

# EXHIBITOR PROSPECTUS 2023

Exhibit & engage with your target customers.

## WHY EXHIBIT

### Who Attends

**Connect with industry decision makers who matter.**

LightFair attracts top decision makers from across the global lighting design, integration, and technology spectrum. An immersive, integrated experience featuring education, product demonstrations, booth visits, installations and more under one roof sets LightFair apart from product fairs and other regional events. This immersive experience delivers better information retention for attendees. Engaged attendees make promising prospects and serious customers.

LightFair attracts and engages your ideal attendees through targeted marketing programs, curated experiences, meaningful, thoughtfully designed networking opportunities, and the industry's most comprehensive, expanded education programs.

### [SEE WHO'S ATTENDING LIGHTFAIR 2023](#)



**68%** visited at least one feature or live event



**93%** of attendees thought it was important to participate in LightFair



**88%** say LightFair has a high quality, professional set of Exhibitors.

**ALUZ**  
Architectural Lighting

**amerlux**  
A Delta Group Company

**inter•lux**

**WAC**

### Who Exhibits

**Our programs connect you with decision makers and elevate your brand. Together we shape the future of lighting.**

### [VIEW MORE 2023 EXHIBITORS](#)

Niche pavilions and other programs help your brand shine. We help you achieve brand recognition through:

- Built-In Marketing Opportunities
- Sponsorship Opportunities (package, a la carte, custom)
- LightFair Innovation Awards
- Best Booth Awards
- Promotional and Onsite Media Coverage

# WHAT'S NEW IN 2023

## New Partnerships, New Opportunities



### Welcome Back, NYCxDESIGN

Building on the success of the 2021 partnership with NYCxDESIGN, the collaboration returns in 2023. LightFair's market reach alone generates millions of impressions for our exhibitors — by combining forces with NYCxDESIGN and offering a 30% registration discount to their community of designers, specifiers and creatives, we are exponentially increasing LightFair's visibility among the decision-makers you want to reach.



### Co-Location with ICFF

LightFair 2023 will also draw energy from a new co-location with the International Contemporary Furniture Fair (ICFF), North America's leading platform for contemporary furnishing design. The event, which shares trade show dates with LightFair on May 21-23, attracts an audience of 10,000 architects, interior designers, retailers, distributors, developers and press. Exhibitors can look forward to meeting more of their target audiences under one roof — and more leads qualified and ready to do business.



### IES LIVE: On-Floor Education Reimagined

The LightFair LIVE stage has been re-imagined by IES as a world-class theater for thought-leaders, clad with a fresh new design, all-new content and the opportunity to illuminate your brand and technical expertise.



### IALD Designery: Elevating Design Conversations

The highly-acclaimed Designery expands in 2023 to offer exclusive opportunities to boost brand exposure and reach more attendees as they flock to the show floor to participate in student events and lighting installations across special networking areas.

## ELEVATE YOUR LIGHTFAIR EXPERIENCE

### Sponsorship Opportunities

As a LightFair sponsor, you enjoy greater attention and brand recognition. Choose from digital, on-site and experiential opportunities best aligned with your objectives. [VIEW SPONSORSHIP PROSPECTUS](#)

#### Make an Impression On-Site:

High visibility opportunities include Javits Jumbotron, Headshot Booth, Beer Stop, Mobile App and more!

#### Signage They Won't Miss:

Leverage the power of digital media with colorful and impactful digital walls and large-scale flexible displays plus, banners and other signage.

#### Enhanced Listing:

Catch attendees eyes with enhanced listing that pins you at the top of the mobile app and website that helps you stand out among 300+ exhibitors. Tiered pricing starts at \$1000.

#### Exhibitor-Led Presentation:

You have their undivided attention. Teach them how your products can help, answer questions and connect directly with your current and potential customers.

**DON'T MISS 2023!**

LightFair is now a biennial event.

**EXPLORE MORE REASONS TO PARTICIPATE IN LIGHTFAIR TODAY!**

**lightfair**  
MAY 21-25, 2023  
JAVITS CENTER, NEW YORK