



AMC, INC.
240 PEACHTREE ST. NW
SUITE 2200
ATLANTA, GA 30303

TRADE SHOW
404 220 2004

CONFERENCE +
ATTENDEE RELATIONS
404 220 2822

PUBLIC RELATIONS
404 220 2384

EVENTS +
SPONSORSHIPS
404 220 2251

WWW.LIGHTFAIR.COM



In Collaboration with
The Illuminating
Engineering Society



In Collaboration with
The International
Association of
Lighting Designers



AMC

Produced and Managed
by AMC, Inc.

LIGHTFAIR International® Fact Sheet

LIGHTFAIR International® (LFI) is the world's largest annual architectural and commercial lighting trade show and conference. LFI brings leading international and domestic architectural, design, engineering and lighting professionals together with exhibitors from around the world. Annually rotating between New York and Las Vegas, LFI attracts more than 21,000 attendees and features more than 500 of the world's leading manufacturers showcasing products in more than 1,600 exhibits.

Featured Pavilions and Innovation Awards

- **Daylighting Pavilion**—showcases the best product-specific manufacturers incorporating natural light with artificial light into the design while staying efficient, economical and environmentally conscious.
- **Design Pavilion**—the creative expression of lighting style innovation; positions upscale and fashion-forward product.
- **European Light + Design Pavilion**—Following a successful debut at LFI 2008, it features decorative designs from Europe's most unique lighting manufacturers.
- **The LFI Innovation AwardsSM**—immediate overview of the latest lighting-related products and designs introduced in the past 12 months; honors the industry's newest product designs and recognizes the best and most innovative companies and products in the lighting industry.

Educational Initiatives

- **The LFI Conference**—offering 75 unique courses and 200 hours of programming.
- **Topics include:** software and lighting applications, business and technology initiatives, design innovation, daylighting, case studies, sustainability and product updates, as well as two dynamic Masters' Courses - all led by renowned lighting designers, educators, architects, engineers and consultants.
- **The LIGHTFAIR Daylighting Institute®**—one-of-a-kind programming offering intensive course of instruction on selected topics relating to daylighting.
- **The LIGHTFAIR Institute®**—intensive course of instruction on selected topics relating to a particular field within lighting.
- **CEU/LU/HSW**—accredited courses providing AIA, ASID, IIDA, IESNA, and IFMA accreditation.

LFI Attendees

More than 21,000 design, lighting, architectural, engineering and end-user professionals from around the world attend, including:

Architects	Landscape Architects
Contractors	Landscape Designers
Distributors	Lighting & Energy Educators
Electrical Engineers	Lighting Designers
End-User Professionals	Manufacturers
Energy Consultants/Specialists	Public Utility Specialists
Energy Managers	Retail Designers
Engineers	Specifiers
Facility Managers	Students
Interior Designers	Urban Planners

-more-

LFI Fact Sheet/Add One

LFI Exhibitors

More than 500 of the world's leading manufacturers will showcase products in more than 1,600 exhibits, including:

Ballasts	Lighting
Control Devices	Specialty Luminaires
Daylighting products	Luminaire types
Lampholders and Switches	Meters
High-End Fixtures	Mounting Devices
Light Sources	Exterior Luminaires
LEDS	Linear Lighting Designs
Lighting control components	Task Lighting
HID Lamps	Fluorescent Lamps
Incandescent Lamps	Software
Decorative	Theatrical/Entertainment Lighting
Sports Lighting	Flood, Façade Lighting
Site and Roadway Lighting	Specialty and Hardware Innovators
Exit/Emergency Lighting	Mounting Devices

LFI Partners

LFI is co-owned by the Illuminating Engineering Society (IES, www.iesna.org) and the International Association of Lighting Designers (IALD, www.iald.org) and is produced and managed by AMC, Inc. (www.americasmart.com).

20th Annual Conference and Trade Show in New York dates

**Jacob K. Javits Convention Center
New York, NY**

**Trade Show & Conference
May 5 - 7, 2009**

**LIGHTFAIR InstituteSM
May 3 - 4, 2009**

**LIGHTFAIR Daylighting Institute[®]
May 3 - 4, 2009**

www.lightfair.com

Press Contacts

Tara Tuschinski
404.220.2384
tarat@lightfair.com

###

LIGHTFAIR International® Overview



AMC, INC.
240 PEACHTREE ST. NW
SUITE 2200
ATLANTA, GA 30303

TRADE SHOW
404 220 2004

CONFERENCE +
ATTENDEE RELATIONS
404 220 2822

PUBLIC RELATIONS
404 220 2384

EVENTS +
SPONSORSHIPS
404 220 2251

WWW.LIGHTFAIR.COM



In Collaboration with
The Illuminating
Engineering Society

IALD

In Collaboration with
The International
Association of
Lighting Designers



AMC

Produced and Managed
by AMC, Inc.

LIGHTFAIR International® (LFI) is the world's largest annual architectural and commercial lighting trade show and conference. Showcasing *LIGHT* in all its aspects, LFI offers a comprehensive and diverse range of applications, high-end design and modern cutting-edge technology. LFI brings leading international and domestic architectural, design, engineering and lighting professionals together with exhibitors from around the world.

Annually rotating between New York and Las Vegas, LFI 2009 is expected to attract more than 21,000 design, lighting, architectural, engineering and end-user professionals from around the world and features more than 500 of the world's leading manufacturers showcasing products in more than 1,600 exhibits and 170,000 net square feet of exhibit space.

As an industry leader, LFI features unprecedented innovation and highlights pioneering companies and unique product in a strategic and convenient environment. The Daylighting Pavilion showcases the best product-specific manufacturers incorporating natural light with artificial light into the design while staying efficient, economical and environmentally conscious. The Design Pavilion is the creative expression of lighting style innovation and positions upscale and fashion-forward product. Following a successful debut at LFI 2008, the European Light+ Design Pavilion will feature decorative designs from Europe's most unique lighting manufacturers—aligning with LFI's commitment to expanding lighting globally in scope and uniting international manufacturers with the North American market.

