



**lightfair**  
presented by light+building

May 4 – 8, 2025  
Las Vegas, Nevada USA

# Advertising & Sponsorship Opportunities



**Illuminating**  
ENGINEERING SOCIETY

INTERNATIONAL ASSOCIATION  
OF LIGHTING DESIGNERS

**IALD**



**messe frankfurt**





## MAXIMIZE YOUR ROI

Whatever your goals, we want to help you meet and exceed them. Be it generating leads, growing your business, attracting more prospects or gathering insights, it all starts with greater visibility. Start building your sponsorship package today.

**Let us help you build a customized sponsorship package to ensure the greatest ROI on your investment.**

For more information on exhibiting at LightFair, contact us today – don't miss your chance to be part of the premier event in the lighting industry!

**[lightfairsales@usa.messefrankfurt.com](mailto:lightfairsales@usa.messefrankfurt.com)**

# GET A HEAD START ON YOUR AUDIENCE ENGAGEMENT

Don't wait until attendees arrive – you can reach the LightFair audience well in advance of the show. Reach our broadest audience of lighting professionals, including people who may not be at the show but are still actively engaged with LightFair, digitally. Choose from a variety of high-visibility digital opportunities that allow you to capture more attention with your exhibitor listing and drive leads directly to your website.

▶ ATTENDEE EMAILS

▶ WEBSITE

▶ FLOOR PLAN SPONSORSHIP

## VISITOR NEWSLETTERS

Maximize your reach as an exclusive sponsor of one of our high-engagement emails. Sent to over 90,000 recipients—including past attendees, prospects, and registrants—these emails highlight key events, the conference program, networking opportunities, and more. Ensure your brand message is front and center where it matters most.

