

Let your brand shine at LightFair 2023.

# Sponsorship Opportunities.



**lightfair**®

# 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.

## SPONSORSHIP LEVELS – PRIORITY POINTS EARNED

### Lumen

\$1,000 – \$4,999 (1 Point)  
\$5,000 – \$9,999 (2 Points)

### Candela

\$10,000 – \$19,999 (3 Points)  
\$20,000 – \$29,999 (4 Points)  
\$30,000 – \$39,999 (5 Points)

### Spectrum

\$40,000 – \$49,999 (6 Points)  
\$50,000 – \$59,999 (7 Points)  
\$60,000 – \$69,999 (8 Points)  
\$70,000 – \$79,999 (9 Points)

### Zenith

\$80,000+ (10 Points)

## CONTACT OUR SALES TEAM



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# Pre-Show Digital Sponsorships.

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- Attendee Emails
  - Website
  - Floor Plan Sponsorship
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## **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.



**FEBRUARY EMAIL**

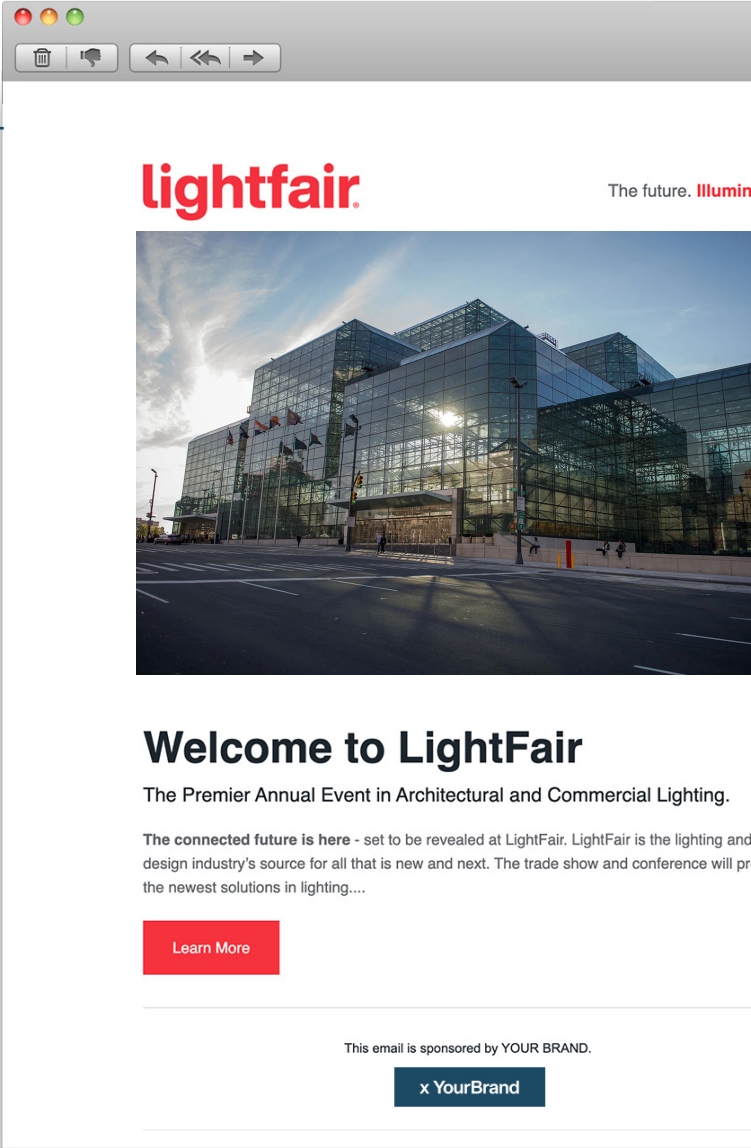
**MARCH EMAIL**

**APRIL EMAIL**

**MAY EMAIL**

**JUNE EMAIL**

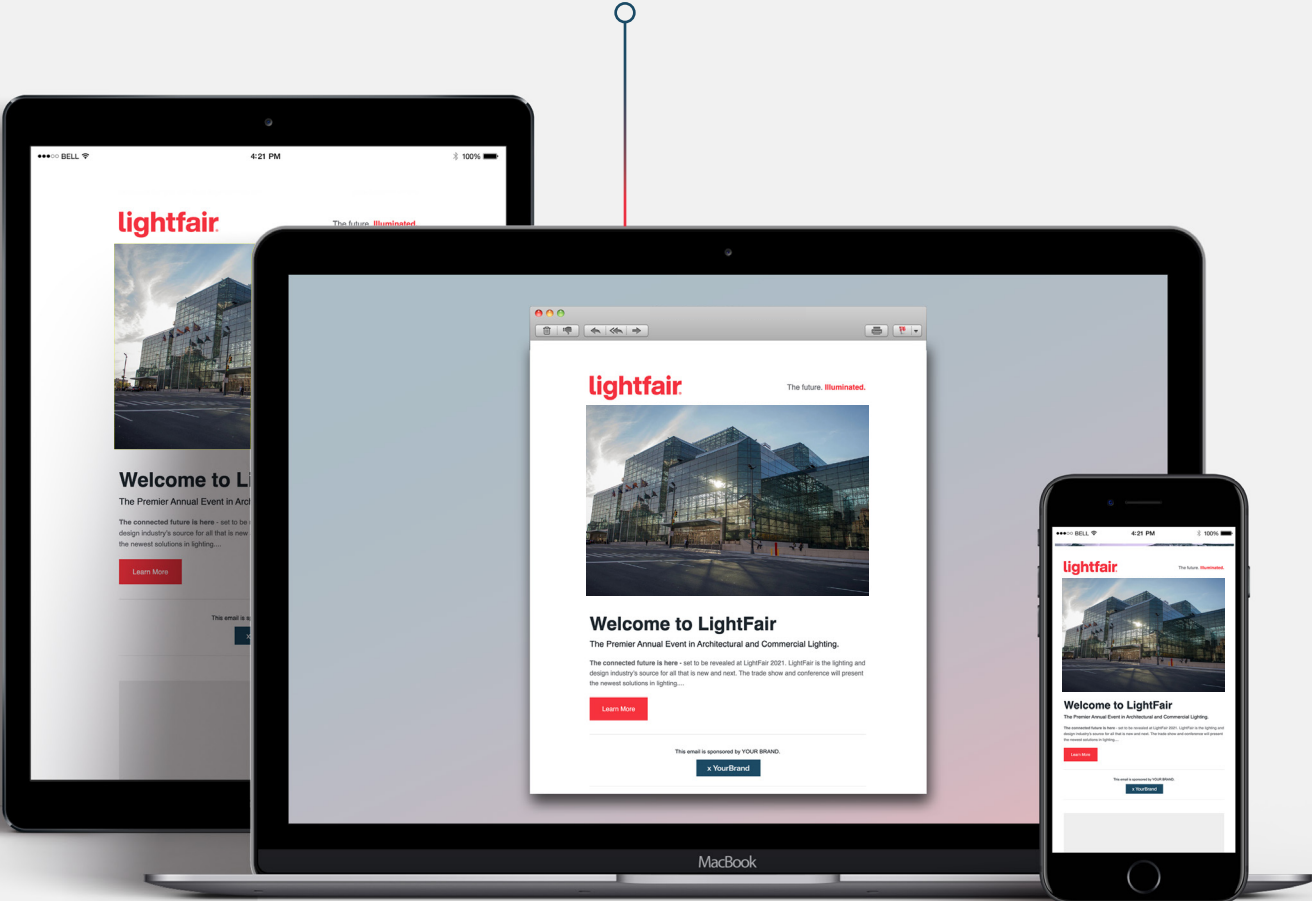
Get your brand message in attendees' inboxes as an exclusive sponsor of one of our high-engagement emails. Emails sent to 60,000 recipients including past attendees, prospects and registrants will highlight key events, the conference program, pavilion tour schedules, networking information and other reminders.

