
Road Lighting 2014 :
Innovation • Efficiency • Safety

11 & 12 March 2014, at
The Langham Hotel
Auckland

Trade Exhibitor Offer

Strategic Lighting Partners Ltd
Management Consultants and Conference Organiser

Public Sector Sponsors



Commercial Sponsors



16 January 2014

ROADLIGHTING | 2014 |



Table of Contents

1	Introduction	2
2	Delegate Pricing	2
3	Trade Exhibition	3
4	Confirmed International Keynote Speakers	6
5	Provisional Programme	6
6	Sponsorship.....	8
7	Acceptance of Trade Exhibition Offer	10

1 Introduction

You have been provided this document because your organisation is a potential exhibitor at New Zealand's inaugural Road Lighting Conference to be held on the 11th and 12th of March 2014 at the five star Langham Hotel in Auckland. The conference website is at **www.roadlightingconference.com**.

The conference organiser, Strategic Lighting Partners Ltd (SLP) is a lighting management consultancy with no commercial ties to any of the suppliers of products or services to the road lighting market, other than as consultants and advisers from time to time.

This Exhibitor offer is made in good faith and on a best endeavours basis. Strategic Lighting Partners Ltd (SLP) are working without payment to provide a forum for all parties involved in road lighting to learn from each other. SLP cannot accept any liability for errors or omissions in this offer document or unintended consequences arising from these to the Exhibitor's business.

PLEASE BE AWARE THAT TRADE EXHIBITOR BOOTHS WILL BE ACCEPTED ON A FIRST-COME FIRST-SERVED BASIS. TEN OF THE 30 HAVE BEEN BOOKED EVEN BEFORE THIS OFFER DOCUMENT HAS BEEN ISSUED.

2 Delegate Pricing

In order to attract maximum conference attendance, Strategic Lighting Partners have kept the price of NZ delegate early bird registration to \$400 plus \$100 for dinner and drinks (excl GST).

This represents excellent value for money for a conference of this quality. The full schedule of delegate registration pricing is shown in Table 1 below.

Capacity

On the basis of this very moderate pricing we are planning for an attendance of about 250 people seated at tables cabaret-style.

Conference Registration	NZ Delegates Subsidised by NZ Taxpayer from Government Sponsorship		International Delegates Unsubsidised by NZ Taxpayer	
	NZ\$ Excl. GST	\$NZ Including GST	NZ\$ Excl. GST	\$NZ Including GST
Early Bird - to 10th February 2014				
Conference-only (includes lunches, morning and afternoon teas, and <i>Citelum Cocktail</i> networking function)	400.00	460.00	550.00	632.50
Conference and <i>GE Lighting Dinner</i>	500.00	575.00	650.00	747.50
Exhibit-only for staffing stands - includes morning and afternoon teas, lunches and <i>Citelum Cocktail</i> networking function	200.00	230.00	200.00	230.00
Additional GE Lighting Dinner Ticket	110.00	126.50	110.00	126.50
After 10th February but Before 3rd March				
Conference-only	500.00	575.00	650.00	747.50
Conference and <i>GE Lighting Dinner</i>	600.00	690.00	750.00	862.50
Exhibit-only for staffing stands	250.00	287.50	250.00	287.50
Additional <i>GE Lighting Dinner</i> Ticket	160.00	184.00	160.00	184.00
Exhibitor & Sponsor Guest Passes (<u>Excludes</u> Conference)	69.57	80.00	69.57	80.00

Table 1 Conference Delegate Registration Pricing (Note - NZ GST is 15%)

3 Trade Exhibition

The Langham Hotel's Great Room 1 and 2 will be used as an Exhibit Hall which will become the hub for conference networking with all daytime catering breaks and pre-dinner cocktails hosted there. Exhibition booths are available to any party and are independent of sponsorship. Thus a Sponsor is not required to be a trade exhibitor and vice versa.

3.1 Exhibition Booth Pricing

The charge for an exhibition booth of about 3m by 2m is **\$2,800 + GST**

Each booth will receive one complimentary exhibits-only registration (worth \$200 +GST early bird) for booth personnel and one complimentary full conference registration (worth \$500 + GST) excluding Dinner (\$110 +GST extra). Extra exhibit-only Staff Passes are available and entitle the holder to all morning and afternoon teas, lunches and the *Citelum Cocktail* networking function.

3.2 Exhibitor Guest Passes

Trade Exhibitors and Sponsors will also be able to buy separate Guest Passes to give to their customers and clients to attend the Trade Show and enjoy Langham Hotel's conference high quality food and drink at no extra cost.