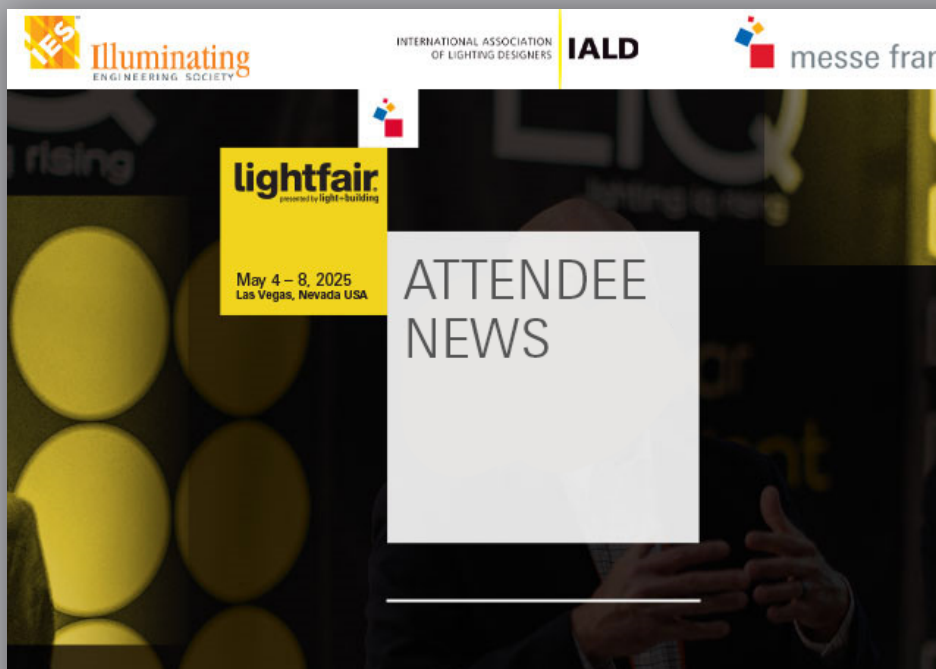
▶ **JANUARY** | \$5,000

▶ **FEBRUARY** | \$5,000

▶ **MARCH** | \$5,000

▶ **APRIL** | \$5,000

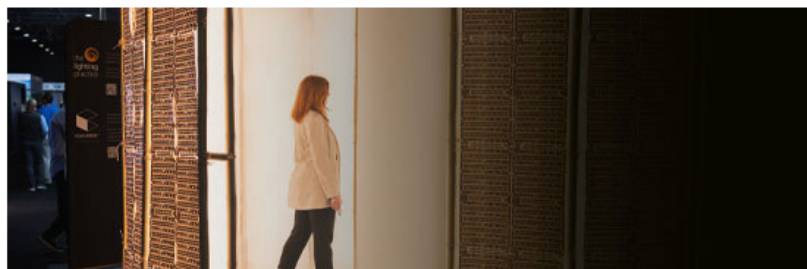
▶ **MAY** | \$5,000



## A Bright NEW Start

At [LightFair](#), we're thrilled to embark on a new chapter under the guidance of Messe Frankfurt, Inc. and the Light + Building portfolio. Our focus is to enhance visitor quality, extend our global reach, and showcase the latest trends in lighting design and technology. As a valued exhibitor, you can expect a state-of-the-art experience that sets new standards in the industry.

→ EXPLORE OUR NEW DIRECTION



## Get Ready for a Blackout Show Floor

We heard your feedback and we listened! In response to your requests, the show floor will now be a blackout environment, creating the perfect setting to showcase your lighting products. We encourage you to design your booth with this in mind, ensuring a dramatic and effective display of your innovations.

