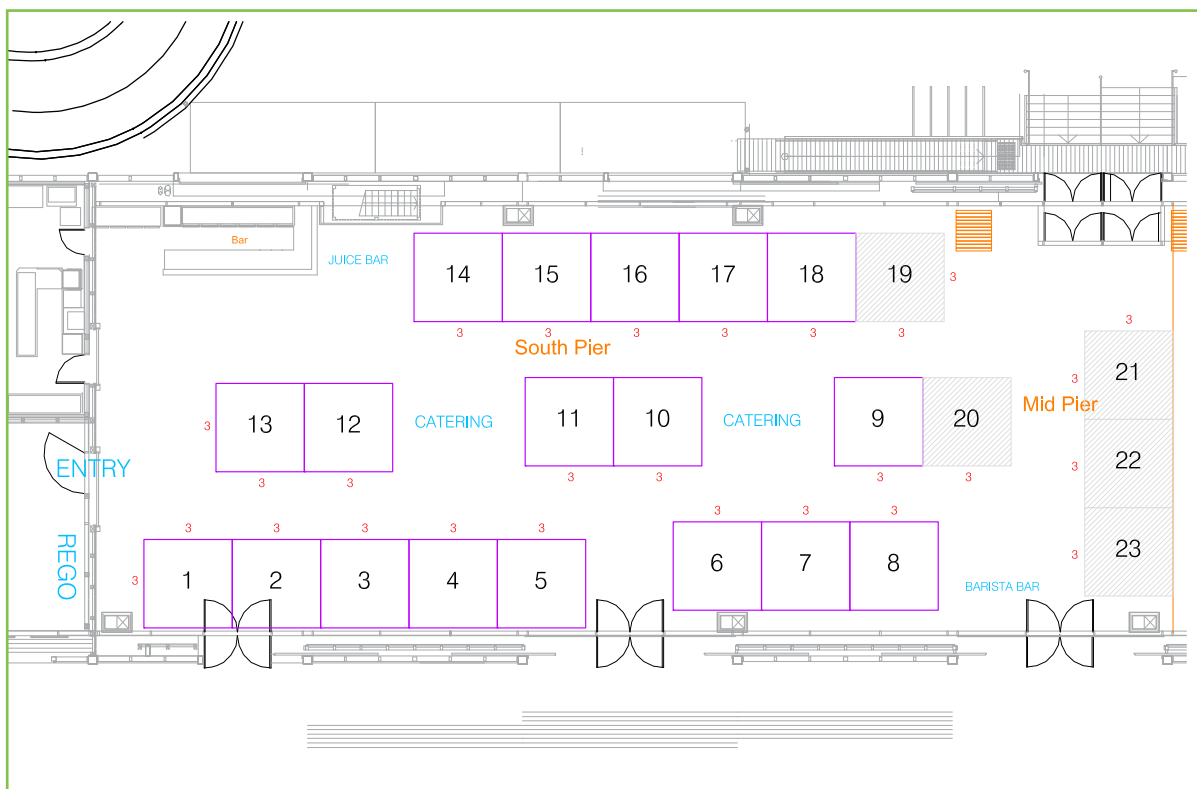
## Exhibitor (18 only) \$4,900 + GST

4 booths included in sponsorship packages.

### BENEFITS:

- Exhibition Booth 3x3m
- Choice of location (Provided deposit paid prior to booth allocation)
- Octanorm style white melamine walling 2.5m high
- Fascia sign on all open sides
- 2 x Spotlights
- 1 x 4amp Powerpoint
- 5 x Complimentary All Access (conference and exhibition) Full One Day Registrations valued at \$3,000
- Logo and listing in Conference Program as an exhibitor
- Insert in delegate satchel
- Logo and/or name on promotional materials including Conference Program
- Logo and/or name on Sponsor Tent Cards placed on Conference tables
- Logo and/or name in Event app listing
- Logo and/or name website conference event page and hyperlink to partner's website
- Logo and/or name in social media posts
- Logo and/or name featured on Conference holding slide
- Verbal acknowledgement during Conference

*\* refer to Terms and Conditions on our booking page*



*Please note booths 20-24 will be made available for bookings once the initial allocation of booths is sold. Plan may be subject to change.*