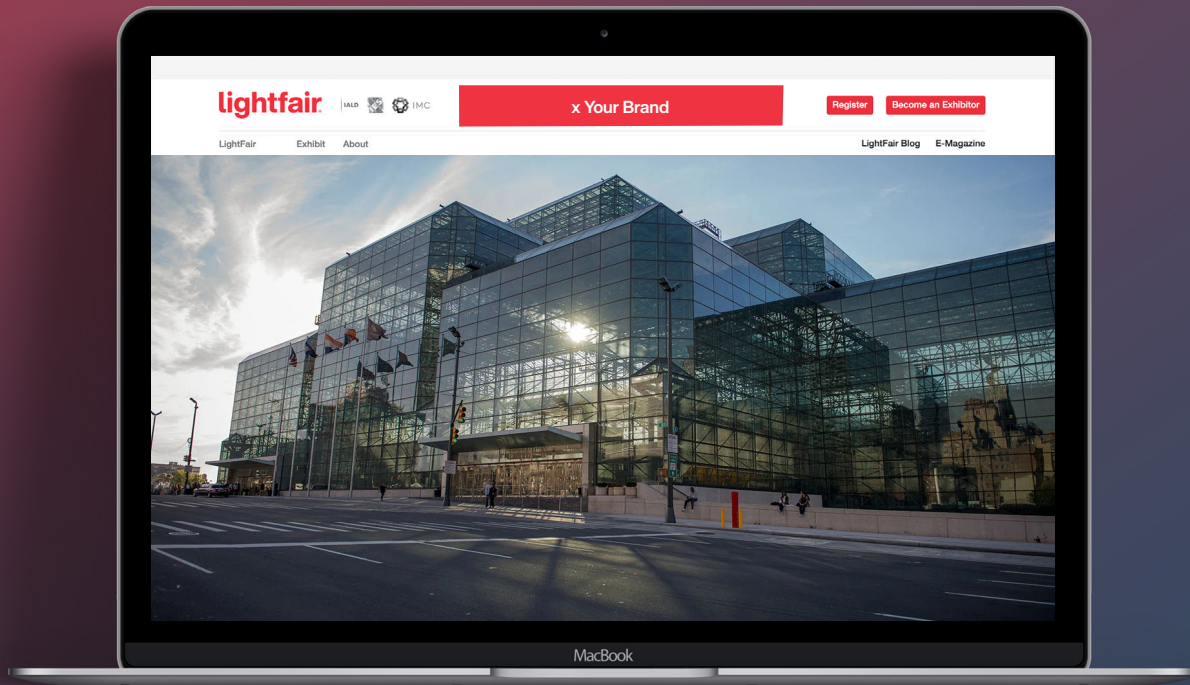


### “KNOW BEFORE YOU GO” EMAIL

The Know Before You Go email will be sent to 60,000 recipients including people who have registered, past attendees and prospects. This email features important reminders and information. Get your brand in front of thousands of attendees right before the show for top-of-mind association.

Stay on top of their minds with your brand logo and message appearing in one of our emails that typically receive high open and click-through rates.