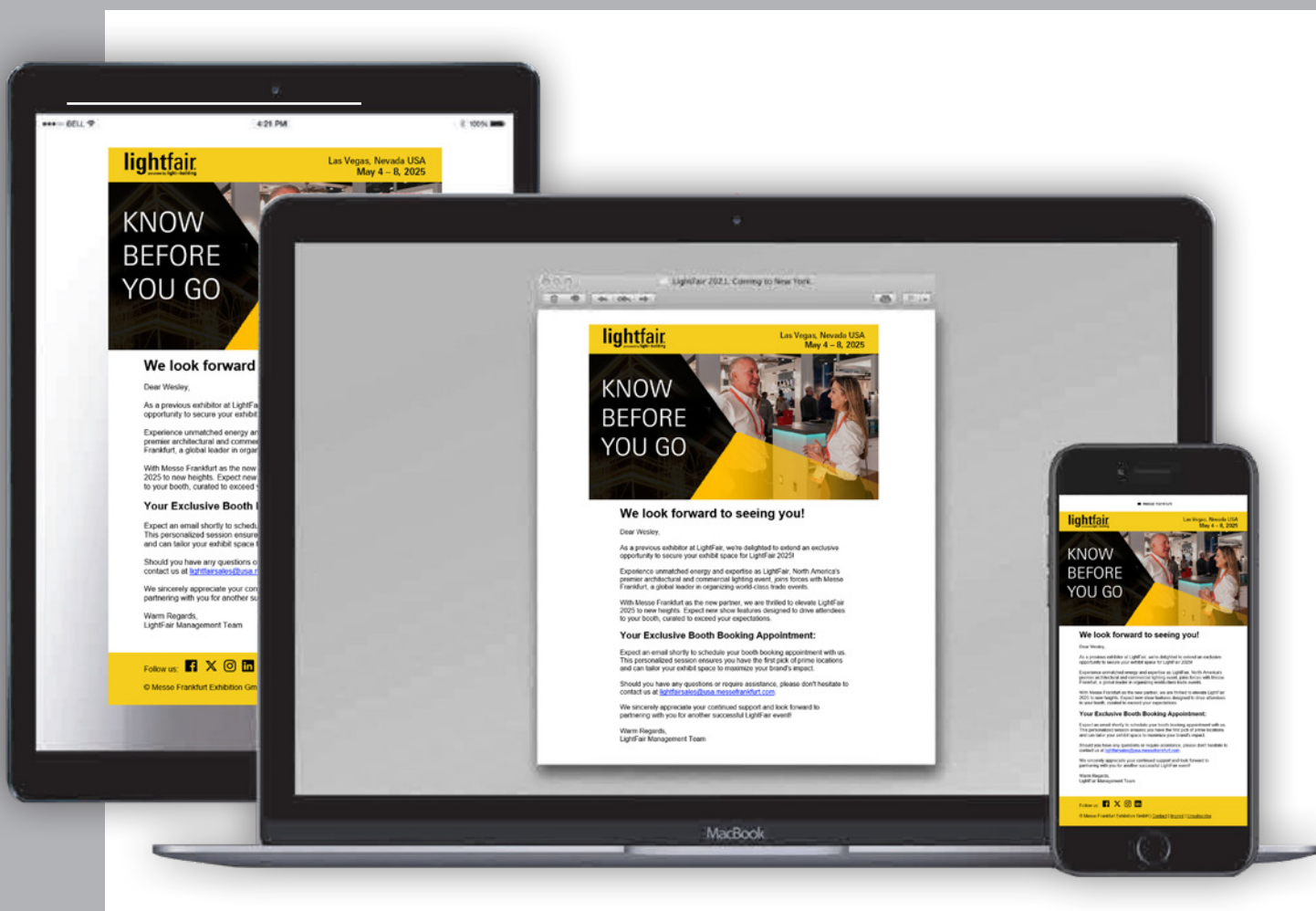
→ FIND OUT MORE

## "KNOW BEFORE YOU GO" EMAIL

The "Know Before You Go" email will be sent to 90,000+ recipients in the month of June before the show, and will reach people who have registered, past attendees, and prospects. This email features important reminders and key information for the show.

These emails typically receive high open and click-through rates, so you will be sure to get your brand in front of thousands of attendees right before the show for top-of-the-mind association.

