



### **LIGHTFAIR 2010** **DAYLIGHTING 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 the following pavilion:

#### DAYLIGHTING PAVILION

We're delighted that you'll be joining us as an exhibitor in the Daylighting Pavilion at LFI 2010 in New York.

In order to ensure you have the best possible experience at LFI 2010, we have some useful guidelines and suggestions for you to bear in mind with regard to the product-specific nature of the Daylighting Pavilion.

As an exhibitor in the Daylighting Pavilion, you will reap the benefits of being included in an area of the show that will focus upon your particular products as they relate to daylighting. It's imperative that the product offering exhibited by all exhibitors within the Daylighting Pavilion at LFI 2010 be at least 90% daylighting related. This is necessary to insure the integrity of the Pavilion.

The specific use of the term 'daylighting' is encouraged in all exhibit materials. Please design your booth display, promotional hand out materials or product demonstrations to let our attendees know how your product is appropriate to daylight-integration projects.

By designing your exhibit to reflect the specific theme and content of the Daylighting Pavilion, you can make the most of the opportunities available to you as an exhibitor at LFI 2010.

We'll be promoting the Daylighting Pavilion as the place to be for the very best in daylighting products and services: take the right steps now to ensure your products and your brand *shine* at LFI 2010.

If you require further clarification or would like to discuss any ideas you have for your exhibit at LFI 2010 please contact us directly.

LFI SHOW MANAGEMENT