



**LIGHTFAIR**

**INTERNATIONAL**

The future. Illuminated.

### **Trade Show & Conference**

Wednesday, May 12 –  
Friday, May 14, 2010

### **LIGHTFAIR Daylighting Institute®**

### **LIGHTFAIR Institute®**

Monday, May 10 –  
Tuesday, May 11, 2010

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**Las Vegas Convention Center**  
**Las Vegas, NV**  
[www.lightfair.com](http://www.lightfair.com)

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# **EXHIBITOR** PROSPECTUS



# 2010



# CONNECT YOUR WORLD

The world's largest annual architectural and commercial lighting trade show and conference.

**LIGHTFAIR® INTERNATIONAL** is the premier event for the lighting industry, connecting innovative design, cutting-edge style, state-of-the-art technology, and continuing education courses. LFI® provides a forum for lighting manufacturers to connect with industry professionals from around the world.

## LFI 2009 broke attendance records

and ranked among an elite list of trade shows and conferences showing growth in 2009, boasting its largest conference and trade show floor in the history of the show. Set in New York City, the exhibit hall spanned an impressive 170,000 square feet and was sold out to 476 national and international manufacturers.

**In 2010, don't miss your chance** to launch new products, increase brand recognition, reveal new technological advances, and demonstrate lighting solutions in specific categories such as **Building Integration, Daylighting Products and Services, Energy Efficient Lighting, New Technologies & Product Design, Decorative Lighting Fixtures, Interior & Exterior Luminaires, Lamps, Ballasts, LED Lighting, Lighting Control Systems and many more.**

Don't miss out.

**RESERVE YOUR SPACE TODAY.**

## SIX WAYS TO GROW YOUR BUSINESS

- Meet top architects, designers, engineers, specifiers, consultants, facility managers, retailers and more
- Create valuable new business partnerships
- Showcase your products to important prospects
- Get the inside scoop on new industry trends and best practices
- Increase your knowledge through accredited workshops and seminars
- Network with the industry's leading professionals

## LFI's growth as an Industry Leader in Architectural and Commercial Lighting

170,000 sq ft

Attendees from **73** countries

**80** First-time exhibitors

**1,643** booths

**23,416** attendees

**476** Manufacturers

LFI is among the top **200** trade shows in the U.S. recognized by Tradeshow Week

SOURCE: LFI 2009, NY

# BRIDGE YOUR FUTURE

Four unique pavilions — only at LIGHTFAIR



## NEW BUILDING INTEGRATION ●

New for 2010, LFI launches Building Integration as one of its key pavilions. A leading topic of interest, this pavilion will display companies with enterprise system technologies used to maximize and form energy efficient buildings. Unlike anything you have ever seen, this pavilion will spotlight building integration's most successful projects.

PHOTO CREDIT | Speirs & Major Associates

## NEW GLOBAL LIGHT + DESIGN ●

Since its debut at LFI 2008 as a European-only pavilion, LFI introduces this newly expanded pavilion. Featuring the world's finest and most unique decorative lighting designs from globally recognized manufacturers with headquarters outside the U.S. Be among the growing array of manufactures to exhibit here.

PHOTO CREDIT | Contrast Lighting



## DAYLIGHTING PAVILION ●

This pavilion, the trade show counterpart to our Daylighting Institute, is the place to display the latest innovations in this fast-growing green industry to highly qualified prospects.

PHOTO CREDIT | DRAPER, INC.



## DESIGN PAVILION ●

Join this showcase of upscale decorative lighting designs in a premier area of the trade show floor. This pavilion positions your products front and center to our qualified audience of lighting professionals.

PHOTO CREDIT | Access Lighting



Please contact Rochelle Burt or Ben Coleman to discuss requirements to exhibit in one of the LFI Pavilions (see page 7).

# FIVE WAYS TO PROMOTE YOUR BRAND...

Five marketing tools to **increase your visibility.**

## LFI Innovation Awards® (LIA)

Participate in this prestigious celebration of excellence and product innovation, highlighting the latest cutting-edge designs and technical advances.

## Free VIP Passes

Promote your brand by offering your clients and prospects complimentary passes to attend LFI. This year, LFI VIP passes are available ONLINE for your convenience. As an LFI exhibitor, you'll receive 100 passes per 10'x10' booth.

