



Gensler SF, Sustainable Design Team Training

Apparatus Design as an AIA, IES, IDCEC in person educational lead generation program for lighting manufacturers and their local agents.

Innovators in LED Lighting is a registered AIA, IES, IDCEC CE training. 

- 5 *Innovators in LED Lighting* lunch & learn firm presentations to architects, engineers, lighting designers: Monthly Exposure 40 -70 specifiers
- 2 *Lighting Layers* classes annually: Exposure 10-30 firms
- 2 Mini Trade shows featuring your product at design showrooms, annually: Exposure 30-50 specifiers.
- 2 Bi-annual trips to LA, CA and Seattle, WA per year.
- **Total monthly in person slides & product presentations: 60-90 specifiers**

This affordable non-commission-based advertising, specifying, and lead generating program works great in our market place."

Wain Mailhot, Director of NW Sales, Lunera Lighting

Reporting:

- A detailed monthly Excel report of current specifier contact information from all presentations.
- A detailed monthly Excel report listing current projects with contacts from the firms we visit.
- A list of identified projects specific to your products including a personal contact, project name and time frame.
- Yearly Summary of firms presented to, identified projects and discussion of the opportunities in the upcoming year.

Compare to magazine advertising:
(Black & White, Architectural SSL)
1/4 page @ \$3224.00 per month
1/8 page @ \$2353.00 per month

Lead Generation Services:

- **Sample Product:** presented to 60-90 specifiers per month. Samples are illuminated, shared, design solutions discussed.
- **Innovators in LED Lighting:** (1 AIA, IDCEC, IES CEU) training utilizes interactive product demonstrations to increase specifier fluency in LED lighting technology emphasizing how this knowledge is essential for successful design projects,
- **Lighting Layers Class:** 2 hour (2 AIA, IDCEC, IES CEU's) – product demonstration of lighting layers applications to enhance the 3 dimensionality of architectural space. Includes hands on project utilizing your products as lighting layers solution for a large residential lobby project.
- **Bi-Annual Mini Trade:** ASID, NKBA, AIA professional association with Apparatus Design as invited guest speaker. Table top displays for manufacturers.
- **Bi-Annual Los Angeles, CA Seattle, WA presentations:** Los Angeles and Seattle AIA Lunch & Learn presentations in working in conjunction with local agents.

Contact us for pricing and service review