► "KNOW BEFORE YOU GO" EMAIL | \$8,000



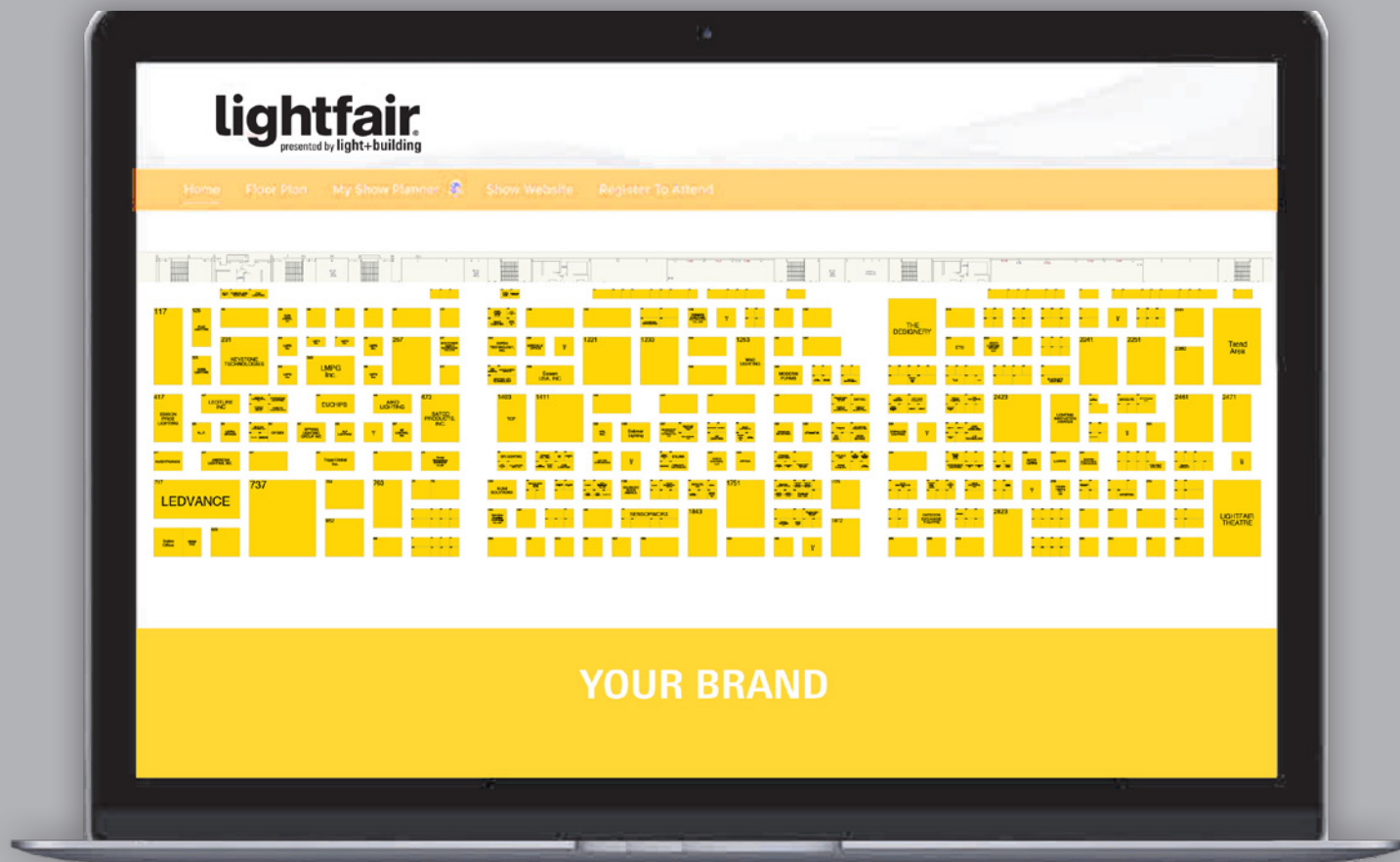


## FLOOR PLAN SPONSORSHIP

### Make Your Brand Unforgettable on the Show Floor!

Ensure your brand stands out as attendees navigate the event with LightFair's floor plan. Your logo and message will be prominently displayed across multiple platforms, including the LightFair website, the Map Your Show attendee portal, and the mobile app. Capture attention and drive traffic to your booth by being featured everywhere the floor plan is live.

► **FLOOR PLAN SPONSORSHIP** | \$6,500



# STAND OUT AT LIGHTFAIR 2025

Drive more traffic to your booth and maximize your event ROI with a range of on-site sponsorships. These opportunities are designed to make your company integral to the audience's experience. From high-impact signage around the show, to branded swag that will stay with attendees long after LightFair ends, these sponsorships help you stay top-of-mind with potential customers.

- ▶ MOBILE APP
- ▶ DIGITAL DISPLAY & SIGNAGE
- ▶ TANGIBLES
- ▶ EXPERIENCES
- ▶ EDUCATION

## MOBILE APP SPONSOR

Mobile app sponsors will receive a splash/ loading screen, banner ad, a mention in all app promotions to LightFair's database via email, LightFair's social media, and industry association-paid media buys, plus signage on the show floor with a QR code to download the app.

Don't miss out on this great digital opportunity for maximum impact before and during the show!

► **MOBILE APP SPONSOR** | \$15,000



## PUSH NOTIFICATION

Send timely, automated LightFair mobile app alerts to get attendees to take an action, come to your booth, or show up at your event. The most recent alert will appear at the top of the Dashboard Page and all alerts are saved in the app's message center.

Pricing is based per single message, with four total messages per day, over the five days of the event. (20 available notifications total)

Push notification messaging to be approved by LightFair Show Management.

► **PUSH NOTIFICATION** | \$2,000





## REGISTRATION AREA

The official LightFair 2025 registration sponsor takes advantage of front-and-center onsite and digital branding, with multiple logo placements including:

- Fun facts and booth location identification floor stickers in the registration area
- Attendee registration landing page on LightFair.com
- Landing page for attendee facing workstations (Xpress check-in)
- Registration opening announcement emails sent to 90,000+ potential attendees
- Registration confirmation emails

► **REGISTRATION AREA** | \$36,500

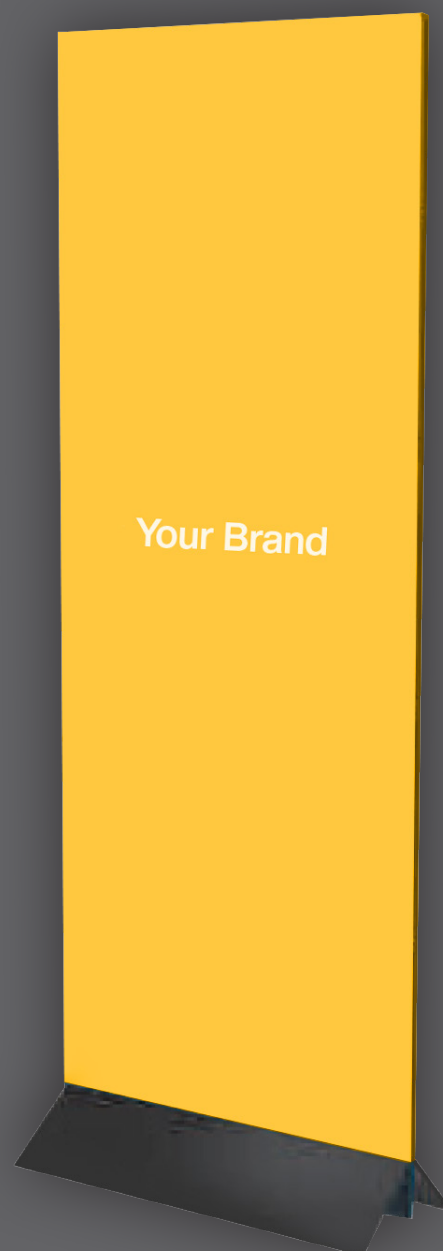
## METER BOARD

Grab attendees' attention and drive traffic to your booth with indoor advertisements on the hard-to-miss main aisle meter boards, strategically placed on the show floor.