## LFI Preferred® Program

Join our special incentive program for your best customers and top prospects, which includes perks like complimentary access to seminars, the LFI Innovation Awards and the LFI trade show.

## Virtual Booth

Receive a complimentary virtual booth on [www.lightfair.com](http://www.lightfair.com) with contact information, product listings and a link to your company's website — a great way to market your products to new contacts before and after the show.

## LFI Sponsorship Program

If you're ready to leap ahead of the competition at LFI, these high-profile sponsorship packages are the perfect solution. We offer a wide range of sponsorship opportunities, which are offered exclusively to LFI exhibitors. For more information, contact **Kristina Unger** at +1.404.220.2251 or [kristinau@lightfair.com](mailto:kristinau@lightfair.com).

## WHAT DO OUR EXHIBITORS HAVE TO SAY ABOUT LFI?

**96%** of exhibitors say LFI is the one place to build recognition for their company and products.

**93%** say LFI is the best venue to showcase their products.

**95%** say LFI is the gathering and networking place for the industry.

**93%** say LFI has highly targeted and qualified attendees.



Source: LFI primary survey independently conducted and researched.

# AND MAXIMIZE YOUR PRESENCE

Savvy ways to gain **exposure.**

Featuring five days of lighting innovation and growing annual attendance, it's easy to see why LFI is THE lighting phenomenon of the year — and the best way to stay in touch with our industry.

## Showcase your product innovations

LFI Innovation Awards®  
Best Booth Awards

## Network with key lighting professionals

- 27th Annual IALD International Lighting Design Awards
- LFI Innovation Awards® Presentation
- The Nuckolls Fund for Lighting Education Luncheon
- The NCQLP LC Luncheon
- LFI Lighting Education Forum

## Be enlightened — or become a speaker at LFI

Through LFI conference program topics, you can gain valuable insight into lighting fundamentals, software, applications, controls and solutions, plus design innovation, product enhancements and case studies. The curriculum provides AIA, ASID, IIDA, IESNA and IFMA accreditation\*. If you're among the field's foremost designers, educators, architects, engineers and consultants, you may qualify to be an LFI speaker.

*(\*upon individual association approval)*

- LIGHTFAIR Daylighting Institute® courses
- LIGHTFAIR Institute® courses
- Half-day workshops
- 3-hour Masters' courses
- 90-minute seminars
- Keynote speakers

**View a complete list of the 450+ current exhibitors at [www.lightfair.com](http://www.lightfair.com).**



**“LIGHTFAIR is the premier event for reaching our growing marketplace.”**

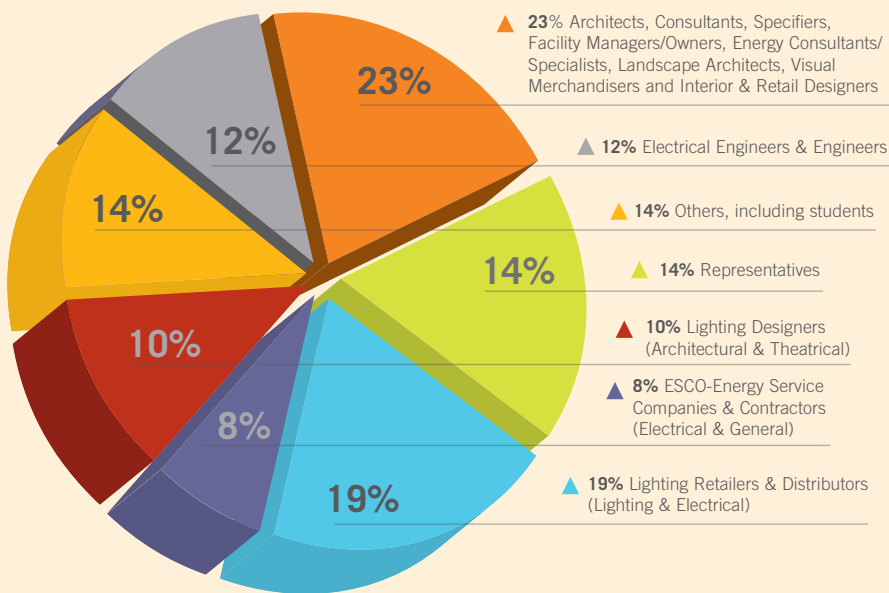
Jim Frazer  
Strategic Telemetry, Inc.

