**[Insert header image or logo]**

**FOR IMMEDIATE RELEASE:**

[Insert Month Date, Year]

**MEDIA CONTACT:**

[Insert First and Last Name, Title, Company Phone Number, Email Address]

***HEADLINE OPTIONS:***

**[Insert Company Name] to Showcase [Insert Product Name/Product Category] at LightFair 2023
*OR*[Insert Company Name] to Feature [Name or Types of Product(s)] at LightFair 2023**

***OPTIONAL SUBHEADING:***

*[Insert subheading that provides more information about your product(s) or what your company will be doing at LightFair; consider including booth number]*

**[INSERT CITY], [INSERT STATE ABBREVIATION] ([Insert Month Date, Year])—**[InsertCompany Name], [insert brief description of Company], is set to showcase [insert product(s) or service(s) description] at LightFair 2023. Taking place May 21-25 at the Jacob K. Javits Convention Center in New York City, LightFair is the world’s largest architectural and commercial lighting trade show and conference that brings together more than 10,000 professionals from over 60 countries. [Insert one or two sentences with additional information about what your company will be doing at LightFair and include your Booth Number.]

***COMPANY QUOTE:***

*(Identify a member of your leadership team for quote attribution. Suggested information to include in quote: why you are excited to be exhibiting, what is interesting about your products/company, what LightFair means to your company, how your product/services meet the current demands of consumers, etc.)*

“[Insert one sentence of quote],” said [insert First and Last Name, title at Company]. “[Insert remaining quote].”

***PARAGRAPH(S) WITH ADDITIONAL DETAILS:***

*(Use this section to include information about your company and its participation at LightFair. Suggestions include new product information, information about products that will be at your booth, booth demonstration details, giveaways/contests, etc.)*

[Insert paragraphs]

***LIGHTFAIR LEADERSHIP QUOTE:***

*(If you would like to include a quote from LightFair, please send us your final release and we would be happy to provide one.)*

***COMPANY CALL TO ACTION:***

Those interested in attending LightFair 2023 can find more information and register here. For more information about [insert company name], visit [insert company link]. Connect with [insert Company Name] at booth [insert booth number] at LightFair 2023.

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***BOILER PLATES:***

**About [Insert Company Name]**

[Insert company boiler plate paragraph]

**About LightFair**

LightFair, the world’s largest architectural and commercial lighting trade show and conference, is owned by the International Association of Lighting Designers (IALD) and the Illuminating Engineering Society (IES). The event is produced and managed by International Market Centers. For more information, visit LightFair.com. Follow LightFair on Facebook, Twitter @LightFair, Instagram @LightFair\_international, LinkedIn and YouTube. To stay up to date on lighting industry news leading up to LightFair, visit the LightFair Blog at www.LightFairblog.com.