## Principal Event Partner - (two only) \$15,000 + GST

### PLATINUM BENEFITS:

- Full page advertisement in Conference Program
- **Exclusive to Principal Event Partners** - Exhibition Booth – first choice of location (Provided deposit paid prior to booth allocation)
- **Exclusive to Principal Event Partners** - Speaker session opportunity to deliver a talk (30 minutes) – content subject to Committee approval and cannot be of a commercial nature
- 10 x Complimentary All Access (conference and exhibition) Full One Day Registrations valued at \$6,000
- **Exclusive to Principal Event Partners** - Notepad, pen or water bottle sponsorship – choice - *Sponsor to provide*
- Table of ten for the Gala Dinner/Awards event, valued at \$2,500.
- Logo on Conference Program
- One targeted partner information email to the IESANZ member database (IESANZ to have final approval) including a call to action
- Digital copy of delegate list who opt in for permission to receive information from the sponsor
- **Special Bonus Offer:** Corporate membership for two people for one year included, valued at \$600. *(If the sponsor is a member, a complimentary One Day pass will be added to their sponsorship).*
- Insert in delegate satchel
- Logo and/or name on promotional materials including Conference Program
- Logo and/or name on Sponsor Tent Cards placed on Conference tables
- Logo and/or name in Event app listing
- Logo and/or name website conference event page and hyperlink to partner's website
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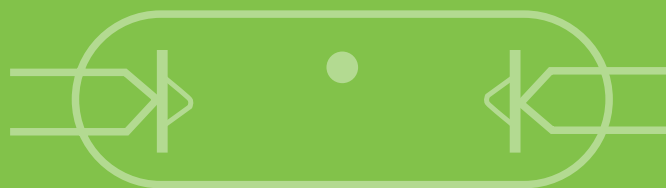
WATT'S NEXT  
In Lighting



## Event Partner - (two only) \$10,000 + GST

### PLATINUM BENEFITS:

- Half page advertisement in Conference Program
- Logo on Conference Program
- Exhibition Booth
- Introduction of speaker and signage on stage
- 5 x Complimentary All Access (conference and exhibition) Full One Day Registrations valued at \$3,000
- Table of ten for the Gala Dinner/Awards event, valued at \$2,500
- One targeted partner information email to the IESANZ member database (IESANZ to have final approval) including a call to action
- Digital copy of delegate list who opt in for permission to receive information from the sponsor
- **Special Bonus Offer:** Corporate membership for two people for one year included, valued at \$600. *(If the sponsor is a member, a complimentary One Day pass will be added to their sponsorship).*
- Insert in delegate satchel
- Logo and/or name on promotional materials including Conference Program
- Logo and/or name on Sponsor Tent Cards placed on Conference tables
- Logo and/or name in Event app listing
- Logo and/or name website conference event page and hyperlink to partner's website
- Logo and/or name in social media posts
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- Verbal acknowledgement during Conference



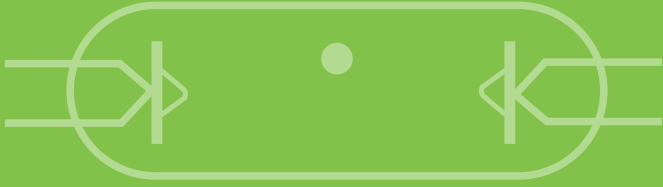
## Awards Dinner Major Sponsor - \$10,000 + GST

### BENEFITS:

- Logo on Dinner Menu
- Full page advertisement in Conference Program
- Logo on Conference Program
- Speaking spot at Awards Dinner for 5 minutes
- Present door prize
- Signage on stage for Awards Dinner
- 1 x table of ten at Awards Dinner with premium location valued at \$2,500
- 4 x Complimentary All Access (conference and exhibition) Full One Day Registrations valued at \$2,400
- One targeted partner information email to the IESANZ member database (IESANZ to have final approval) including a call to action
- **Special Bonus Offer:** Corporate membership for two people for one year included, valued at \$600. *(If the sponsor is a member, a complimentary One Day pass will be added to their sponsorship).*
- Logo and/or name on promotional materials including Conference Program
- Logo and/or name on Sponsor Tent Cards placed on Conference tables
- Logo and/or name in Event app listing
- Logo and/or name website conference event page and hyperlink to partner's website
- Logo and/or name in social media posts
- Logo and/or name featured on Conference holding slide
- Verbal acknowledgement during Conference







## Barista Cart Sponsorship - \$6,000 + GST

### BENEFITS:

- Company banner next to Barista Cart
- Company branding on cups and serviettes included
- Company branding on Barista shirts/aprons/caps/chocolates – *Sponsor to provide*
- 2 x Complimentary All Access (conference and exhibition) Full One Day Registrations valued at \$1,200
- Insert in delegate satchel
- Logo and/or name on promotional materials including Conference Program
- Logo and/or name on Sponsor Tent Cards placed on Conference tables
- Logo and/or name in Event app listing
- Logo and/or name website conference event page and hyperlink to partner's website
- Logo and/or name in social media posts
- Logo and/or name featured on Conference holding slide
- Verbal acknowledgement during Conference

