

# 企業贊助企劃書

**CIE 2018 Smart Lighting Conference**

**April 24-28, Taipei**

# 目錄

壹、贊助邀請.....	2
貳、大會資訊.....	3
參、贊助方案.....	4
肆、付款方式.....	5
伍、贊助申請表.....	6

## 壹、贊助邀請

敬致 貴企業先進

台灣照明委員會(CIE-Taiwan)接受國際照明委員會(International Commission on Illumination, CIE)委託，辦理 CIE 2018 國際智慧照明技術研討會(CIE Topical Conference on Smart Lighting and Tutorial on Color Vision and Health，簡稱 CIE 2018)，定於 2018 年 4 月 24 至 28 日假台北君悅飯店(研討會)、台北世界貿易中心 (訓練課程)及中油大樓 (技術工作組會議) 舉行，預定將有 250 位來自世界各國之國家標準組織負責人及技術代表與會。

CIE 成立於 1913 年，是一個在光學、照明、顏色和色度空間科學領域的國際權威組織，訂定多項標準和技術文件，廣被各界遵循使用。其中包括 ISO、IEC 及 CEN 等國際或區域標準組織，皆採納 CIE 標準或徵詢 CIE 專家意見。目前擁有 37 個國家會員、3 個準國家會員、17 個仲會員及 17 家廠商會員，組織內設有 5 個技術工作組，其下針對不同研究目的設立多個技術委員會。每年定期舉辦國際研討會，包含每兩年一次的期中會議、Lighting Quality and Energy Efficiency Conference 及每四年一次的會員大會，每年皆吸引 200 至 400 人與會，是享譽全球的國際研討會。

CIE 2018 是 CIE 成立百年以來，首次由非國家會員主辦並可由主辦國決定研討會主題的 CIE 新系列研討會。為強調台灣產業特色，特以政府推動智慧城市之智慧照明為主題，搭配未來照明趨勢之健康照明及道路照明課程訓練課程。此外，再結合國內照明展(2018.4.25-27)，及安排至基隆市進行跨域照明聯網實證場域參觀，展現台灣在先進照明研發、製造實力，提升綠能科技應用形象，提高台灣能見度。全程為期 5 天，是一場結合訓練課程、研討會、展覽、場域展示及國際標準會議等多樣性的國際研討會。

大會特別規劃數種贊助行銷方案，提供廠商一個直接行銷的機會，藉由展示、餐會、贈品等方式，和與會者近距離接觸。

素仰 貴公司對產業貢獻良多，誠摯邀請您加入這個絕佳的贊助行銷機會，推廣我國產業技術與國家形象。如蒙應允，請逕與 CIE-Taiwan 秘書處聯繫。敬祝  
商祺

CIE-Taiwan  
台灣照明委員會  
會長 段家瑞

## 貳、大會資訊

會議名稱： CIE 2018 國際智慧照明技術研討會  
 英文名稱： CIE Topical Conference on Smart Lighting and Tutorial on Color Vision and Health  
 會議日期： 2018 年 4 月 24 日(二) 至 4 月 28 日(六)  
 會議地點： 台北君悅飯店 (研討會)  
 世界貿易中心展覽一館 (訓練課程)  
 中油大樓 (技術工作組會議)  
 參加人數： 預計 250 人  
 官方網址： <http://taipei2018.cie.co.at/>

### 大會議程：

Date	Tue. April 24	Wed. April 25	Thu. April 26	Fri. April 27	Sat. April 28			
Venue	TWTC Exhibition Hall 1	TWTC Exhibition Hall 1	Grand Hyatt Taipei Hotel	Grand Hyatt Taipei Hotel	CPC Building			
09:00	Tutorial 1: Spectral Tunable LED Lighting on Human Vision and Wellbeing Yoshi Ohno, US Steve Paolini, US Josep Carreras, ES Ronnie Luo, UK	Lighting Show Opening	<b>OPENING CEREMONY</b>			Division & TC Meeting		
09:10			Tutorial 4: Current and Future Practices of Roadway Lighting Ron Gibbons, US	Keynote 1: <i>City of Los Angeles LED Program and Smart City Initiatives</i> Ed Ebrahimian, US				
09:20				Keynote 2: <i>Future Smart Living LEDilized by Today's III-V Optoelectronics</i> Patrick Fan, TW				
09:30				Coffee Break				
09:40				Coffee Break				
09:50	Lunch	Lighting Show Exhibition Visit	Panel Discussion: <i>Standards Needs for Smart Lighting</i> CIE CB, DD1, DD4, DD6, Epistar					
10:00			PA3-1 Integrative lighting and health (2)	PA3-2 Solid-State Lighting (SSL) technologies	PA3-3 Colour and vision (2)			
10:10			Lunch					
10:20			Lunch					
10:30			Lunch					
10:40	Tutorial 2: Harmful Effects of Optical Radiation John O'Hargan, UK	City tour	PA1-1 Integrative lighting and health (1)	PA1-2 Adaptive, intelligent and dynamic lighting in interior environment	PA1-3 Colour quality	PS1 Presented Posters	PS2 Presented Posters	PS3 Presented Posters
10:50			Coffee Break			Coffee Break		
11:00			Coffee Break			Coffee Break		
11:10			Coffee Break			Coffee Break		
11:20			Coffee Break			Coffee Break		
11:30	Tutorial 3: Lighting for Health and Well-being George Brainard, US	Welcome Reception (Keelung city)	PA2-1 Displays and imaging devices with lighting applications	PA2-2 Adaptive, intelligent and dynamic lighting in exterior environment	PA2-3 Colour and vision (1)	Poster Session		
11:40			Coffee Break			Coffee Break		
11:50			Coffee Break			Coffee Break		
12:00			Coffee Break			Coffee Break		
12:10			Coffee Break			Coffee Break		
12:20	Lunch	Site Demo (Keelung city)	Break			Banquet		
12:30			Banquet			Banquet		
12:40			Banquet			Banquet		
12:50			Banquet			Banquet		
13:00			Banquet			Banquet		
13:10	Tutorial 2: Harmful Effects of Optical Radiation John O'Hargan, UK	City tour	Coffee Break			Coffee Break		
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CIE-Taiwan 秘書處聯絡方式:

范斐雅 小姐 | Tel: +886-3-5743875 | Fax: +886-3-5726445 | Email: MavisFan@itri.org.tw

## 叁、贊助方案

### A. 套裝贊助方案

套裝內容	GOLD	SILVER	BRONZE
單價 (新台幣)	500,000	250,000	150,000
數量	3	5	10
<b>會前贊助權益</b>			
網站首頁放公司 LOGO	√	-	-
網站贊助商頁面放公司 LOGO	√	√	√
相關預備廣告文宣放公司 LOGO	√	√	√
<b>會期贊助權益</b>			
展示攤位* (限量 6 個)	√	√	-
免註冊費名額 (含會期資料、餐飲及晚宴)	4	2	1
大會手冊內頁廣告 (A3 全彩跨頁)	√	-	-
大會手冊內頁廣告 (A4 全彩)	-	√	-
大會手冊內頁廣告 (A4 半頁全彩)	-	-	√
大會手冊封面放公司 LOGO	√	-	-
大會手冊贊助頁面放公司 LOGO	√	√	√
大會佈置物刊載公司 LOGO	√	√	√
大會晚宴口頭感謝	√	-	-
大會資料袋置入文宣或贈品	2	1	-

\*展示攤位僅剩 2 個。

### B. 活動參與贊助方案

套裝內容	套裝內容
單價 (新台幣)	250,000
<b>會期贊助權益</b>	
贊助商免費參加 4/26~ 4/27 研討會名額 (含會期資料、餐飲及晚宴。若人數未達 2 人，餘額將資助學生)	2
資助學生研討會註冊名額 (免費參加 4/26 ~ 4/27 研討會，含會期資料、餐飲及晚宴)	3
大會晚宴桌上感謝佈置物	√
CIE-Taiwan 網站首頁刊載公司 LOGO 1 年	√
CIE-Taiwan 發致謝電子新聞稿 1 篇	√
大會手冊內頁廣告 (A4 全彩)	√
大會手冊贊助頁面放公司 LOGO	√
大會資料袋置入文宣或贈品	2

### C. 社交活動贊助方案

贊助內容	贊助金額	說明
4月25日(三) 歡迎晚宴	400,000	已售出
4月26日(四) 午餐	200,000	
4月26日(四) 大會晚宴活動	800,000	
4月27日(五) 午餐	200,000	

### D. 廣告贊助

贊助內容	贊助金額	說明
大會手冊封底廣告 (A4 全彩)	150,000	獨家贊助
大會手冊封面理廣告 (A4 全彩)	100,000	獨家贊助
大會手冊封底理廣告 (A4 全彩)	100,000	獨家贊助
大會手冊內頁廣告 (A3 全彩跨頁)	75,000	-
大會手冊內頁廣告 (A4 全彩)	50,000	-

## 肆、付款方式

支付方式：	贊助費用訂金及尾款採電匯式繳款 戶名：艾力得國際會議顧問股份有限公司 帳戶：145100228755 銀行：華南銀行 分行：長安分行
訂金金額：	為總金額之 20%，於提交贊助回覆函後 30 日內繳交
尾款金額：	總金額扣除訂金後之金額為尾款，需於 2018 年 3 月 31 日前付清。

## 伍、贊助申請表

此表格請以正楷填寫，並透過電子郵件發送至 CIE-Taiwan 秘書處

范斐雅小姐 | Email: MavisFan@itri.org.tw | Tel: 03-5743875

A. 套裝贊助方案			
請勾選 ✓	編號	贊助內容	贊助金額
	A-1	金級贊助商	NT\$ 500,000
	A-2	銀級贊助商	NT\$ 250,000
	A-3	銅級贊助商	NT\$ 150,000
B. 活動參與贊助方案			
	B	活動參與贊助方案	NT\$ 250,000
C. 廣告贊助方案			
請勾選 ✓	編號	贊助內容	贊助金額
	C-1	大會手冊封底廣告 (A4 全彩)	NT\$150,000
	C-2	大會手冊封面裡廣告 (A4 全彩)	NT\$100,000
	C-3	大會手冊封底裡廣告 (A4 全彩)	NT\$100,000
	C-4	大會手冊內頁廣告 (A3 全彩跨頁)	NT\$75,000
	C-5	大會手冊內頁廣告 (A4 全彩)	NT\$50,000
D. 社交活動贊助方案			
請勾選 ✓	編號	贊助內容	贊助金額
—	D-1	4月25日(三) 歡迎晚宴	NT\$400,000
	D-2	4月26日(四) 午餐	NT\$200,000
	D-3	4月26日(四) 大會晚宴活動	NT\$800,000
	D-4	4月27日(五) 午餐	NT\$200,000
E. 不指定用途贊助			
請勾選 ✓	編號	贊助內容	贊助金額
	E-1	不指定用途贊助	(請自行填入)
贊助總金額			NT\$
贊助廠商基本資料			
公司名稱			
公司地址			
公司網址			
聯絡人姓名		職稱	
連絡電話		電子信箱	
收據抬頭		統一編號	
公司用印			