LFI offers unparalleled educational and networking opportunities to both exhibitors and attendees. LFI presents the world's largest and most comprehensive annual architectural and commercial lighting conference and in-depth institutes, featuring more than 200 hours of CEU/LU/HSW accredited courses providing AIA, ASID, IIDA, IESNA, and IFMA accreditation. Renowned industry leaders teach the courses as well as address attendees during keynote luncheons and events. LFI also provides numerous networking events during the conference.

Every year LFI provides an immediate overview of the latest lighting-related products and designs introduced in the past 12 months during its awards ceremony. The LFI Innovation AwardsSM—held in conjunction with the trade show and conference—honors the industry's newest product designs and recognizes the best and most innovative companies and products in the lighting industry.

LFI is co-owned by the Illuminating Engineering Society (IES) and the International Association of Lighting Designers (IALD) and is produced and managed by AMC, Inc. www.Lightfair.com



AMC, INC.
240 PEACHTREE ST. NW
SUITE 2200
ATLANTA, GA 30303

TRADE SHOW
404 220 2004

CONFERENCE +
ATTENDEE RELATIONS
404 220 2822

PUBLIC RELATIONS
404 220 2384

EVENTS +
SPONSORSHIPS
404 220 2251

WWW.LIGHTFAIR.COM



In Collaboration with
The Illuminating
Engineering Society
of North America

IALD

In Collaboration with
The International
Association of
Lighting Designers



AMC

Produced and Managed
by AMC, Inc.

FOR IMMEDIATE RELEASE

****MEDIA ADVISORY****

LIGHTFAIR INTERNATIONAL CALLS ON INDUSTRY TO SPEAK IN NEW YORK

- WHAT:** **LIGHTFAIR International (LFI)**, the world's largest annual architectural and commercial lighting trade show and conference—featuring the LIGHTFAIR Institute® and the LIGHTFAIR Daylighting Institute®—announces its official Call For Speakers for LFI 2009 in New York.
- This is an opportunity for industry experts to present lighting-related topics such as applications, software, product updates, design innovations, case studies, business advice, lighting fundamentals and in-depth subject matter to architects, lighting designers, interior designers, engineers, lighting manufacturers, contractors, landscape architects, end-users, students and lighting enthusiasts.
- DEADLINE:** Submissions will be accepted *on-line only* until September 26, 2008
- WHO:** Industry professionals who can develop and present well-defined, timely and in-depth courses.
- HOW:** All submissions must be made via the official LFI website at www.lightfair.com.
- WHEN:** Participating speakers, chosen by the LFI Conference Advisory Committee (CAC), will present at LFI 2009, May 3-7, 2009.
The 2009 CAC members include:
Nick Bleeker, IESNA, Day-Brite Capri Omega
Dawn De Grazio, IESNA, Lighting Analysts
Mark Harris, IALD, Grenald Waldron Associates
Nelson Jenkins, AIA, LC, IESNA, LEED® AP,
Lumen Architecture, PLLC
Gerry Power, IES, IALD, LC, Gerry Power Architectural
Lighting Design
Monte Riggs, AIA, IESNA, Assoc. IALD, Bos Lighting Design
Matthew Tanteri, Educator IALD, IESNA, Tanteri + Associates, LLC
Konstantinos Papamichael, Ph.D., IESNA, California Lighting
Technology Center, University of California, Davis
- WHERE:** Jacob K. Javits Convention Center, New York, New York
- CONTACT:** For additional information, contact:
Tara Tuschinski
Senior Manager, Media Relations
tarat@lightfair.com
404.220.2384
Elly McCloud
Exec. Director, Conference &
Attendee Relations
ellym@lightfair.com
404.220.2822

LIGHTFAIR International is sponsored by the Illuminating Engineering Society of North America (IESNA) and the International Association of Lighting Designers (IALD). The event is produced and managed by AMC, Inc.

FOR IMMEDIATE RELEASE

****MEDIA ADVISORY****

**LIGHTFAIR INTERNATIONAL 2009
TRADE SHOW FLOOR 96 PERCENT SOLD**



2009

AMC, INC.
240 PEACHTREE ST. NW
SUITE 2200
ATLANTA, GA 30303

TRADE SHOW
404 220 2004

CONFERENCE +
ATTENDEE RELATIONS
404 220 2822

PUBLIC RELATIONS
404 220 2384

EVENTS +
SPONSORSHIPS
404 220 2251

WWW.LIGHTFAIR.COM



In Collaboration with
The Illuminating
Engineering Society
of North America

IALD

In Collaboration with
The International
Association of
Lighting Designers



AMC

Produced and Managed
by AMC, Inc.

WHAT: Just five months after the close of **LIGHTFAIR® International's (LFI)** most successful Las Vegas show, the world's largest annual architectural and commercial lighting trade show and conference is already reaching full trade show floor capacity with 96 percent sold for LFI 2009.

WHO: Boasting more than 170,000 square feet of exhibit space at the Jacob K. Javits Convention Center, LFI's trade show floor will feature more than 500 national and international manufacturers showcasing the latest product designs and introductions, technological advances and lighting solutions.

PAVILIONS: Although space is limited, LFI currently has availability in all three of its spectacular pavilions:
European Light + Design Pavilion introduces architectural, engineering, design and lighting professionals to Europe's most unique lighting companies.
LFI Daylighting Pavilion showcases products from world renowned manufacturers in the lighting industry who have incorporated natural and artificial lighting into their designs, while improving overall efficiency and economic and environmental benefits.
LFI Design Pavilion features manufacturers with a creative edge, wide range of expression of lighting styles, innovation and upscale fashion-forward products.