## Juice & Smoothie Bar - \$6,000 + GST

### BENEFITS:

- Company branding on Juice Bar
- Company branding on juice/smoothie cups
- Company branding on Juice Bar shirts/aprons/caps – *Sponsor to provide*
- Complimentary All Access (conference and exhibition) Full One Day Registrations valued at \$1,200
- Insert in delegate satchel
- Logo and/or name on promotional materials including Conference Program
- Logo and/or name on Sponsor Tent Cards placed on Conference tables
- Logo and/or name in Event app listing
- Logo and/or name website conference event page and hyperlink to partner's website
- Logo and/or name in social media posts
- Logo and/or name featured on Conference holding slide
- Verbal acknowledgement during Conference



## VIP Conference Table at Speaker Sessions - \$5,380 + GST

### BENEFITS:

- VIP branded delegate table at the speaker sessions with priority placement near the stage for your company and guests
- 8 x Complimentary All Access (conference and exhibition) Full One Day Registrations valued at \$4,800
- Insert in delegate satchel
- Logo and/or name on promotional materials including Conference Program
- Logo and/or name on Sponsor Tent Cards placed on Conference tables
- Logo and/or name in Event app listing
- Logo and/or name website conference event page and hyperlink to partner's website
- Logo and/or name in social media posts
- Logo and/or name featured on Conference holding slide
- Verbal acknowledgement during Conference

## Satchel Sponsor - \$5,000 + GST

### BENEFITS:

- Company branding on Satchels co-branded with IESANZ
- Satchel production included in the package
- 2 x Complimentary All Access (conference and exhibition) Full One Day Registrations valued at \$1,200
- Insert in delegate satchel
- Logo and/or name on promotional materials including Conference Program
- Logo and/or name on Sponsor Tent Cards placed on Conference tables
- Logo and/or name in Event app listing
- Logo and/or name website conference event page and hyperlink to partner's website
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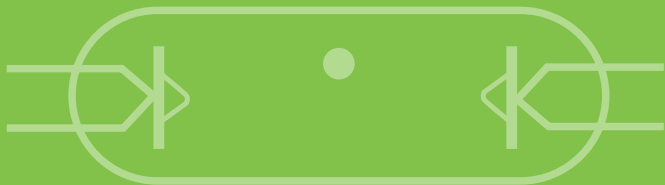
## Networking Drinks/Happy Hour - \$5,000 + GST

### BENEFITS:

- Company logo and branding on signage in networking areas (sponsor to provide)
- Company logo and branding on coasters and serviettes
- Complimentary All Access (conference and exhibition) Full One Day Registrations valued at \$1,200
- Insert in delegate satchel
- Logo and/or name on promotional materials including Conference Program
- Logo and/or name on Sponsor Tent Cards placed on Conference tables
- Logo and/or name in Event app listing
- Logo and/or name website conference event page and hyperlink to partner's website
- Logo and/or name in social media posts
- Logo and/or name featured on Conference holding slide
- Verbal acknowledgement during Conference







## Lanyard Sponsor - \$4,000 + GST

### BENEFITS:

- Company branding on lanyards
- Satchel production included in the package
- 2 x Complimentary All Access (conference and exhibition) Full One Day Registrations valued at \$1,200
- Insert in delegate satchel
- Logo and/or name on promotional materials including Conference Program
- Logo and/or name on Sponsor Tent Cards placed on Conference tables
- Logo and/or name in Event app listing
- Logo and/or name website conference event page and hyperlink to partner's website
- Logo and/or name in social media posts
- Logo and/or name featured on Conference holding slide
- Verbal acknowledgement during Conference

## Awards Dinner VIP Tables - \$3,500 + GST

### BENEFITS:

- 1 x table of ten with premium location
- Table branding
- Acknowledgement as a VIP Dinner sponsor
- Acknowledgement as a VIP Sponsor
- Logo and/or name on promotional materials including Conference Program
- Logo and/or name in Event app listing
- Logo and/or name website conference event page

## Speaker Gifts - \$3,000 + GST

### BENEFITS:

- Company logo and/or name on speaker gifts/ speaker gifts packaging
- 2 x Complimentary All Access (conference and exhibition) Full One Day Registrations valued at \$1,200
- Insert in delegate satchel
- Logo and/or name on promotional materials including Conference Program
- Logo and/or name on Sponsor Tent Cards placed on Conference tables
- Logo and/or name in Event app listing
- Logo and/or name website conference event page and hyperlink to partner's website
- Logo and/or name in social media posts
- Logo and/or name featured on Conference holding slide
- Verbal acknowledgement during Conference

## Full Page Advertisement - \$950 + GST

### BENEFITS:

- Company to provide artwork
- Full page advertisement in final Program
- Logo and/or name website conference event page and hyperlink to partner's website
- Logo and/or name in Event app listing