The three types of Guest Pass available priced at \$80 each GST inclusive (\$69.57 GST excl.) which only just covers the cost of the Langham Hotel's catering. Exhibitors will need to specify which of the three types of Guest Pass they require as they will be colour coded to provide access only to **one** of the following:

- Day 1 anytime (morning tea, lunch and afternoon tea) but NOT the cocktails
- Day 1 *Citelum Cocktails* and canapés (not daytime admission)
- Day 2 anytime (morning tea, lunch and afternoon tea)

Please note that the guest passes will only entitle the holder to access to the Trade Exhibition area where food and drink will be available, but they will NOT be allowed access to the conference presentations.

3.3 Exhibitor Staff Passes

Extra exhibitor Staff Passes are available for \$200 GST excl. (\$250 after 10 February) which entitle the holder to all hospitality services including the *Citelum Cocktail* function for networking cocktails and canapés.

Please note that access to the Trade Exhibition area will be open during conference sessions so preferably booths should be staffed for the whole two days. The Trade Exhibition area will not be accessible to the public or anyone who not in possession of Exhibitor Guest Passes, Exhibitor Staff Passes or Conference Attendees.

If there is a demand for casual student labour to keep the exhibition booths staffed while Trade Exhibitor staff need to do other things (such as attend presentations) then please ask and we can assist with organisation, if enough notice is provided.

3.4 Exhibitor Pass Upgrades

If Trade Exhibitors would like to upgrade their (included) Exhibitor Staff Passes to Conference Attendees and/or the *GE Lighting Dinner*, extra charges identified in Table 2 below apply.

Exhibitor Pass Upgrades	NZ Delegates Subsidised by NZ Taxpayer from Government Sponsorship		International Delegates Unsubsidised by NZ Taxpayer	
	NZ\$ Excl. GST	\$NZ Including GST	NZ\$ Excl. GST	\$NZ Including GST
Early Bird - to 10th February 2014				
From Exhibit-only Pass to Full Conference - excluding dinner	200.00	230.00	350.00	402.50
From Exhibit-only to Full Conference - with <i>GE Lighting Dinner</i>	300.00	345.00	450.00	517.50
From Exhibit-only Pass to include <i>GE Lighting Dinner</i>	110.00	126.50	110.00	126.50
After 10th February but Before 3rd March				
From Exhibit-only Pass to Full Conference - excluding dinner	250.00	287.50	400.00	460.00
From Exhibit-only to Full Conference - with <i>GE Lighting Dinner</i>	350.00	402.50	500.00	575.00
From Exhibit-only Pass to include <i>GE Lighting Dinner</i>	160.00	184.00	160.00	184.00

Table 2 Exhibitor Pass Upgrades (NZ GST is 15%)

3.5 Exhibition Times

The trade exhibition will be operational on Day 1 from 8.30am to 5.00pm on both days. Exhibitors will be responsible for providing their own staffing cover and booth security during these times.

3.6 Exhibition Booth Location

Figure 1 below shows a provisional lay-out for the exhibition area¹.

Exhibition booth location preferences will be accommodated subject to prior confirmed bookings and availability. All reasonable efforts will be made to accommodate exhibitor first choice preferences but the organisers reserve the right to make adjustments in line with practical requirements. To this end exhibitors can express their 1st, 2nd and 3rd preferences when accepting the offer in Section 7.

3.7 Pack-in and Pack-out

Set up of the exhibitor booths will need to take place between 6am and 8.30am Tuesday morning 11 March to be ready for exhibition start at 8.30am. Pack-out will need to be done following

¹ Only 32 booths are shown and available although numbering goes up to 36

afternoon tea on Day 2 after 4pm. Pack-out must not be undertaken by any exhibitor before 4pm to ensure the events and networking activities of other exhibitors are not disrupted.