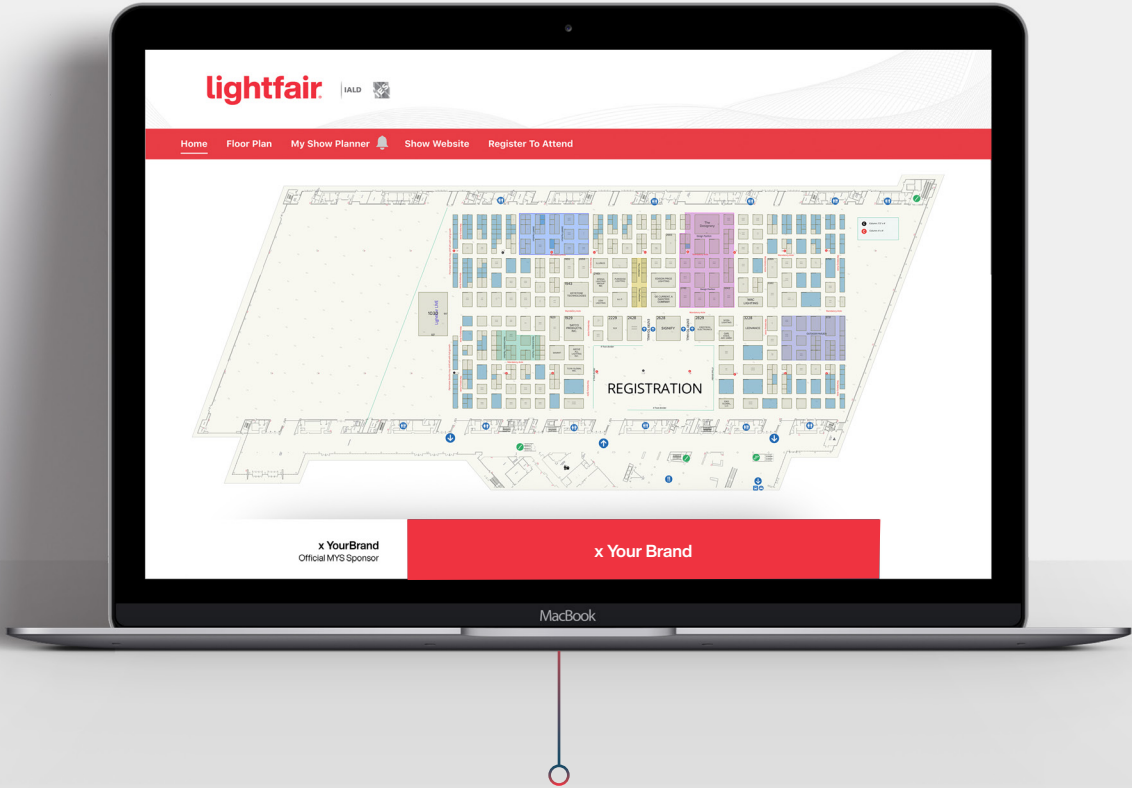




## BANNER ADS

Take advantage of lightfair.com's 250,000+ yearly visitors and 4 million+ page views.

Your strategically placed banner ad will rotate between our high-traffic pages, delivering greater brand exposure and helping direct our visitors to your website and products. Banner ads will run on the LightFair website from the present time through the conclusion of the show.



### FLOOR PLAN SPONSORSHIP

Be the brand they just can't miss as they navigate the show floor and decide where to go next with the help of the floor plan. Your brand will appear on the LightFair website, attendee portal floorplan, and mobile app floorplan.

# On-Site Sponsorships.

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- Show Floor Signage
  - Mobile App
  - Tangibles
  - Experiences
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## **Stand Out at LightFair 2023.**

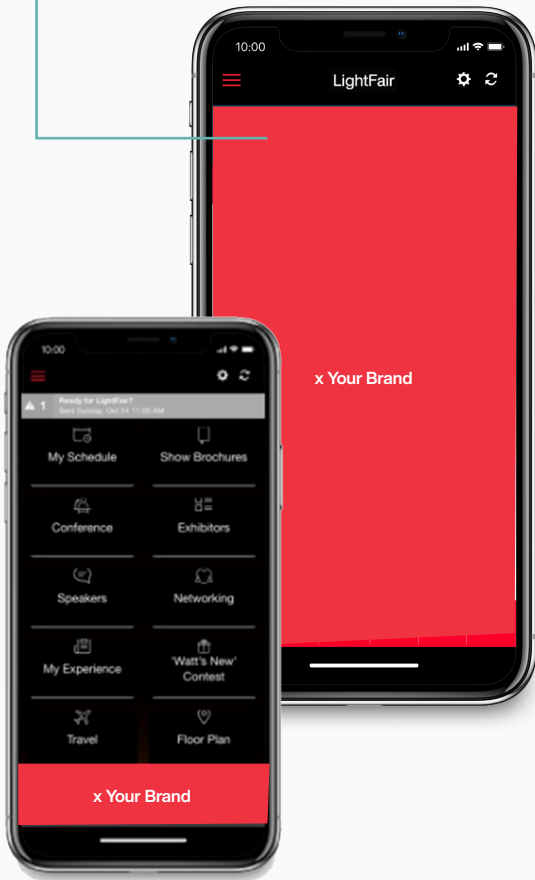
Drive more traffic to your booth and maximize your event ROI with a range of on-site sponsorships. These opportunities are designed to make your company integral to the audience's experience. From high-impact signage around the show, to branded swag that will stay with attendees long after LightFair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