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## Awards Dinner Door Prizes - \$500 + GST

### BENEFITS:

- Prize draw at Awards Dinner
- Prize will be purchased by IESANZ to the value of \$500
- Recognition of Sponsor support announced on presentation of the door prize
- Logo and/or name on Sponsor Tent Cards placed on Conference tables
- Logo and/or name in Event app listing

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## Conference Door Prizes - (four) \$500 + GST

### BENEFITS:

- Prize draw am and pm
- Prize will be purchased by IESANZ to the value of \$500
- Recognition of Sponsor support announced on presentation of the door prize
- Logo and/or name on Sponsor Tent Cards placed on Conference tables
- Logo and/or name in Event app listing





# PARTNERSHIP FORM (all rates are exclusive of GST)

## IESANZ 2022 National Light In Focus Event Application Form

PLEASE TICK YOUR PREFERENCE

Contact Person: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_

State: \_\_\_\_\_

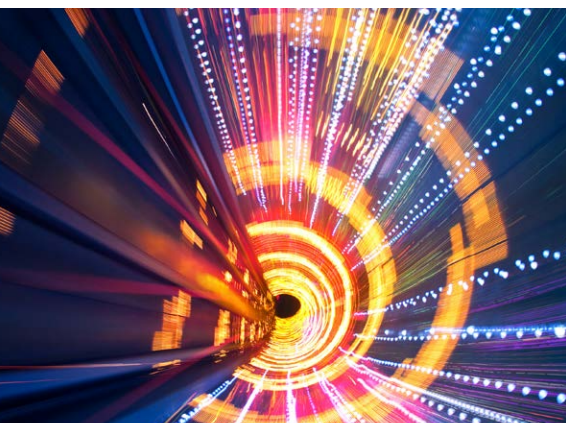
Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Exhibitor (18 only)	\$4,900 + GST	
Principal Event Partner (two only)	\$15,000 + GST	
Event Partner (two only)	\$10,000 + GST	
Awards Dinner Major Sponsor	\$10,000 + GST	
Barista Cart Sponsorship	\$6,000 + GST	
Juice & Smoothie Bar	\$6,000 + GST	
VIP Conference Table at Speaker Sessions	\$5,380 + GST	
Satchel Sponsor	\$5,000 + GST	
Networking Drinks/Happy Hour	\$5,000 + GST	
Lanyard Sponsor	\$4,000 + GST	
Awards Dinner VIP Tables	\$3,500 + GST	
Speaker Gifts	\$3,000 + GST	
Awards Dinner VIP Tables	\$3,500 + GST	
Full Page Advertisement (two only)	\$950 + GST	
Awards Dinner Door Prizes – (four only)	\$500 + GST	
Conference Door Prizes – (four only)	\$500 + GST	



### PLEASE COMPLETE AND FORWARD APPLICATION TO:

IESANZ Light in Focus Event Organiser,  
Cecelia Haddad, on by email:  
[cecelia@marketingelements.com.au](mailto:cecelia@marketingelements.com.au)

All exhibition and sponsorship  
inquiries can be directed to IESANZ  
Light in Focus Event Organiser,  
Cecelia Haddad by phone on  
0411 264 948 or by email:  
[cecelia@marketingelements.com.au](mailto:cecelia@marketingelements.com.au)



## TERMS & CONDITIONS

### EXHIBITION

In the case the Exhibitor wishes to cancel participation in the event and provided the Organiser (IESANZ) is able to lease the display space to another party, the Organiser is entitled to rightfully charge the Lessee a flat fee to cover expenses in the amount of 25% of the agreed rent for the display space. In case the Organiser must accept a lesser fee than the original agreed amount when letting the space to another party, the original lessee is also liable for this monetary damage independent of other charges. If the Organiser can assign a relinquished booth space to another exhibitor without achieving financial gain such assignment would not imply a new tenancy.

In the case the event is postponed, all exhibition agreements will be carried forward to the next event.

In the case the event is cancelled completely, exhibitions will be refunded. Where production items have been produced, these items will be given to the sponsor and a refund for sponsorship minus the cost of production will be made.

### SPONSORSHIP

Sponsorships will only be allocated on receipt of the signed partnership application form. A letter of confirmation will be provided to confirm the booking, together with a Tax Invoice for the total amount of the partnerships, which must be paid prior to the Conference. In the event of cancellation, a service fee of 25% applies for cancellations prior to 1st March 2022. No refunds will be made for cancellations after this date.

In the case the event is postponed, all sponsorship agreements will be carried forward to the next event.

In the case the event is cancelled completely, sponsorships will be refunded. Where production items have been produced, these items will be given to the sponsor and a refund for sponsorship minus the cost of production will be made.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_