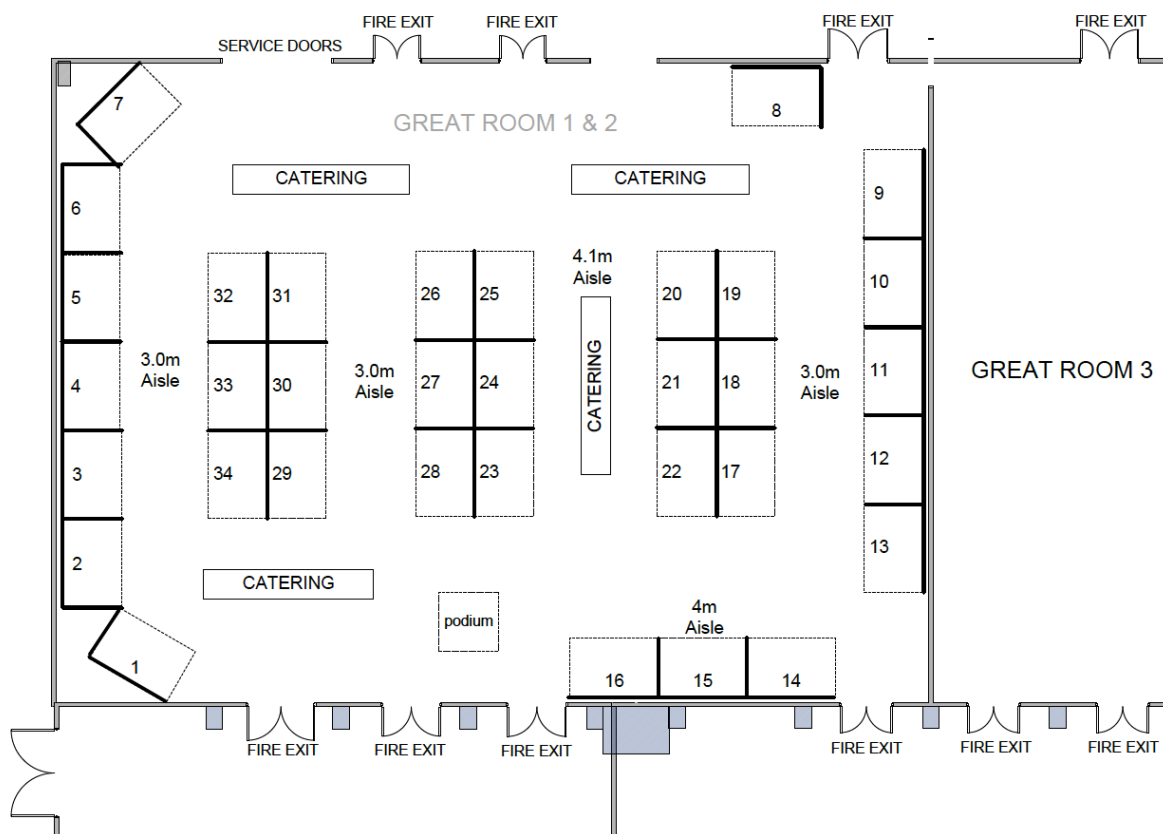


Figure 1 Provisional layout of Exhibition Hall

(Note -The rear fire exit and service doors will be normally closed throughout the event)

3.8 Exhibition Booth Furniture

Exhibition furniture such as chairs and tables and other accessories are available direct from the Contractor installing the Exhibition Booths. We will provide you their contact details so that this can be organised directly with them.

3.9 Exhibitor Security

While the organisers Strategic Lighting Partners Ltd (SLP) take all security and safety precautions, no responsibility can be assumed for any loss or damage to goods. Safety and security of equipment and individuals on a stand is the responsibility of the exhibitor. SLP shall be under no liability for any loss or damage to any property of the exhibitor or any other person, whether or not caused in whole or in part by any act or omission of the organiser, its servants, agents or contractors. The exhibitor is advised to take out all necessary insurance cover.

3.10 Timing of the essence

Due to the narrow windows of availability of the key US speakers, conflicts with other conference dates and the time it took to obtain support from key organisations there is now only eight weeks left before the conference. Preliminary market response without any formal promotion indicates a strong interest in this conference. Without any promotion, a significant number of booths have been booked already. We suggest you respond quickly.

With this deadline pressure we therefore need to ensure Invoices are paid within 14 days otherwise we reserve the right to re-allocate the exhibition booth to someone else.

4 Confirmed International Keynote Speakers

The following international speakers have confirmed their attendance to present at the conference, though their speaking topics might vary a little from the subjects identified below:

Ms Margaret Newman, Outgoing Chief of Staff, Department of Transportation, New York City

Ms Newman has been the Chief of Staff of 4,500 people in the New York City Department of Transportation since 2007 and was responsible for an annual budget of more than US\$1 billion. With the departure of Mayor Michael Bloomberg, Ms Newman has recently announced her resignation and will be taking up a new position on the 1st February 2014. She will be speaking at the conference in March on how New York City's decision came about to replace all its 250,000 street lights to LED – as announced in November 2013 by Mayor Bloomberg.

