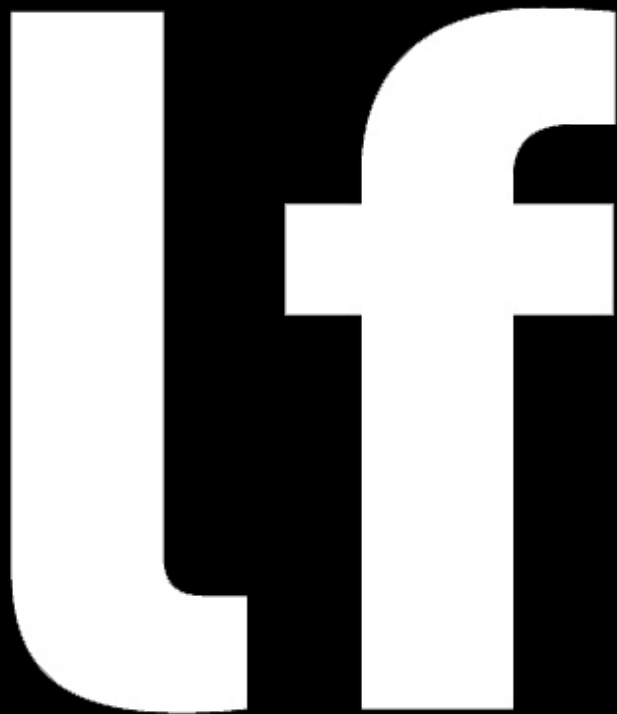


lightfair[®]
presented by **light+building**

May 4 - 8, 2025
Las Vegas, Nevada, USA

The Future Is Bright.

2025 Exhibitor Prospectus



LightFair with its longstanding reputation spanning over 30 years as the leading source for products, professional education, and adaptability to industry shifts, has established itself as the pinnacle event in the lighting design, integration, and technology spectrum. Exhibiting brings you unparalleled access to a broad, international audience of specifiers eager to source solutions like yours.

Now, with the strategic partnership between LightFair and Messe Frankfurt, a global leader renowned for organizing world-class trade events, LightFair 2025 promises even greater opportunities. Together, we're poised to elevate the LightFair experience to new heights, offering an immersive environment to showcase your entire portfolio and connect with industry leaders on a global scale.



LightFair offers the most comprehensive menu of professionals and the latest in product developments for manufacturers. I can count on seeing everyone I know in lighting in one place.

— Clifton Stanley Lemon
CEO, Clifton Lemon Associates

WHY EXHIBIT

MEET YOUR NEXT CUSTOMER HERE

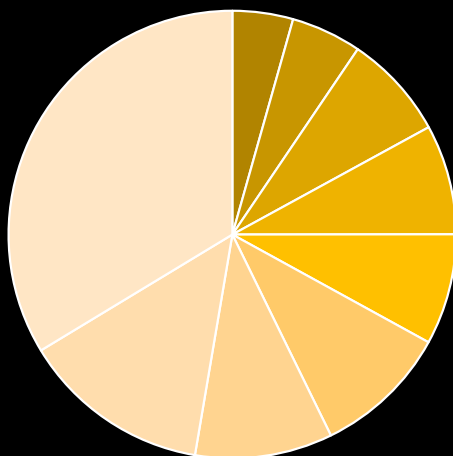
STEP INTO THE SPOTLIGHT AT THE MOST ANTICIPATED TRADESHOW FOR THE LIGHTING INDUSTRY WHERE BRILLIANCE AND INNOVATION CONVERGE.

As an exhibitor, you have the unique opportunity to present your latest products and technologies to a captivated audience of industry professionals and decision makers. Join us in creating a brighter tomorrow by sharing your unique solutions and invaluable insights.

LET'S LIGHT UP THE INDUSTRY TOGETHER!