WHY: More than 21,000 attendees from around the world representing a variety of industry disciplines and a broad cross-section of professions are expected to attend.

WHEN: The 2009 LFI Trade Show and Conference takes place May 5-7, 2009. The LIGHTFAIR Daylighting Institute® and LIGHTFAIR Institute® take place May 3-4, 2009.

WHERE: Jacob K. Javits Convention Center, New York, New York

CONTACT: For additional information, contact:
Tara Tuschinski
Senior Manager, Media Relations
tarat@lightfair.com
404.220.2384
Rochelle Burt
Managing Director
rochelleb@lightfair.com
404.220.2

LIGHTFAIR International is sponsored by the Illuminating Engineering Society of North America (IESNA) and the International Association of Lighting Designers (IALD). The event is produced and managed by AMC, Inc.

###



AMC, INC.
240 PEACHTREE ST. NW
SUITE 2200
ATLANTA, GA 30303

TRADE SHOW
404 220 2004

CONFERENCE +
ATTENDEE RELATIONS
404 220 2822

PUBLIC RELATIONS
404 220 2384

EVENTS +
SPONSORSHIPS
404 220 2251

WWW.LIGHTFAIR.COM



In Collaboration with
The Illuminating
Engineering Society
of North America

IALD

In Collaboration with
The International
Association of
Lighting Designers



AMC

Produced and Managed
by AMC, Inc.

FOR IMMEDIATE RELEASE

Contact: Tara Tuschinski
tarat@lightfair.com
404.220.2384

THE INDUSTRY'S LARGEST & MOST ANTICIPATED CONFERENCE PROGRAM ON TAP FOR LIGHTFAIR INTERNATIONAL'S 20th ANNIVERSARY

ATLANTA, December 4, 2008— Next May, the industry's leading experts unite in one spectacular educational program—offered exclusively at the world's largest annual architectural and commercial lighting trade show and conference, **LIGHTFAIR® International (LFI)**. In its 20th Anniversary celebration, LFI presents the largest and most comprehensive lineup of seminars, courses and workshops designed to educate attendees on the industry's latest trends, innovations and business solutions.

The **LFI Conference program** brings together the foremost designers, educators, architects, engineers and consultants to address topics that cover lighting fundamentals, software, applications, controls and solutions, as well as design innovation, product updates and case studies. The 2009 program offers 75 unique courses, totaling more than 200 hours of education, and provides AIA, ASID/IIDA, IESNA and IFMA accreditation. Participants can choose from:

- 12 Daylighting Institute® Workshops
- One two-day Daylighting Fundamentals Institute
- 21 LIGHTFAIR Institute® Workshops
- Four one-day LIGHTFAIR Institute® courses
- Three two-day LIGHTFAIR Institute® courses
- Two Masters courses
- 32 seminars

Additionally, LFI will once again offer the New Attendee Orientation and the Educational Lighting Forum on May 5—the opening day of the trade show.

The Daylighting and LIGHTFAIR Institutes take place Sunday, May 3 and Monday, May 4 and the seminars occur Tuesday, May 4 through Thursday, May 7. The Masters' courses are held Wednesday, May 6.

The enclosed document provides a complete listing of the seminars, workshops and Institute courses.

###

LIGHTFAIR International is sponsored by the Illuminating Engineering Society of North America (IESNA) and the International Association of Lighting Designers (IALD). The event is produced and managed by AMC, Inc.



The future. Illuminated.
2009

AMC, INC.
240 PEACHTREE ST. NW
SUITE 2200
ATLANTA, GA 30303

TRADE SHOW
404 220 2004

CONFERENCE +
ATTENDEE RELATIONS
404 220 2822

PUBLIC RELATIONS
404 220 2384

EVENTS +
SPONSORSHIPS
404 220 2251

WWW.LIGHTFAIR.COM



In Collaboration with
The Illuminating
Engineering Society

IALD

In Collaboration with
The International
Association of
Lighting Designers



AMC

Produced and Managed
by AMC, Inc.

FOR IMMEDIATE RELEASE

Contact: Tara Tuschinski
tarat@lightfair.com
404.220.2384

2009 LAUNCHES CELEBRATION OF LIGHTFAIR INTERNATIONAL'S 20th ANNIVERSARY

ATLANTA, January 20, 2009—This May, the world's largest annual architectural and commercial lighting trade show and conference, **LIGHTFAIR® International (LFI)**, celebrates 20 years of inspiration and innovation as it opens the doors to thousands of lighting industry professionals. On its 20th Anniversary, LFI promises to offer its most comprehensive conference programming and most robust trade show floor ever seen.

For the last two decades, LFI has been North America's leading lighting resource, featuring the world's best and brightest innovators, designers and educators. Its creation was the brainchild of the industry's most renowned associations and leaders, and today, encompasses more than 500 exhibiting companies and attracts more than 21,000 attendees from across the globe.

In recognition of its continued strength and to honor its new and veteran exhibitors, LFI is hosting a spectacular celebration in New York on the opening day of the trade show—complete with a ribbon cutting ceremony at the entrance of the show. LFI's Libby Morley—who was among the group that initially spearheaded this concept—has been invited to be in New York to celebrate with the team, in addition to other special surprise guests. Additionally, exhibitors that have been partners with LFI since its conception will receive special recognition.

Twenty years of innovation...20 years of education...20 years of excellence...LIGHTFAIR International. The celebration starts now.

The LIGHTFAIR International Trade Show & Conference takes place May 5-7, 2009 and the LIGHTFAIR Daylighting Institute® & LIGHTFAIR Institute® takes place May 3-4, 2009 at the Jacob K. Javits Convention Center in New York, NY.

