

Light Middle East Exhibitor Experts' Forum Application

A Lighting Industry Powwow on Sustainability, Quality, Design and Know-How in the Gulf region

Light Middle East is taking a definitive step towards more lighting education and inviting lighting manufacturers not only to show their products at Light Middle East, but also to share their **know-how** with professional visitors in a special format:

The Exhibitor Experts' Forum

Information concerning the format and conditions for participation:

- **The timing:** Light Middle East Experts' Forum will take place in the conference centre on the show floor. Final timing allocations will be communicated to confirmed exhibiting Speakers in due time.
- **The Speakers:** are persons from the lighting industry and must be from a company exhibiting at Light Middle East, or from supporting organizations such as the EGBC, APID, etc.
- **The way it works:** each presenter will have **7 minutes** in which to present up to **10 images/sound bites/slides/messages**.
- **The content:** topics focusing on sustainability through lighting control, exploring user interface design controls, success factors in LED lighting, dynamic lighting and eco-friendly lighting solutions, etc... The presentation of demo products is not permitted.
- **Documentation:** Each company sending a speaker to the Forum will provide key information for publication in the *Light Focus on Dubai Conference Proceedings*.
- **Moderator:** The Experts' Forum will have a moderator ensuring the timing is adhered to.

To apply for a Speaker's Slot, please complete following form and return via email to Jessica.minton@uae.messefrankfurt.com.

Name of Speaker	
Representing (company)	
Topic e.g.: Innovative reflector material	
Why should an audience of professionals listen to me? Sample answer: Because our newly developed reflector material promotes enhanced light output and thus saves energy.	
Explain what your product/service/technology comprises in up to 100 words:	
Give up to five interesting aspects to the product/service you wish to discuss. Sample answer pointers: 1 (When developed) 2 (Why developed) 3 (Developed by who + where) 4 (Materials / dimensions) 5 (Product development potential)	
How does your product/service/technology contribute to a sustainable future (20 words)?	
What is the most important quality of your product/service/technology (10 words)?	

Why do you consider yourself an expert in the field (20 words)?	
Please provide a web address for further reference.	