## MOBILE APP SPONSOR

### Includes

Splash/loading screen and banner ad, mention in all app promotions to LightFair's database via email, social media, and industry associations 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!



## PUSH NOTIFICATION

Get your message top of mind and at the right time for attendees to take an action, come to your booth or show up at your event. The most recent alert appears at the top of the Dashboard Page and all alerts are saved in the message center.

Pricing is based per single message, with four total messages available per day. Messages will be sent each day of our event (including pre-conference: 5 total days).

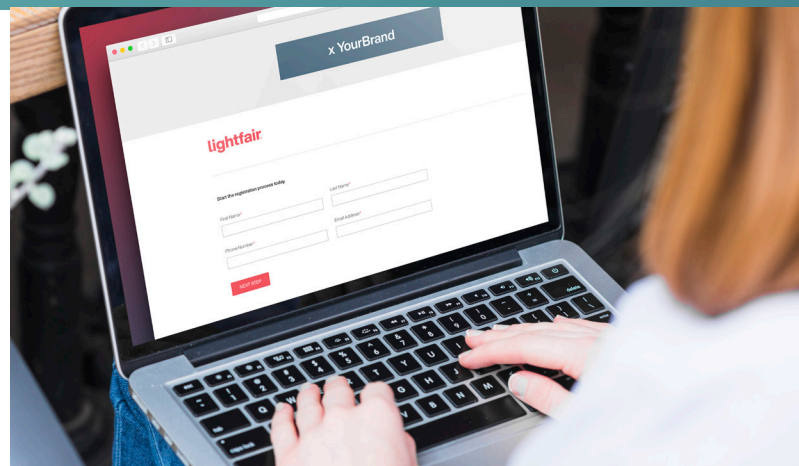
**Schedule**  
 Opening Day  
 Pre-Conference:  
 Sunday, May 21

Second Day  
 Pre-Conference:  
 Monday, May 22

Opening Day  
 Trade Show:  
 Tuesday, May 23

Second Day  
 Tradeshow:  
 Wednesday, May 24

Third Day  
 Trade Show:  
 Thursday, May 25



## REGISTRATION AREA

The official LightFair 2023 Registration Sponsor takes advantage of onsite and digital branding with multiple logo placements including:

- Kick panel on Registration counter units
- Company facts and booth location identification on registration line stanchions
- LightFair.com, Attendee Registration Landing Page
- Landing page for attendee facing workstations (Xpress check in)
- Registration is Open! email to 60,000 potential attendees
- Registration confirmation email



## HAND SANITIZER STATIONS

Sponsor and promote better hand hygiene on the show floor.

Your brand name, message or logo will be placed on 12 hand sanitizer dispenser stands positioned strategically throughout the exhibit and conference corridors.



## COLUMN WRAP

Expand your brand and extend your footprint on the show floor by placing your message on an available column wrap.

Your brand message will be on display for all to see. Maximum purchase is one column wrap.

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



## AISLE SIGNS

Help LightFair attendees navigate the show floor with sponsored directional aisle signs.

Promote your brand among thousands of lighting professionals and remind attendees of your booth location by displaying your company logo, and booth number on two-sided aisle signs throughout the show floor. Anytime attendees look up to find their way, your brand will catch their eye.