###

LIGHTFAIR International is sponsored by the Illuminating Engineering Society of North America (IESNA) and the International Association of Lighting Designers (IALD). The event is produced and managed by AMC, Inc.



AMC, INC.
240 PEACHTREE ST. NW
SUITE 2200
ATLANTA, GA 30303

TRADE SHOW
404 220 2004

CONFERENCE +
ATTENDEE RELATIONS
404 220 2822

PUBLIC RELATIONS
404 220 2384

EVENTS +
SPONSORSHIPS
404 220 2251

WWW.LIGHTFAIR.COM



In Collaboration with
The Illuminating
Engineering Society

IALD

In Collaboration with
The International
Association of
Lighting Designers



AMC

Produced and Managed
by AMC, Inc.

FOR IMMEDIATE RELEASE

Contact: Tara Tuschinski
tarat@lightfair.com
404.220.2384

TWO UNIQUE MASTERS' COURSES ON TAP FOR LFI'S 20th ANNIVERSARY

ATLANTA, February 6, 2009—In celebration of its 20th Anniversary, the world's largest annual architectural and commercial lighting trade show and conference, **LIGHTFAIR® International (LFI)**, will offer two dynamic Masters' Courses as part of its most unique showcase of lighting design education. Led by world-renowned industry experts, the 2009 Masters' programming provides a comprehensive look at the history of lighting as well as its future.

LFI welcomes one of the industry's most respected lighting professionals, David DiLaura, to present *20 Years of Light and Lighting: A Look at the Recent Past with Lessons for the Future*. DiLaura will review the most important changes and developments in the lighting industry, placing them in their social, economic, technical and historical context as he follows a two-decade historic timeline. He will not only review the past, but will also draw lessons from these experiences and provide an educated forecast for the future of lighting.

The LFI conference also brings together five prominent masters of innovative lighting design as it debuts another Masters' course in a new and unique panel format: *Celebrating the History of the Independent Lighting Designer*. Moderated by Addison Kelly and Bill Maiman, this presentation features comprehensive insight from Howard Brandston, Ray Grenald, David Mintz, Sonny Sonnenfeld and William Warfel as they explore and celebrate the 40-year history of the Independent Lighting Designer and conception of the International Association of Lighting Designers. Panelists will share their personal experiences, along with taped interviews and speeches from their peers—supported by interactive audience participation—to educate and inspire the current and next generation of designers.

Together, these two Masters' Courses offer a unique, innovative overview of lighting and the lighting design profession. For the first time, these masters unite to give attendees a first-hand look at the history and future of lighting and design—all happening at the 2009 LFI Conference this May.

The LIGHTFAIR International Trade Show & Conference takes place May 5-7, 2009, and the LIGHTFAIR Daylighting Institute® & the LIGHTFAIR Institute® take place May 3-4, 2009 at the Jacob K. Javits Convention Center in New York, NY.

###

LIGHTFAIR International is sponsored by the Illuminating Engineering Society of North America (IESNA) and the International Association of Lighting Designers (IALD). The event is produced and managed by AMC, Inc.



AMC, INC.
240 PEACHTREE ST. NW
SUITE 2200
ATLANTA, GA 30303

TRADE SHOW
404 220 2004

CONFERENCE +
ATTENDEE RELATIONS
404 220 2822

PUBLIC RELATIONS
404 220 2384

EVENTS +
SPONSORSHIPS
404 220 2251

WWW.LIGHTFAIR.COM



In Collaboration with
The Illuminating
Engineering Society

IALD

In Collaboration with
The International
Association of
Lighting Designers



AMC

Produced and Managed
by AMC, Inc.

FOR IMMEDIATE RELEASE

Contact: Tara Tuschinski
tarat@lightfair.com
404.220.2384

DAYLIGHTING EDUCATION AND EXHIBITION UNITE AT LIGHTFAIR INTERNATIONAL

ATLANTA, February 23, 2009—LIGHTFAIR® International's (LFI) 20 years as a leading—and now, the world's largest—annual architectural and commercial lighting trade show and conference is driven by innovation and environmental evolution. On the forefront of this movement has been LFI's Daylighting Institute and exposition—the only single place where attendees can learn about Daylighting and then immediately experience it first-hand within the adjacent trade show hall.

LFI supports its commitment to Daylighting with a full lineup of courses and workshops, in conjunction with the dynamic LFI Daylighting Pavilion. The pavilion showcases nearly two dozen exhibitors who specialize in leveraging the natural light from the sun and sky to illuminate interior spaces. Daylighting is one of the most economical and environmentally responsible lighting techniques available today. And, as a critical factor in achieving the U.S.'s energy goals, Daylighting is an essential component of LFI's offerings.

The 2009 Daylighting Institute includes a two-day Daylighting Fundamentals course presented by four industry experts and 12 three-hour workshops offering comprehensive industry insight and in-depth information. The Daylighting Pavilion located inside the exhibition hall showcases the best product-specific manufacturers, allowing specifiers to incorporate natural light with artificial light into their project designs while staying efficient, economical and environmentally conscious.

Since its conception in 2004, the Institute, together with the Pavilion, has been the only Daylighting conference of its kind in the U.S. and one of the few major focused events worldwide. The strength and range of its education and the pavilion's exhibitors attract architects, lighting designers and engineers, supporting its position as a world-renowned Daylighting resource.

The entire list of LFI 2009 exhibitors and details on the complete educational program offering can be found at www.lightfair.com.

The LIGHTFAIR International Trade Show & Conference takes place May 5-7, 2009, and the LIGHTFAIR Daylighting Institute® & the LIGHTFAIR Institute® take place May 3-4, 2009 at the Jacob K. Javits Convention Center in New York, NY.

###

LIGHTFAIR International is sponsored by the Illuminating Engineering Society of North America (IESNA) and the International Association of Lighting Designers (IALD). The event is produced and managed by AMC, Inc.



