THE FIRST DIGITAL LIGHTING CONFERENCE AND EXHIBITION
LpS Digital

for Exhibitors and Sponsors

Are you a manufacturer of products or lighting solutions, test or production equipment? Or are you a service provider in the field of lighting from design to installation? We have established the perfect opportunity for you to present your products and/or services efficiently and purposefully to potential customers through TOP channels.

Our offshoot of the LpS can save you money on stand costs, personnel costs as well as helping to protect the environment. And most importantly, your employees will not be confronted with health or travel risks. LpS Digital gives you the opportunity to present your services to the world of light to a total of 60,000 contacts. Using LpS Digital to present your products to this highly qualified audience is the most effective method to market your innovations quickly and efficiently.

On top of being able to present your products and services, LpS Digital will also share your contribution to an interested audience via TOP social media channels. This enables you to interact directly with your audience. But not only that: Your product or service will automatically participate in the LpS and TiL Awards ceremony, which will be held in September.

Have we caught your attention?
We would be happy to discuss your specific needs with you!
LpS Digital will bring you current, high-quality content about lighting technologies, design and applications, and acquaint you with the latest trends in product developments and applications.

Every lecture and expo presentation will be shared to more than 60,000 contacts in the lighting domain through premium, high-qualified media channels.

The motto for 2020: Experience the Future of Light

LECTURES
The authors of contributions accepted by the program management will be invited to give a presentation and, if appropriate, to write a qualified article. Each presentation will be announced to over 60,000 contacts and followers immediately after publication.

VIRTUAL EXHIBITION
Virtual exhibitors have the possibility to present their products via video for a fee. The maximum length of the presentation is 20 minutes. Each product video is announced to over 60,000 contacts via newsletter and social media channels.

MONTHLY PROMOTIONS USING THESE MEDIA CHANNELS

TECHNOLOGY CHANNELS
- LED professional Twitter: 22,000
- Publisher’s LinkedIn Channel: 11,000
- LED professional LinkedIn Group: 700
- LED professional Online: **YES**
- LED professional Newsletter: 27,000
- LED professional Review: 27,500

DESIGN CHANNELS
- Trends in Lighting LinkedIn Group: 4,600
- Trends in Lighting Online: **YES**
- Trends in Lighting Newsletter: 15,000
- LED professional Review: 27,500
LpS Digital
Numerous Opportunities

Generally speaking, the same considerations apply to the digital conference and exhibition as the event in Bregenz.

1. CONFERENCE | LECTURES
(SUBMITTED AND INVITED)

As set out in the original roadmap for LpS/TiL 2020, authors will be informed whether or not their submission was accepted by the program management by the end of March. If accepted, the lecture will be recorded by the LpS Digital management via Internet and the paper (if an agreement has been made) will either be published in a corresponding LpR or made available in the digital proceedings in September. The video presentation will be published immediately after completion.

A lecture can also be sponsored. This lecture will be labelled "sponsored". The presentation is subject to the same criteria as a standard conference contribution in order to keep the quality of the presentations high.

Booking Option: "Sponsored Lecture"

Pricing:

# EUR 4,990.– / USD 5,590
(shared to one channel Technology OR Design)

# +25% for both channels
(Technology AND Design)

2. EXHIBITION (VIRTUAL BOOTH)

The virtual exhibition is made up of videos published in the Exhibition section of the LpS Digital website and distributed through the technology and/or design tracks. The product presentation can take the form of an explanation, an interview or a virtual booth presentation.

Booking Option: “Virtual Product/Booth Presentation”

Pricing:

# EUR 4,990.– / USD 5,590
(shared to one channel Technology OR Design)

# +25% for both channels
(Technology AND Design)
LpS Digital
A Myriad of Opportunities

Generally speaking, the same considerations apply to the digital conference and exhibition as the event in Bregenz.

3) LPS DIGITAL SPONSORSHIPS

The LpS Digital webpages can be branded with a 728x90 leader board banner. Each sponsor banner is limited in number and can be targeted for the Technology and/or Design tracks.

Sponsorship Options: Conference and Exhibition Branding

Home Page: EUR 9,700 | USD 10,600
Conference Page: EUR 4,700 | USD 5,100
Exhibition Page: EUR 4,700 | USD 5,100
Section Page (e.g. IoT): EUR 2,900 | USD 3,200
Live-Stream (exclusive): for SEPT 22nd only EUR 4,700 | USD 5,100
Integrated Banner EUR 4,700 | USD 5,100

Banners will also be on the Conference & Exhibition pages

1. Video information
2. Product links
3. Contact information
Conference Lectures

A
Call for Papers/Invited Papers

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Jury Evaluation (if accepted)

↓

Preparation, Presentation (PPT)
Alignment with LpS Digital

OR

Recording with Zoom (mp4 Video)

↓

Editing (LpS Digital)

↓

Live and shared to 60,000 contacts

B
Sponsored Lectures

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- max. 20 min.
- max. 30 slides
- max. 1 slide about the organisation
- 1 slide about 'lessons learned'
- no advertising

↓

Delivery of final mp4 Video (Self Recorded)

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LpS Digital Integration

max. 7 days

A

- max. 20 min.
- max. 30 slides
- max. 3 slides about the organisation
- 1 slide about 'lessons learned'
- lecture will be labeled as 'sponsored'
Virtual Exhibition

Product or Service Presentation

Delivery of final mp4 Video (Self Recorded)

LpS Digital Integration

Recording a PPT Presentation

Recording Interview

Recording Demo

Recording with Zoom (mp4 Video)

Editing (LpS Digital)

Live and shared to 60,000 contacts

Recording with Zoom (mp4 Video)
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