



LIGHTFAIR 2010

DESIGN AND GLOBAL LIGHT + DESIGN

PAVILION REQUIREMENTS

LIGHTFAIR International is pleased to welcome you as a participant in the LIGHTFAIR International 2010 Tradeshow. Upon receipt of your exhibitor confirmation package, this is your official approval confirmation to confirm your space assignment in a high visibility area of the LFI 2010 exhibit floor in one of the following pavilions:

DESIGN AND GLOBAL + LIGHT DESIGN PAVILION

As you are aware, booth presentation plays an important part in your selection for this distinctive area. You are reminded that a custom booth design, including custom flooring and fixtures, is **REQUIRED** in order for your company to maintain this location for future shows.

Please consider this note a “formal reminder” that your high visibility booth placement is evaluated on a “Show to Show” basis. **Failure to update and improve your booth design on a regular basis will result in ejection from your current placement – regardless of prior participation or seniority.**

Freeman Decorating is offering a custom booth option that will easily enable every vendor to have an attractive, vibrant custom booth presentation – for minimal cost.

The minimum acceptable requirements that you must meet are as follows:

- a) *Custom back-wall and side-walls (Standard exhibit hall drape provided by Freeman is **NOT** an appropriate background for Pavilion areas.)*
- b) *Custom Flooring.*
- c) *Custom Fixtures (Standard draped tables provided by Freeman are **NOT** appropriate for Pavilion areas.)*
- d) *Regular updating of your booth presentation & fixtures is **expected**. If planning to use a previously used presentation, plan to incorporate aesthetic updates that enhance the look of the display.*

Remember you only have one chance to make a first impression!