2009

AMC, INC.
240 PEACHTREE ST. NW
SUITE 2200
ATLANTA, GA 30303

TRADE SHOW
404 220 2004

CONFERENCE +
ATTENDEE RELATIONS
404 220 2822

PUBLIC RELATIONS
404 220 2384

EVENTS +
SPONSORSHIPS
404 220 2251

WWW.LIGHTFAIR.COM



In Collaboration with
The Illuminating
Engineering Society

IALD

In Collaboration with
The International
Association of
Lighting Designers



AMC

Produced and Managed
by AMC, Inc.

FOR IMMEDIATE RELEASE

****MEDIA ADVISORY****

2009 LFI INNOVATION AWARDS NOW OPEN FOR SUBMITTALS

WHAT: **LIGHTFAIR International (LFI)**, the world's largest annual architectural and commercial lighting trade show and conference, presents the annual **LFI Innovation Awards**: an immediate overview of the latest lighting-related products and designs introduced in the past 12 months. Exclusively sponsored by *Architectural Lighting* magazine and *eLumit.com*, the ceremony honors the industry's newest product designs and recognizes the best and most innovative companies and products in the lighting industry.

Today, the Awards submittal site went live and is now open to all registered 2009 LFI exhibitors.

DEADLINE: Submittals will be accepted *on-line only* until March 6, 2009

WHO: Current 2009 LFI exhibitors with innovative and forward-thinking products.

HOW: All submittals must be made via the official LFI website at www.lightfair.com. The site also provides specific details and instructions on submitting.

AWARDS: The Awards, which are selected from 14 individual product categories, are:
Design Excellence Award
Recognizing outstanding achievement in design and application
Technical Innovation Award
Recognizing the best leap forward in lighting technology
Judges' Citation Award
Special recognition at judges' discretion
Most Innovative Product of the Year Award
Highest Award presented by the judges, recognizing the best, most innovative new product

WHEN: The winners will be announced at the LFI Innovation Awards presentation on Tuesday, May 5, 8:30-10:00 a.m., preceding the opening of the trade show floor. Doors open at 8:00 a.m. for Continental Breakfast and priority seating.

WHERE: Jacob K. Javits Convention Center, New York, New York

CONTACT: For additional information, contact:
Tara Tuschinski
Senior Manager, Media Relations
tarat@lightfair.com
404.220.2384
Elly McCloud
Exec. Director, Marketing,
Conference & Attendee Relations
ellym@lightfair.com
404.220.2822

###

LIGHTFAIR International is sponsored by the Illuminating Engineering Society (IES) and the International Association of Lighting Designers (IALD). The event is produced and managed by AMC, Inc.

FOR IMMEDIATE RELEASE

Contact: Tara Tuschinski
tarat@lightfair.com
404.220.2384

LIGHTFAIR EXHIBITORS ILLUMINATE BRANDING THROUGH 2009 SPONSORSHIP PROGRAM

ATLANTA, March 19, 2009—More than 30 of the lighting industry's leading companies have tapped into the 2009 **LIGHTFAIR® International (LFI)** sponsorship program, to gain further exposure to the 21,000 attendees expected to visit the world's largest annual architectural and commercial lighting trade show and conference this May. LFI's sponsorship opportunities enable manufactures and designers to capture the attention of thousands of prospects—ultimately driving sales.

Understanding the importance of building brand awareness and gaining customer exposure, LFI offers numerous opportunities and tools for companies to take advantage of during the trade show and conference.

The following companies are helping ensure that their products and advances reach the LFI attendees:

Acuity Brands Lighting, *Masters' Program & ad step graphics (staircase advertising)*
Amerlux, *Masters' Program*
Mechoshade Systems, *Masters' Program*
Osram Sylvania, *Masters' Program & LFI trade show map*
Architectural Lighting, *LFI Innovation Awards*
eLumit.com, *LFI Innovation Awards*
Cooper Lighting, *LFI Keynote luncheon*
Anne Thull Fine Art Designs, *LFI seminar: The Poetics of Architectural Lighting-A method for Lighting Design*
National Association of Independent Lighting Distributors, *bottled water for Lamp & Ballast Update*
Bartco Lighting, *bottled water break, Wednesday, May 6*
Con-Tech Lighting, *bottled water break, Tuesday, May 5 & LFI trade show map*
Beta LED / Kramer LED, *LFI cyber cafe & JumboTron*
W2 Architectural Lighting, *aisle signs*
Cree Inc., *LFI attendee newsletter*
Aurora Light, *LFI trade show map*
Electric Lighting Systems, *LFI trade show map*
Focal Point, *LFI trade show map*
Lighting Analysts Inc./AGI32, *LFI trade show map*
Seoul Semiconductor, *LFI trade show map/show bag insert*
Sirius Lighting, *LFI trade show map*
eldo LED BV, *show bag insert*
Illuminating Engineering Society, *show bag & show bag insert*
GE Lighting, *badge holders*
EEMA Lighting Group, *registration credentials insert*
CSA International, *interior banners*
Evidot LED, *LFI website hot button*
Maxlite, *LFI website banner*
OPTIS North America, *LFI website banner*
Philips Lumileds, *LFI website banner*
Royal Pacific Ltd., *LFI website banner & LFI boulevard signage*

###

LIGHTFAIR International is sponsored by the Illuminating Engineering Society of North America (IESNA) and the International Association of Lighting Designers (IALD). The event is produced and managed by AMC, Inc.



2009

AMC, INC.
240 PEACHTREE ST. NW
SUITE 2200
ATLANTA, GA 30303

TRADE SHOW
404 220 2004

CONFERENCE +
ATTENDEE RELATIONS
404 220 2822

PUBLIC RELATIONS
404 220 2384

EVENTS +
SPONSORSHIPS
404 220 2251

WWW.LIGHTFAIR.COM



In Collaboration with
The Illuminating
Engineering Society

IALD

In Collaboration with
The International
Association of
Lighting Designers



AMC

Produced and Managed
by AMC, Inc.