Mr Ed Ebrahimian, Director of the Bureau of Street Lighting, City of Los Angeles

Mr Ebrahimian has led the initiative to convert all of the City of Los Angeles' 140,000 street lights to LED, the largest city project LED conversion in the world. This conversion was completed in June 2013 and Mr Ebrahimian will be providing insights on what local government needs to know when converting to LED street lighting.

Mr Ed Smalley, Director of the US Department of Energy's Municipal Solid State Lighting Consortium

Mr Smalley, is both a senior executive of Seattle City Light and the Director of the US Department of Energy funded Municipal Solid State Lighting Consortium (MSSLC), the US Federal Government initiative to facilitate local government conversion to Solid State LED road lighting. Mr Smalley will be speaking about the achievements of the MSSLC initiative and how it could provide useful lessons for New Zealand.

Dr Ron Gibbons, Director, Center for Infrastructure Based Safety Systems at Virginia Tech Transportation Institute

Dr Gibbons, is a world leading researcher on visibility and road accidents. He will be presenting his latest research, which relates road lighting levels to injuries and crashes.

Dr Rune Elvik, Chief Research Officer, Institute of Transport Economics, Norwegian Centre for Transport Research

Dr Elvik is widely recognised for his publications on road safety and is the lead editor of "*The Handbook of Road Safety Measures*" an internationally acclaimed reference source. He will be presenting his video on the topic "The economic value of good lighting".

Other Speakers

Other International speakers who are leaders in the application of advanced road lighting have been invited and most have accepted subject to funding becoming available.

5 Provisional Programme

The conference is spread over two full days with a networking cocktail function (5pm - 6.30pm) and a conference dinner (7.30pm to 9.30pm) on Tuesday night 11th March 2014. The provisional programme is available on the web at www.roadlightingconference.com/programme and can also be found below.

DAY 1: Tuesday 11 March		Start Time	Speaker	Topic/Activity
REGISTRATION	8:00 am	Registration, Exhibition and Networking		Registration
		Tea & Coffee available in the Trade Exhibition		Exhibition and Networking
CONFERENCE OPENING	9:00 am	Welcome from Strategic Lighting Partners Ltd		Welcome
	9:03 am	A Minister of the Crown or CEO of relevant government organisation		Conference Opening - Likely to be by Video Conference
THE US EXPERIENCE	9:20 am	Ed Ebrahimian, Director, Los Angeles Bureau of Lighting, City of Los Angeles		140,000 LEDs - The City of Los Angeles Experience
	9:40 am	Questions & Discussions		
	9:55 am	Dr Ron Gibbons, Director of the Centre for Infrastructure Based Safety Systems - Virginia Tech Transportation Institute		Quantifying the impact of road lighting on safety
	10:15 am	Questions & Discussions		
MORNING TEA	10:30 am	Morning Tea Introduction by Sponsor		TBA
	10:35 am	Morning Tea, Exhibition and Networking		Exhibition and Networking
THE US EXPERIENCE (Cont.)	11:00 am	Margaret Newman, Outgoing Chief of Staff, New York City Department of Transportation		The New York City decision to retrofit 250,000 LEDs
	11:20 am	Questions & Discussions		
	11:35 am	Edward Smalley, Director, Municipal Solid State Lighting Consortium		The Advantages & Achievements of a Collaborative Municipal Programme
	11:55 am	Questions & Discussions		
AUSTRALIA	12:10 pm	Graham Mawer, Director of Street Lighting Improvement Programme, Southern Sydney Regional Organisation of Councils (SSROC)		Councils co-operating for best value with Utility owned street lighting
	12:25 pm	A speaker from Institute of Public Works Engineering Australasia		Strategic Issues for Road Lighting in Australia
	12:40 pm	A speaker from City of Sydney		The City of Sydney LED Experience
	12:55 pm	Questions & Discussions		
LUNCH	1:10 pm	Lunch Introduction by Harvard Engineering Lighting Controls Sponsor		Harvard Engineering Lighting Controls Sponsor
	1:20 pm	Lunch, Exhibition and Networking		Exhibition and Networking
IMPROVING EFFICIENCY WITH TECHNOLOGY	2:10 pm	TBA		LED Street Lighting and Controls Saves Energy, Money, Carbon and Mercury
	2:25 pm	A speaker from Lighting Council New Zealand		LED Road Lighting - Innovation and Technology
	2:40 pm	A speaker from Controls sector		An overview of Road Lighting Control Systems
	2:55 pm	A speaker from the international TALQ Consortium		Interoperability standards for control and communications
	3:10 pm	Questions & Discussions		
AFTERNOON TEA	3:25 pm	Afternoon Tea Introduction by Sponsor		TBA
	3:30 pm	Afternoon Tea, Exhibition and Networking		Exhibition and Networking
IMPROVING SAFETY WITH TECHNOLOGY	3:55 pm	A Speaker from Illuminating Engineering Society of North America (IESNA) Outdoor Environmental Lighting Committee		Yellow HPS Lighting is used everywhere - but it's the wrong colour
	4:15 pm	Mr Bill Frith, Research Leader (Road Safety), Opus International Consultants		Quantifying the impact of road lighting on New Zealand road safety
	4:30 pm	Godfrey Bridger, Director, Strategic Lighting Partners		Research based reasons to convert to LED lighting and Controls are stronger than even the suppliers appreciate
	4:45 pm	Questions & Discussions		
CITELUM COCKTAILS, TRADE EXHIBITION & NETWORKING	5:03 pm	Cocktail Introduction by Adam Carey, Managing Director Citelum Australasia		Citelum Australia
	5:13 pm	Citelum Cocktails		Exhibition and Networking
GE LIGHTING BUFFET GALA DINNER	7:30 pm	Dinner Introduction by Regional Manager ,GE Lighting Australasia		GE Lighting NZ
	7:40 pm	1st Course		
	8:00 pm	Main Course		
	8:25 pm	Dinner Speaker - Entertainment		TBA
	8:40 pm	Desert		
		Possible Music Entertainment		TBA