## BEER STOP

Raise a beer to this opportunity to connect with attendees. Between appointments, tours and walking the show floor, attendees will want to take a break at some point. A beer stop sponsorship is perfect for putting your brand in front of them when they're in a more relaxed frame of mind. Show Management will work with you to find the perfect opportunity to assure a steady flow of traffic (and beer)! When people walk back with their beer (and your logo) in hand, you can be sure it won't go unnoticed. This package will also include a push notification of your event, event signage and branded koozies/cups. Beer selection to be determined by Sponsor, based upon available caterer selection.



### Includes:

- Branded koozies/cups
- Event signage
- Push notification of your event
- Beer selection to be determined by Sponsor, based upon available caterer selection
- Up to two (2) opportunities per show day.

### BEER STOP

Tuesday, May 23: 2 Opportunities

Wednesday, May 24: 2 Opportunities

*Sponsorship price may vary based on choice.*

Work with Show Management to find the perfect opportunity to assure a steady flow of traffic.



## WINE DOWN WEDNESDAY

Offer attendees a great way to “wine” down from a productive day on the trade show floor.

A selection of wines will be served right in your booth while you enjoy great conversation and connections with LightFair attendees.

### Includes:

- Branded plastic drinkware
- Event signage
- Push notification of your event
- Wine selection to be determined by Sponsor, based upon available caterer selection

*Additional drinks would need show management approval and sponsor approval; additional drinks to be covered by sponsor.*

## LANYARDS

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

Badge Holder 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.



## ATTENDEE BADGE

Get your brand and booth location in front of each and every LightFair attendee by sponsoring their badges. Your company name and booth number will appear across the top.

## OFFICIAL SHOW BAG SPONSOR

Have your brand visible throughout the LightFair trade show as our attendees walk around with the official 2023 LightFair Show Bag.

Your logo and company message will be on clear display with the official show logo for conference and tradeshow days of LightFair 2023. Remember, your messaging won't end after the show ends, as attendees will continue use of this awesome bag.



## HEADSHOT BOOTH

### Attendee Favorite

Help attendees boost their business profile and carry it forward beyond the event.

The complimentary headshot booth is one of the most popular and most sought-after highlights for attendees at LightFair. The brand that sponsors this experience has the chance to stand apart.

- Sponsor logo on back wall and hanging sign
- Company facts and booth location identification on registration line stanchions