FOR IMMEDIATE RELEASE

****MEDIA ADVISORY****

**LIGHTFAIR INTERNATIONAL 2009
MASTERS' COURSES OFFERED FREE OF CHARGE**



AMC, INC.
240 PEACHTREE ST. NW
SUITE 2200
ATLANTA, GA 30303

TRADE SHOW
404 220 2004

CONFERENCE +
ATTENDEE RELATIONS
404 220 2822

PUBLIC RELATIONS
404 220 2384

EVENTS +
SPONSORSHIPS
404 220 2251

WWW.LIGHTFAIR.COM



In Collaboration with
The Illuminating
Engineering Society

IALD

In Collaboration with
The International
Association of
Lighting Designers



AMC

Produced and Managed
by AMC, Inc.

WHAT: In celebration of **LIGHTFAIR International's** 20-year Anniversary, its two historic ***Masters' courses will be offered free of charge*** to LFI 2009 attendees and exhibitors registered for the Exhibit Hall or LFI courses—based on generous support provided by **Acuity Brands Lighting, Osram Sylvania, Amerlux Lighting Solutions and MechoShade Systems.**

COURSE #1: 20 Years of Light and Lighting: A Look at the Recent Past with Lessons for the Future
MASTERS course #L09M01
Wednesday, May 6, 2009 - 9:00 am - 12:00 pm

Master: Dave Dilaura, LC, FIES, AAAS, Acuity Brands Lighting

Special financial sponsorship provided by **Acuity Brands Lighting** and **OSRAM Sylvania.**

COURSE #2: Celebrating the History of the Independent Lighting Designer
MASTERS course # L09M02
Wednesday, May 6, 2009 - 2:00 pm - 5:00 pm

Panel of Masters:

Howard Brandston, FIES, Hon. FCIBSE, FIALD, PLDA, MSLL, LC, MM Brandston & Co.

Ray Grenald, FIES, FIALD, FAIA, LC, Grenald Waldron Associates

David Mintz, FIESNA (Emeritus), FIALD

Sonny Sonnenfeld, IES, USITT, Creative Studio Designs

William Warfel, IES, IALD, USITT, LC, Warfel Lighting & Theater Design

Moderators:

Addison Kelly, IES, IALD, US Lighting Consultants

William Maiman, IES, DLF, MechoShade Systems

Special financial sponsorship provided by **MechoShade Systems** and **Amerlux Lighting Solutions.**

WHERE: Jacob K. Javits Convention Center, New York, NY

WHO: Open to LFI 2009 attendees and exhibitors registered for the Exhibit Hall or LFI courses on a first-come, first-come basis. Masters' course(s) must be selected as part of LFI registration to attend.

OF NOTE: Attendees must register for these sessions and seating will be available on a first-come, first-served basis.

HOW: Registration via the official LFI website at www.lightfair.com.

CONTACT: Tara Tuschinski
Senior Manager, Media Relations
tarat@lightfair.com
404.220.2384

Elly McCloud
Exec. Director, Conference &
Attendee Relations
ellym@lightfair.com
404.220.2822

LIGHTFAIR International is sponsored by the Illuminating Engineering Society (IES) and the International Association of Lighting Designers (IALD). The event is produced and managed by AMC, Inc.



AMC, INC.
240 PEACHTREE ST. NW
SUITE 2200
ATLANTA, GA 30303

TRADE SHOW
404 220 2004

CONFERENCE +
ATTENDEE RELATIONS
404 220 2822

PUBLIC RELATIONS
404 220 2384

EVENTS +
SPONSORSHIPS
404 220 2251

WWW.LIGHTFAIR.COM



In Collaboration with
The Illuminating
Engineering Society

IALD

In Collaboration with
The International
Association of
Lighting Designers



AMC

Produced and Managed
by AMC, Inc.

FOR IMMEDIATE RELEASE

Contact: Tara Tuschinski
tarat@lightfair.com
404.220.2384

ED BEGLEY JR., JAMES TURRELL HEADLINE KEYNOTE LUNCHEONS DURING LFI INSTITUTE

ATLANTA, March 31, 2009—Education and entertainment escalate at **LIGHTFAIR International's** 20th anniversary as Ed Begley Jr. and James Turrell take center stage during the Daylighting Institute and the LIGHTFAIR Institute this May. The two keynote speakers at the Institutes will address sustainability and light as art and inspiration to a packed house during luncheons on Sunday, May 3 and Monday, May 4.

Well-known environmentalist and actor, Begley, addresses sustainable living during his seminar: **Live Simply So That Others Can Simply Live**, offering an empowering and humorous message with personal anecdotes of his 37-year eco-journey. Attendees will also hear his take on global climate change, pollution and green living. This keynote luncheon takes place Sunday, May 3, 2009 at noon*.

Renowned artist, Turrell, who is dedicated to working with light and space, is best known for his current masterpiece, Roden Crater. In the past two decades, his work has been recognized in exhibitions in major museums around the world. Turrell will present **Plato's Cave and the Light Inside**—an overview of his work and sources of inspiration, supported by four decades of playing with perception and the effects of light within a created space. Turrell speaks at noon during the Monday, May 4, keynote luncheon*, which is exclusively sponsored by Cooper Lighting.

The LIGHTFAIR International Trade Show & Conference is May 5-7, 2009, and the LIGHTFAIR Daylighting Institute® and the LIGHTFAIR Institute® occur May 3-4, 2009 at the Jacob K. Javits Convention Center in New York City.