Each item order includes two (2) single sided, 1-meter signs, on the main show floor.

► **METER BOARD** | \$5,000

*Call for inquiries of more than 1 order.*



## AISLE SIGNS

Help LightFair attendees navigate the show floor with sponsored directional aisle signs. Anytime attendees look up to find their way, your brand will catch their eye!

Promote your brand among thousands of lighting professionals and remind attendees of your booth location by displaying your company name, logo, and booth number on two-sided aisle signs throughout the show floor.

► **AISLE SIGN** | \$36,000



## SHUTTLE BUS WRAP

Extend your brand's reach with a shuttle bus wrap!

Capture the attention of both attendees and the public with your logo and brand messaging on the shuttle buses transporting attendees from hotels within the LightFair hotel block to the Las Vegas Convention Center. Your brand will be front and center—maximizing exposure before attendees even step onto the show floor.



► **SHUTTLE BUS WRAP** | SINGLE \$5,000 | THREE \$7,500

*If you wish to purchase in quantities outside of 1 or 3, please call for quote.*

## COLUMN WRAPS

Expand your brand and extend your footprint on the show floor by placing your message on an available column wrap. Columns are strategically located in high-traffic areas, including the South Hall exterior, South Hall interior lower lobby, and South Hall interior upper lobby, ensuring maximum visibility for your brand.

Your brand message will be on display for all to see. Maximum purchase is two (2) columns; each sold separately.

*Column wraps messaging to be reviewed, approved and produced by show management. Pricing includes installation.*

### COLUMN WRAPS (PREMIUM) | SOUTH HALL | EXTERIOR



► **COLUMN 1** | \$7,000



► **COLUMN 2** | \$7,000



► **COLUMN 3** | \$7,000



► **COLUMN 4** | \$7,000



## REFILLABLE WATER STATIONS

Sponsor and boost your brand's sustainability impact at LightFair!

Position your brand as a leader in sustainability by sponsoring refillable water stations throughout the exhibit and conference areas. Your brand name, message, or logo will be prominently featured, offering high visibility while promoting eco-friendly practices to all attendees. Align your brand with a green initiative and showcase your commitment to a sustainable future.

### ► WATER STATIONS | \$2,000



## BUBBLES AND BREW CART

After exploring the show floor, attendees will welcome a chance to relax with a beverage from our vintage mobile bar, crafted from Piaggio Ape vehicles, serving Prosecco, craft beer, cocktails, and non-alcoholic options.

Raise a beer to this opportunity to connect with attendees prime by showcasing your brand during these laid-back moments, with your logo featured on cups or signage as attendees enjoy their perfectly chilled drinks.

It's a unique, stylish alternative to traditional beverage setups, making your brand stand out in a memorable way.

### Sponsorship options include:

- Branded koozies/cups
- Event Signage
- Push notification of your event
- Option for bottled beer (800) or keg (5) signage

### ► BUBBLES AND BREW CART | PRICING BEGINS AT \$1,500 – CALL FOR AN ESTIMATE



## BADGE LANYARDS

Let thousands of LightFair attendees promote your brand for you as they carry your company's name throughout the event.

Badge lanyards are a one-of-a-kind opportunity to get your company high-impact exposure. Colorful neck straps custom printed with your company name or logo will be distributed to attendees at registration.

LightFair will handle all arrangements for the printing, shipping and distribution as part of your sponsorship.

► **LANYARD** | \$35,000



## SHOW TOTE BAGS

Have your brand visible throughout the LightFair trade show as our attendees walk around with the official 2025 LightFair show bag.

Your logo, company message, and booth number will be on clear display with the official show logo for conference and tradeshow days of LightFair 2025.

With LightFair tote bags, your messaging won't end when the show ends, as attendees can continue to use this awesome bag, long after the show!

*Quantity Ordered: 6,000 Bags*

► **OFFICIAL SHOW BAG SPONSOR** | \$25,000