Table 3 Provisional Conference Programme Day 1 (Version 12)

DAY 2: Wednesday 12 March	Start Time	Person	Topic/Activity
COFFEE, NETWORKING & TRADE EXHIBITION	8:30 am	Exhibition and Networking	Registration
		Tea & Coffee available in the Trade Exhibition	Exhibition and Networking
WELCOME	8:57 am	Welcome	Strategic Lighting Partners Ltd
	9:00 am	TBA	Likely to be by Video Conference
FUNDING, FINANCE & ECONOMICS	9:15 am	Dr Rune Elvik, Chief Research Officer Institute of Transport Economics, Norway.	The economic value of good Road Lighting
	9:35 am	Questions & Discussions	
	9:50 am	A Management Consultancy Perspective	Best Practice Asset Management of Road Lighting Infrastructure
	10:05 am	Electricity Network Distributor Perspective	Are we interested in owning Street Lighting?
	10:20 am	A Financier Perspective	Innovative Financing Options
	10:35 am	A Road Lighting Performance Contract Perspective	The Sunshine Coast Council Energy Performance Contract
	9:35 am	International Speaker	Local Government collective procurem't & financing
MORNING TEA	10:10 am	Morning Tea Introduction by Sponsor	TBA
	10:15 am	Morning Tea, Exhibition and Networking	Exhibition and Networking
THE NZ EXPERIENCE	10:40 am	A speaker from Auckland Transport	Auckland Transport LED street lighting strategy
	10:55 am	A speaker from Local Government NZ	Support for Local Government Road Lighting
	11:10 am	A speaker from EMANZ	The EMANZ/SOLGM/LGNZ Energy Round Table
	11:25 am	A Speaker with NZ Infrastructure perspective	NZ Infrastructure Strategy
	11:40 am	Questions & Discussions	
PROCUREMENT	12:00 pm	A speaker from New Zealand Transport Agency (NZTA)	The NZTA approach to LED Road Lighting
	12:15 pm	Bryan King, Director, Strategic Lighting Partners Ltd	Smart Procurement and innovative business models for LED Street Lighting
	12:30 pm	A speaker on Legal Perspectives and Warranties	LED Performance Warranties and performance Risk Management
	12:45 pm	A Construction & Maintenance Contractor speaker	Smart Contracting for NZ Councils
	1:00 pm	Questions & Discussions	
LUNCH	1:15 pm	Lunch Introduction by Sponsor	TBA
	1:25 pm	Lunch, Exhibition and Networking	Exhibition and Networking
STANDARDS	2:15 pm	A speaker from AS/NZS Road Lighting Standards Committee	AS/NZS 1158 Standards Review
	2:30 pm	TBA - International Speaker	International Road Lighting Standards Overview
	2:45 pm	Road Lighting Research Consultant	AS/NZS 1158 and NZ pavement reflectances
	3:00 pm	Questions & Discussions	
AFTERNOON TEA	1:15 pm	Afternoon Tea Introduction by Sponsor	TBA
	1:20 pm	Afternoon Tea, Exhibition and Networking	Exhibition and Networking
THE FUTURE	3:30 pm	Researcher TBA	The future of Residential Road Lighting
	3:45 pm	TBA	Current and future technologies for automotive headlighting and wayfinding
	4:00 pm	TBA	Intelligent Cities & Sensing Networks
	4:15 pm	TBA	Insights - Where to from here?
	4:30 pm	Questions & Discussions	
	4:50 pm	Conference wrap-up	