**Keynote luncheons are included with any Institute registration. Tickets may also be purchased for \$50 (\$60 after 4/10) per luncheon.*

###

LIGHTFAIR International is sponsored by the Illuminating Engineering Society of North America (IESNA) and the International Association of Lighting Designers (IALD). The event is produced and managed by AMC, Inc.



AMC, INC.
240 PEACHTREE ST. NW
SUITE 2200
ATLANTA, GA 30303

TRADE SHOW
404 220 2004

CONFERENCE +
ATTENDEE RELATIONS
404 220 2822

PUBLIC RELATIONS
404 220 2384

EVENTS +
SPONSORSHIPS
404 220 2251

WWW.LIGHTFAIR.COM



In Collaboration with
The Illuminating
Engineering Society

IALD

In Collaboration with
The International
Association of
Lighting Designers



AMC

Produced and Managed
by AMC, Inc.

FOR IMMEDIATE RELEASE

Contact: Tara Tuschinski
tarat@lightfair.com
404.220.2384

LIGHTFAIR INTERNATIONAL EXPANDS LIGHTING EDUCATION FORUM, STUDENT OUTREACH PROGRAM

ATLANTA, April 14, 2009—Extending its role as a leader in lighting education, **LIGHTFAIR International (LFI)** now offers a new format for the **Lighting Education Forum** as part of the 2009 trade show & conference. The Forum, now held on the LFI show floor as part of the innovative, interactive Lighting Education Lounge in booth # 681, will introduce participants to the breadth of lighting education opportunities available in academic institutions and commercial arenas. Attendees will have the opportunity to network, attend interactive presentations and panel discussions and collect information about each featured educational program.

In addition, the **LFI Student Outreach Program**—in its second-year—deepens its reach, offering educational and volunteer opportunities to students from around the country. Students who take advantage of this program are exposed to more than 500 lighting exhibitor resources and more than 200 hours of lighting-related education.

The LFI Student Outreach Program offers a vast array of opportunities to participate in the largest annual architectural and commercial lighting trade show & conference, including:

- **Free Student Registration** for the LFI **exhibit hall plus one free seminar**, and a 50% discount on all Daylighting & LIGHTFAIR Institute courses (with student ID);
- **A reduced Student Full Pass** for \$100 (\$525 regular pricing), inclusive of eight seminars, exhibit hall admission and LFI Innovation Awards;
- **Student Volunteer opportunities at the LFI Conference** for hands-on experience;
- **Complimentary entry into the *New Attendee Orientation*** for the education and materials that all first-time attendees receive;
- **Access to the *Lighting Education Forum & Lounge***—highlighting LFI's effort to advance education and academic dialogue.

With the assistance of college and university professors and the entire industry, LFI's outreach program has attracted hundreds of students in previous years and will welcome several more in 2009 as LFI celebrates its 20th Anniversary.

The LIGHTFAIR International Trade Show & Conference takes place May 5-7, 2009, and the LIGHTFAIR Daylighting Institute® & the LIGHTFAIR Institute® take place May 3-4, 2009 at the Jacob K. Javits Convention Center in New York, NY.

###

LIGHTFAIR International is sponsored by the Illuminating Engineering Society of North America (IESNA) and the International Association of Lighting Designers (IALD). The event is produced and managed by AMC, Inc.



2009

AMC, INC.
240 PEACHTREE ST. NW
SUITE 2200
ATLANTA, GA 30303

TRADE SHOW
404 220 2004

CONFERENCE +
ATTENDEE RELATIONS
404 220 2822

PUBLIC RELATIONS
404 220 2384

EVENTS +
SPONSORSHIPS
404 220 2251

WWW.LIGHTFAIR.COM



In Collaboration with
The Illuminating
Engineering Society

IALD

In Collaboration with
The International
Association of
Lighting Designers



AMC

Produced and Managed
by AMC, Inc.

FOR IMMEDIATE RELEASE

Contact: Tara Tuschinski
tarat@lightfair.com
404.220.2384

**LIGHTFAIR INTERNATIONAL CELEBRATES 20 YEARS,
HONORS 20-YEAR EXHIBITORS**

ATLANTA, April 16, 2009—The world’s largest annual architectural and commercial lighting trade show and conference, **LIGHTFAIR® International (LFI)**, celebrates 20 years of innovation as it opens the doors to thousands of lighting industry professionals next month.

For the last two decades, LFI has been North America’s premier lighting resource, featuring the world’s best and brightest innovators, educators and designers, including 12 companies that have exhibited with LFI since its inception. LFI will honor the following 20-year exhibitors during the LFI Innovation Awards presentation on Tuesday, May 5, preceding the grand opening of the 2009 trade show floor:

- | | |
|--|--------------------------|
| Alanod GMBH & Co., KG. | OSRAM SYLVANIA |
| A.L.P. Lighting Components, Inc. | Philips Lighting Company |
| Aluminum Coil Anodizing Corp.
(aka Conservation Technology) | Prudential Lighting |
| Con-Tech Lighting | SLP Lighting |
| GE Consumer & Industrial | Tech Lighting |
| Lutron Electronics Co., Inc. | Ushio America, Inc. |

Following the Innovation Awards ceremony, LFI show management—including Libby Morley, an LFI founder—and representatives from IES and IALD will participate in a ceremonial ribbon cutting to recognize the evolution of 20 years of lighting and the success of the trade show and conference experienced today. All LFI attendees and exhibitors are welcome and encouraged to participate in the 20-year celebration events.

The LIGHTFAIR International Trade Show & Conference takes place May 5-7, 2009, and the LIGHTFAIR Daylighting Institute® & LIGHTFAIR Institute® takes place May 3-4, 2009 at the Jacob K. Javits Convention Center in New York, NY.

###

LIGHTFAIR International is sponsored by the Illuminating Engineering Society of North America (IESNA) and the International Association of Lighting Designers (IALD). The event is produced and managed by AMC, Inc.

