



QUESTIONS AND ANSWERS ABOUT LFI 2013 IN PHILADELPHIA

Why is LIGHTFAIR International returning to Philadelphia and the Pennsylvania Convention Center in 2013?

Independent studies conducted among LIGHTFAIR International 2011 attendees by the national research firm Moore & Symons overwhelmingly document Philadelphia as the preferred location for LFI 2013. The Moore & Symons study confirms highest-ever attendee satisfaction scores for LFI's five-day run at the Pennsylvania Convention Center. LFI will return to Philadelphia in 2013 to deliver the key advantages attendees and exhibitors experienced in 2011: **A contiguous, single-level exhibit hall; easily accessible, affordable hotels; a large variety of on-site food options; close proximity to transportation facilities and services; and an open and welcoming urban environment.**

What exactly did LFI 2011 attendees think about the show?

The Moore & Symons research results are unequivocal: **More attendees ranked their experience at LFI 2011 in Philadelphia as superior than at any time in the show's 22-year history.** LFI 2011 achieved top scores in product quality, depth and selection; new product introductions; educational and network offerings; the overall show experience; and more.

But how can we be sure attendees would actually prefer Philadelphia again?

The 2011 Show Performance study conducted by Moore & Symons makes their preference clear. When asked where they preferred to see LFI in 2013, the 2011 attendees' choice was overwhelming: Philadelphia.

That's fine for attendees. What about LFI exhibitors?

In separate Moore & Symons research conducted among LFI 2011 exhibitors, Philadelphia is their preferred location for LFI 2013. And that preference is echoed in continuing one-on-one discussion with LFI management, partners and through the LFI 2012 Exhibitor Advisory Committee (EAC). Yes...the research results and ongoing dialogue have identified some 2011 performance issues that must be addressed in 2013 - particularly related to show set-up. But the exhibitor opinion is clear: LFI 2011 was a huge win, and 2013 can be even better. Exhibitors say they're ready to return to Philadelphia in 2013 on the assurances of strong commitments from the Pennsylvania Convention Center to address and preempt future performance issues.

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So improvement plans are in place for 2013?

Yes! Pennsylvania Convention Center leadership—working in close cooperation with LFI management, Freeman Decorating, and city and state government—has outlined a sweeping plan of service and performance assurances for 2013. The plan will be governed and monitored by strict oversight and will include performance metrics and thresholds designed to ensure consistent compliance and measured improvement.

How can we be sure Philadelphia and the Pennsylvania Convention Center will honor their commitments?

From the Governor of the Pennsylvania Commonwealth, all the way down to those responsible for staging the show, the commitment to a winning LFI 2013 at the Pennsylvania Convention Center is universal with an aggressive proactive plan addressing and guiding every detail. The ultimate success of LIGHTFAIR International 2013 is the number-one priority for all involved.

With LFI setting attendance records annually, will Philadelphia be able to handle larger crowds in 2013?

Absolutely. More hotels and more hotel rooms in the heart of the city have been secured for 2013 with the key goal of increasing room inventories in high-demand, easily accessible center-city properties.

So the 2013 dates, Convention Center and hotel commitments are secured?

Yes! LFI 2013 is booked for Philadelphia April 23 - 25. The Pennsylvania Convention Center is set with Halls A - E reserved exclusively for LIGHTFAIR International. And the already-enlarged hotel block is contracted and will continue to expand to accommodate the projected record 2013 attendance.

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