Table 4 Provisional Conference Programme Day 2 (Version 12)

6 Sponsorship

The fundamental purpose of road lighting is for the public good to deliver amenity and safety and this is achieved by a collaboration of the commercial sector and the public sector. There are therefore two categories of Sponsorship - Commercial Sponsors and Public Sector Sponsors.

6.1 Commercial Sponsors

Conference sponsors who provide commercial road lighting products and services to public sector Road Controlling Authorities will receive brand positioning and promotional benefits from being associated with the conference **Road Lighting 2014 - Innovation • Efficiency • Safety**.

Only one Sponsorship available per category

A significant difference to other conventional conferences is that there will be **no** Platinum, Gold, Silver and Bronze sponsorships available. Instead, the organisers are offering sponsorships on a business sector basis so that there will **only be one sponsorship available in each business sector**. Thus for example, there will only be one "Luminaire Supplier" sponsor (which is GE Lighting). The sponsorship sectors are listed below, with sponsorships secured where applicable:

1. Luminaire Supplier: **GE Lighting New Zealand**



2. Lighting Control Systems: **Harvard Engineering UK**

The logo for Harvard Engineering UK, consisting of the word "Harvard" in a white, bold, sans-serif font centered within a solid black rectangular background.

3. Lighting Performance Contractor: **Citelum Australia**



Other categories are:

4. Engineering Consultant
5. Construction & Maintenance Contractor
6. Smart Network Integrator
7. Column Supplier
8. Electricity Retailer
9. Legal Advisors
10. Financial Consultant
11. Environmental Consultant
12. Project Financier
13. Measurement & Testing
14. Electricity Distribution Networks
15. Electrical Accessories
16. Asset Management Software

6.2 Public Sector Sponsors

This conference has been made possible with the support of our Main Public Sector Sponsors, the New Zealand Transport Agency (NZTA) and the Energy Efficiency and Conservation Authority (EECA). These two “founding” Public Sector Sponsors have “seeded” the development of this conference in the public interest. Other public sector organisations that have endorsed the conference are the Road Controlling Authority (RCA) Forum and Local Government New Zealand (LGNZ).

7 Acceptance of Trade Exhibition Offer

Please fill in the form below, sign and date it, scan it and e-mail it as a pdf file to Bryan King, Roadlighting 2014 Trade Exhibition Manager at e-mail address **bryan@strategiclightingpartners.com** and to **manager@roadlightingconference.com** for backup purposes. Please call Bryan at the phone number below (at any time) to ensure he is aware that it has been sent: Mobile: +64 21 300 111

If you are interested, DO NOT DELAY as the industry response has been enthusiastic.

Organisation Name:			
Person Name:			
Job Title:			
Mobile Phone No:			
E-mail Address:			
Preferred Booth No	1 st Preference	2 nd Preference	3 rd Preference
ALL PRICES BELOW ARE EARLY BIRD (Before 10 February 2014)			
No. Additional NZ Staff Passes all Excl. 15% GST	Standard NZ\$200	Upgrade to <i>GE Lighting Dinner</i> NZ\$110	Upgrade to Conference NZ\$200
No. Additional International Staff Passes Excl. 15% GST	Standard NZ \$200	Upgrade to <i>GE Lighting Dinner</i> Dinner NZ\$110	Upgrade to Conference NZ\$ 350
No. Additional Guest Passes@ NZ\$ 69.57 Excl. GST (\$80 incl. 15% GST)	Day 1 Anytime	<i>Citelum</i> Cocktails	Day 2 Anytime

<p>On behalf of the organisation identified above I am authorised to accept the Conference Trade Exhibition offer by Strategic Lighting Partners Ltd as outlined in this document and by signing my acceptance of the offer I am also agreeing to be invoiced for NZ\$2,800 (plus any additional Staff or Guest Passes) plus 15% GST and pay this invoice by 14 days from receipt of invoice.</p>	<p>Signature and Date</p>
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