FOR IMMEDIATE RELEASE

****MEDIA ADVISORY****

LIGHTFAIR INTERNATIONAL 2009 APPROACHING SOLD OUT TRADE SHOW FLOOR



The future. Illuminated.

2009

AMC, INC.
240 PEACHTREE ST. NW
SUITE 2200
ATLANTA, GA 30303

TRADE SHOW
404 220 2004

CONFERENCE +
ATTENDEE RELATIONS
404 220 2822

PUBLIC RELATIONS
404 220 2384

EVENTS +
SPONSORSHIPS
404 220 2251

WWW.LIGHTFAIR.COM



In Collaboration with
The Illuminating
Engineering Society
of North America

IALD

In Collaboration with
The International
Association of
Lighting Designers



AMC

Produced and Managed
by AMC, Inc.

WHAT: The 20th annual edition of **LIGHTFAIR® International (LFI)** has continued on a strong path, maintaining the momentum it started at the close of the 2008 show, which was its largest Las Vegas event to date. In the final two weeks leading up to the world's largest annual architectural and commercial lighting trade show and conference, LFI is nearly sold out for the 2009 show and on track to exceed last year's record numbers with an anticipated packed house when the trade show floor opens on May 5.

WHO: Boasting more than 170,000 square feet of exhibit space, the 2009 trade show floor is the largest space in LFI's history—featuring almost 500 national and international manufacturers showcasing the latest product designs and introductions, technological advances and lighting solutions. Nearly 100 of these exhibitors—new to LFI this year—are from other areas of the world.

PAVILIONS: LFI's three spectacular pavilions on the trade show floor shine a light on the industry's hottest sectors with innovative, must-see companies in these inspiring formats:

European Light + Design Pavilion introduces architectural, engineering, design and lighting professionals to Europe's most unique lighting companies.

LFI Daylighting Pavilion showcases products from world renowned manufacturers in the lighting industry who have incorporated natural and artificial lighting into their designs, while improving overall efficiency and economic and environmental benefits.

LFI Design Pavilion features manufacturers with a creative edge, wide range of expression of lighting styles, innovation and upscale fashion-forward products.

WHY: More than 21,000 attendees from around the world representing a variety of industry disciplines and a broad cross-section of professions are expected to attend.

WHEN: The 2009 LFI Trade Show and Conference takes place May 5-7, 2009. The LIGHTFAIR Daylighting Institute® and LIGHTFAIR Institute® take place May 3-4, 2009.

WHERE: Jacob K. Javits Convention Center, New York, New York

CONTACT: For additional information, contact:
Tara Tuschinski
Senior Manager, Media Relations
tarat@lightfair.com
404.220.2384
Rochelle Burt
Managing Director
rochelleb@lightfair.com
404.220.2

LIGHTFAIR International is sponsored by the Illuminating Engineering Society of North America (IESNA) and the International Association of Lighting Designers (IALD). The event is produced and managed by AMC, Inc.

###



AMC, INC.
240 PEACHTREE ST. NW
SUITE 2200
ATLANTA, GA 30303

TRADE SHOW
404 220 2004

CONFERENCE +
ATTENDEE RELATIONS
404 220 2822

PUBLIC RELATIONS
404 220 2384

EVENTS +
SPONSORSHIPS
404 220 2251

WWW.LIGHTFAIR.COM



In Collaboration with
The Illuminating
Engineering Society

IALD

In Collaboration with
The International
Association of
Lighting Designers



AMC

Produced and Managed
by AMC, Inc.

FOR IMMEDIATE RELEASE

Contact: Tara Tuschinski
tarat@lightfair.com
404.220.2384

LIGHTFAIR INTERNATIONAL CELEBRATES 20 YEARS OF LIGHTING INNOVATION, EDUCATION, LEADERSHIP

ATLANTA, April 22, 2009— This May, the world's largest annual architectural and commercial lighting trade show and conference, **LIGHTFAIR® International (LFI)**, celebrates 20 years of lighting innovation as it opens the doors to thousands of lighting industry professionals. On its 20th Anniversary, LFI promises to offer its most comprehensive conference programming and largest trade show floor.

For the last two decades, LFI has been North America's leading lighting resource, featuring the world's best and brightest innovators, designers and educators. Its creation was the brainchild of the industry's most renowned associations and leaders, and today, LFI encompasses more than 500 exhibiting companies and attracts more than 21,000 attendees from across the globe.

LFI features unprecedented innovation and highlights pioneering companies and unique product in a convenient environment and offers unparalleled educational and networking opportunities to both exhibitors and attendees. It also presents the world's largest and most comprehensive annual architectural and commercial lighting conference—including the in-depth LIGHTFAIR Institute and unique Daylighting Institute—featuring more than 220 hours of educational programming in 75 courses.

This year, Ed Begley Jr. and James Turrell are the two featured keynote speakers as part of the educational Institutes. Begley will address sustainability while Turrell will discuss light as art and inspiration to packed houses during luncheons on Sunday, May 3 and Monday, May 4.

Additionally, every year LFI provides an immediate overview of the latest lighting-related products and designs introduced in the past 12 months during the LFI Innovation AwardsSM. The Awards presentation—held in conjunction with the trade show and conference—honors the industry's newest product designs and recognizes the best and most innovative companies and products in the lighting industry.

The LIGHTFAIR International Trade Show & Conference takes place May 5-7, 2009, and the LIGHTFAIR Daylighting Institute® and LIGHTFAIR Institute® take place May 3-4, 2009 at the Jacob K. Javits Convention Center in New York, NY.

For more information and to register for LFI 2009 in New York, visit www.lightfair.com.

###

LIGHTFAIR International is sponsored by the Illuminating Engineering Society of North America (IESNA) and the International Association of Lighting Designers (IALD). The event is produced and managed by AMC, Inc.