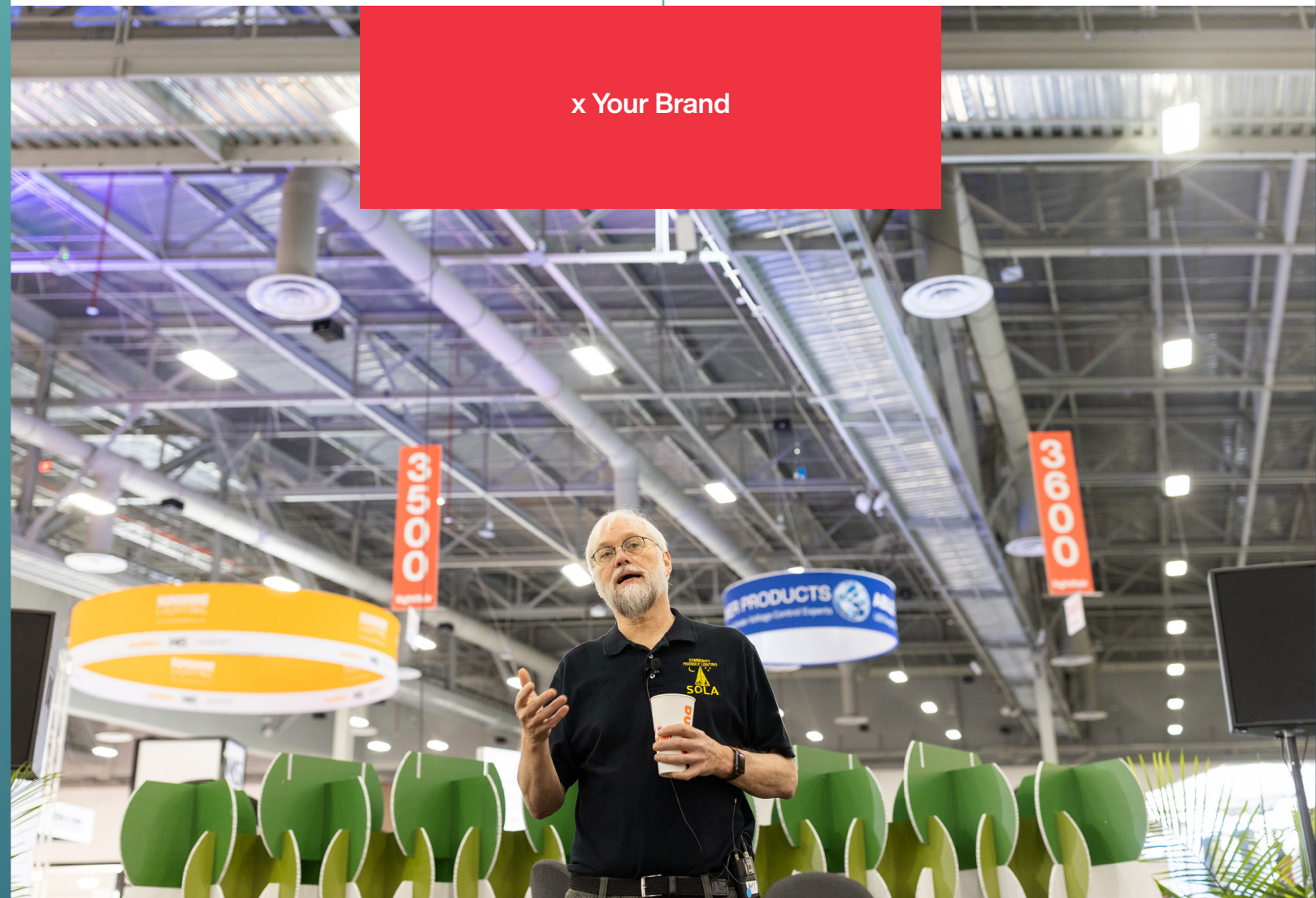


## OUTDOOR EXCHANGE

Catch experts giving talks on specific and current outdoor lighting topics in a cozy, intimate space located within the Outdoor Pavilion. These will be 20-minute talks followed by Q&A.

*Presentation outlines to be reviewed with LightFair for approval.*

x Your Brand



## EXHIBITOR-LED PRESENTATIONS

DURATION

**30 Minutes**

LOCATION

**IES LIVE**

Deliver a targeted pitch to engaged and interested prospects. Use the time to demonstrate the unique applications and benefits of your products, answer questions, address objections and convert leads into customers. Open to all attendees. Strictly exhibitor presentation and content only; content from or about non exhibiting companies/ OEM products NOT permitted.

### Includes

- Print and digital promotions as part of IES LIVE/event schedule
- Post-session attendee leads
- Standard audio/visual package

## STANDARD EXHIBITOR-LED SEMINARS

DURATION

**60 Minutes**

LOCATION

**IES LIVE**

ACCREDITATION

**AIA 1.0 Credit**

Continuing Education is central to LightFair. Have the speaker of your choice lead and sponsor an accredited seminar and enhance attendees' learning experience. Content must be educational and non-commercial. Session, Title, Content and Speaker to be approved by LightFair Show Management.

### Includes

- Print and digital promotions as part of IES LIVE/event schedule
- Post-session attendee leads
- Standard audio/visual package



## UPGRADED EXHIBITOR-LED SEMINARS VIA THE CONTINUING ARCHITECT

DURATION

**60 Minutes**

LOCATION

**IES LIVE**

ACCREDITATION

**AIA 1.0 Credit**

An upgrade gets you high quality, professional video recordings of your seminar that provide additional exposure post show. Video hosted on lightfair.com. Video file provided for use on your website, your lighting representative's website and The Continuing Architect website. Content must be educational and non-commercial. Session, Title, Content and Speaker to be approved by LightFair Show Management.

### Includes

- Print and digital promotions as part of IES LIVE/event schedule
- Post-session attendee leads (for up to 1-year video viewership)
- Standard audio/visual package