KEY INDUSTRIES REPRESENTED

- Building Integration
- Lamps
- Industrial Lighting
- Decorative Lighting
- Controls and Control Software
- Interior Luminaires
- Exterior Luminaires
- LED Lighting
- All Products



TOP REASONS FOR ATTENDING

- **76%** Discover products/services
- **74%** Learn about new trends
- **66%** Network with peers
- **62%** Analyze products

MOST SOUGHT-AFTER PRODUCT CATEGORIES

- Building Integration
- Controls/Control Software
- Decorative Lighting
- Exterior Luminaires
- Industrial Lighting
- Interior Luminaires
- Lamps
- LED Lighting

85%
of visitors attend to see
the breadth
of product offerings



WHO ATTENDS

\$1 MILLION+

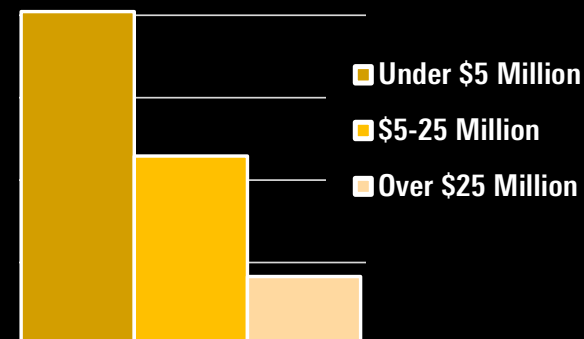
The amount
1 out of 10 visitors plan to spend
on products from
exhibiting companies
over the next year



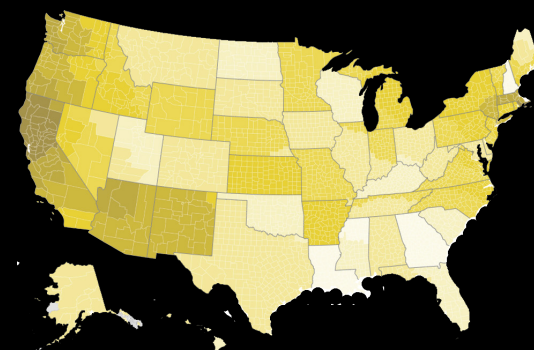
TOP ATTENDING PROFESSIONS

- Architect
- Consultant (Lighting)
- Contractor (Electrical)
- Distributor (Electrical)
- Distributor (Lighting)
- Electrical Engineer
- Energy Consultant/
Specialist
- Engineer
- ESCO
- Lighting Designer
(Architectural)
- Representative/Sales
Rep/Agent

VISITOR BUYING POWER



BUYERS FROM ALL 50 STATES AND MORE THAN 80 COUNTRIES



ILLUMINATE YOUR INNOVATIONS

LightFair offers a fully integrated experience that draws attendees from a variety of industries and around the world. Which means, you'll find more chances to expand your current market share and to break into new market segments.

Exhibiting
opportunities
abound.

**SELECT YOUR
SPACE TODAY.**



STANDARD BOOTH SPACE

The floor is yours. Any space is the perfect location to inspire and connect with current and potential customers.

OUTDOOR PAVILION*

Highlight your products designed for the outdoor illumination of private and public landscapes for the enhancement and purposes of safety, nighttime esthetics, security, efficiency, accessibility, recreation and sports.

DESIGN PAVILION*

Flip the switch. This area is for the decorative fixtures and/or installations such as chandeliers, pendants and decorative sconces. Give your design products that are aesthetically driven and final applications the attention they deserve.

TECHNOLOGY PAVILION*

Bringing future-forward smart lighting products that use intelligent, connected devices (IoT) to make residential, municipal, commercial and industrial facilities more sustainable, responsive, secure and healthy for the people in them. Displays should be centered around cloud-based software, wireless sensors/controls, LiFi, mesh network, gateways and automation.

IMMERSIVE LIGHTING INSTALLATIONS*

This on-site activation gives designer/manufacturer teams a creative way to showcase their products' capabilities and spark the imaginations of key prospects.

THE COST

\$47 per net sq. ft.

An additional cost of \$300 per corner for Corner, Peninsula and Island booth location.

* Must meet requirements*

BOOK YOUR BOOTH!



QUESTIONS? CONTACT US

E: lightfairsales@usa.messefrankfurt.com

T: +1 678.564.6317

MEET THE TEAM



LATOYA GOODING

SHOW MANAGER

E: latoya.gooding@usa.messefrankfurt.com

T: +1 678.564.6317



JULIE NICKEL

INTL RELATIONSHIP DEV. MANAGER

E: julie.nickel@usa.messefrankfurt.com

T: +1 678.732.2427

LIGHT + BUILDING BRANDS ACROSS THE GLOBE