PHOTO CREDITS (TOP)  
LIGHTING DESIGN: Mark Major, IALD, James Newton, Clementine Rodgers, Speirs & Major Associates ARCHITECTS: Foster and Partners  
PHOTOGRAPHY: © James Newton

# MEET YOUR NEXT PROSPECTS

More than 19,000 lighting professionals are expected at LFI 2010 in Las Vegas.

## SPOTLIGHT Who Attends LFI.\*



\* Source: LFI 2009, New York

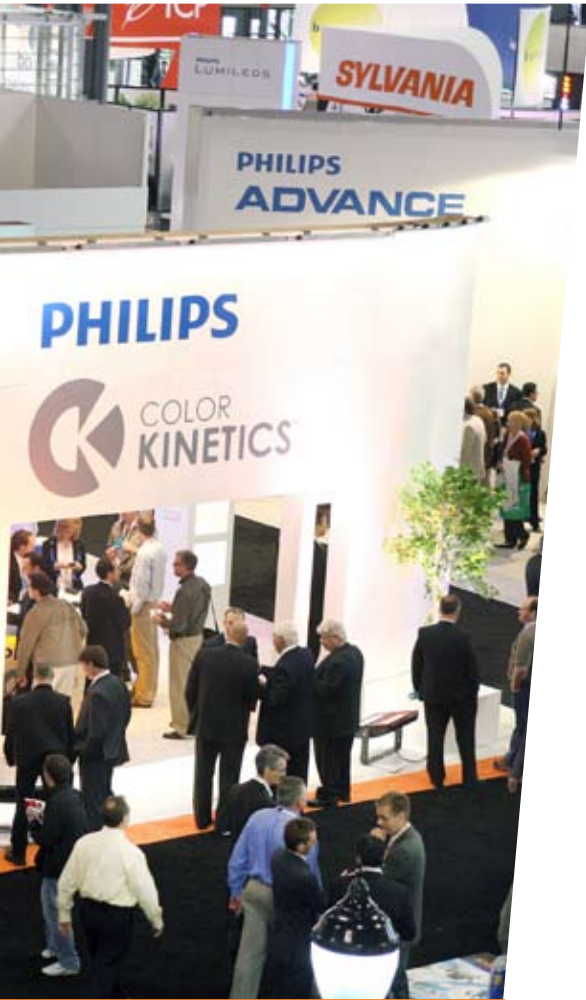
## PAST ATTENDEES INCLUDE, AMONG OTHERS:

ACHESON DOYLE PARTNERS ARCHITECTS . ANN KALE ASSOCIATES . ARCHITECTURE H3 . ARUP LIGHTING . AUERBACH GLASOW LIGHTING CONSULTANTS . AVERY BROOKS & ASSOCIATES . AXIS ARCHITECTURAL STUDIO . BERGMAN, WALLS & ASSOCIATES, LTD. . B+H ARCHITECTS . BLRB ARCHITECTS . BRINKER INTERNATIONAL . BURT HILL . CARPENTER SELLERS ARCHITECTS . CD+M LIGHTING DESIGN GROUP . CHARTER SILLS . CLANTON & ASSOCIATES . CLINE BETTRIDGE BERNSTEIN LIGHTING DESIGN . COX-KLIEWER & CO. . CREATE ARCHITECTURE PLANNING AND DESIGN . CURTIS + GINSBERG ARCHITECTS . DESIGN LIGHTING CONSULTANTS . DISNEY/DISNEYLAND . DPA ARCHITECTS . FIFIELD PIAKER ELMAN ARCHITECTS . FLACK+KURTZ INC . FORTUNOFF . FOWLKES & ASSOCIATES ARCHITECTS . FXFOWLE ARCHITECTS, LLP . GENSLER ARCHITECTS . GEHRY PARTNERS LLP . GKV ARCHITECTS . GLHN ARCHITECTS AND ENGINEERS . GLOVER SMITH BODE GRAHAM DOWNES ARCHITECTURE . GREENBERGFARROW . GRESHAM SMITH AND PARTNERS . GRUNIG WERTZ AND ASSOCIATES . HECKER ARCHITECTS, PS . HERSHENOW + KLIPPENSTEIN ARCHITECTS . HORTON LEE BROGDEN LIGHTING DESIGN . HOK ARCHITECTS . HOLMES HEPNER & ASSOCIATES ARCHITECTS . HOME DEPOT . ILLUMINATING CONCEPTS . JMA ARCHITECTURE STUDIOS . KAPLAN GEHRING MCCARROLL (KGM) . KEATING KHANG ARCHITECTURE . KIKU OBATA & COMPANY . LCM ARCHITECTS . LEE & SAKAHARA ARCHITECTS . LEO A DALY . LIGHTTEAM . LIGHTING DESIGN ALLIANCE (US & DUBAI) . LIGHTING PLANNERS ASSOCIATES INC. . LIMITED BRANDS STORE DESIGN & CONSTRUCTION . LIRO ARCHITECTS AND PLANNERS . MASSA MONTALTO ARCHITECTS, PC . MGE ARCHITECTS . MGM . MIRAGE DESIGN GROUP . MOORE RUBLE YUDELL ARCHITECTS & PLANNERS . NBBJ NEWCOMB & BOYD . OCV ARCHITECTS . O'MAHONY & MYER . PLATT BYARD DOVELL WHITE ARCHITECTS . PMG ARCHITECTS . POLK STANLEY ROWLAND CURZON PORTER ARCHITECTS, LTD . RENFRO DESIGN GROUP . RICHARD MEIER & PARTNERS ARCHITECTS . RIZVI ARCHITECTS . ROBERT A. M. STERN ARCHITECTS . R.S. GRANOFF ARCHITECTS . SACHS MORGAN STUDIO . SBLD STUDIO . SCHULER SHOOK . SERA ARCHITECTS . SH ARCHITECTURE . SMALLWOOD, REYNOLDS, STEWART, STEWART . SOLARIS LANDSCAPE ARCHITECTURE, LLC . SOSH ARCHITECTS . SPEIRS & MAJOR ASSOCIATES . STARBUCKS CORP . STATION CASINOS . SUSMAN TILLOTSON DESIGN ASSOCIATES . STUDIOS ARCHITECTURE . TISDALE GAYLE . TPG ARCHITECTURE . TURNBERRY ASSOCIATES . TVA ARCHITECTS . WALMART . WALT DISNEY IMAGINEERING . WHR ARCHITECTS . WORKSHOP HAKOMORI YANTRASAST . YABU PUSHELBERG . ZASLORSKI & NOTARO ARCHITECTS ... **AND MANY MORE**

**“LIGHTFAIR International was a spectacular success. You couldn’t tell there was a recession from the quality and quantity of the displays and the number of attendees at the show and seminars.”**

*LD+A, July 2009*

# RESERVE YOUR SPACE



## EXHIBIT BOOTH INFORMATION

- Standard Booth Rate: \$39.50 per net square foot, or \$3,950.00 per 10' x 10' exhibit booth.
- Standard Booth Package: Includes 8-foot draped back wall, standard 3-foot side wall drape and standard ID sign (if requested) for non-pavilion areas.
- Booth Deposit: 50% booth deposit required with signed contract. (100% booth payment due by January 8, 2010)
- Visit us at [www.lightfair.com](http://www.lightfair.com) to view the floor plan and information on reserving a booth space.

## LFI SALES TEAM AT YOUR SERVICE

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## LIGHTFAIR INTERNATIONAL PARTNERS

**IALD**

In collaboration with  
The International  
Association of  
Lighting Designers



In collaboration with  
The Illuminating  
Engineering Society  
of North America



AMC  
Produced &  
Managed by  
AMC, Inc.

“With Osram Sylvania's 20 years of exhibiting, and my 5 years as trade show manager, we have determined that this is ‘the lighting industries premier annual event’ that is a must see for the latest innovation in lighting and controls.”

Bob Sweeney,  
Osram Sylvania



INTERNATIONAL

The future. Illuminated.

All this and more... Only at LFI!  
Exhibit at **LIGHTFAIR 2010** in Las Vegas.



**LIGHTFAIR® INTERNATIONAL**  
**MAY 12-14, 2010**

[www.lightfair.com](http://www.lightfair.com)

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**LIGHTFAIR® INTERNATIONAL 2010**

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**PHOTO CREDITS**  
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TRAVEL: For information, visit [www.lightfair.com](http://www.lightfair.com)



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