



FOR IMMEDIATE RELEASE

LIGHTFAIR ELECTRIFIES ATTENDEE EXPERIENCE AT 2021 CONFERENCE & TRADE SHOW

NEW YORK – October 21, 2021 – The LightFair Conference and Trade Show engages the lighting industry once again through the return of sourcing, in-person education and networking events October 25 – 29 at the Jacob K. Javits Convention Center in New York.

“In just a few days, LightFair will resume its position of allowing powerful connections to be made, educating the future of the lighting and design industries and serving as the sourcing pinnacle for commercial and architectural lighting,” said Dan Darby, show director. “The top-notch education at LightFair’s Conference and Trade Show is a hallmark of the lighting industry, and opening our doors is the first step of an amazing rebound for this community.”

Conference and Tracks

LightFair’s five-day educational conference offers more than 35 sessions ranging from LightFair Institute – with its 2-day, 1-day and 3-hour long courses -- and six tracks presented as 60- or 90-minute sessions. The tracks are Application & Evidence-Based Design; Art + Inspiration; Design Tools + Techniques; Experiencing Light; Professional Development + Practice; and Technology. (NOTE: The full list of sessions is available at <https://www.lightfair.com/browse/#/courses>.)

Admission to the LightFair Conference, which runs October 25-29 in the Jacob K Javits Convention Center 1E meeting rooms, ranges in price from \$90 to \$1,495. Registration and full conference information and pricing is available at <https://www.lightfair.com/conference>.

Pavilions and Trade Show Floor

Over 200+ exhibitors will showcase the newest in top-of-the-line lighting resources at this year’s LightFair Trade Show, October 27 – 29. Exhibit floor resources, including some veteran LightFair brands, will showcase their products across five pavilions – **Smart Pavilion, Design Pavilion, Outdoor Pavilion, The Collective** and the **New Exhibitor Pavilion** – and in individual booths. As an added benefit, all visitors to the New Exhibitor Pavilion are eligible to win one of three \$250 Visa gift cards in LightFair’s new “Watts New” contest. To join, attendees must log five or more visits to new exhibitors in the pavilion through the LightFair mobile app, where visits will be tracked and winners will be announced.

Product innovation and booth display will be recognized with two special onsite awards. On October 26, the annual LightFair Innovation Award will celebrate 14 categories of the lighting industry’s most

innovative products and designs introduced in the past 12 months winners. Best Booth winners will be recognized in four categories on October 28 during the LightFair Trade Show.

Educational and Networking Events Return at LightFair's Trade Show

Three LightFair event locations – LightFair Live, the Special Events Area and the Designery – will showcase 45+ educational and networking events, as well as guided tours across all five pavilions. **LightFair Live** will feature seven presenters discussing topics such as: utilizing smart lighting; and understanding Bluetooth mesh. **The Special Events Area**, featuring seven of the industry's leading membership organizations, is a collaborative space for networking with industry professionals through eight events such as: scavenger hunts, open houses and meetings. The **Designery** offers 12 educational sessions covering topics such as: composing a winning award submittal; lighting designed for sex; and the LightFair mentorship Q&A panel. *(Note: A full list of Exhibit Hall Events can be found at <https://www.lightfair.com/browse/#/show>.)*

The LightFair Mobile App, available in the App Store and on Google Play, allows for easier navigation of the show floor, provides time and location of events and education as well as full conference information. To download the app, visit <https://www.lightfair.com/app>.

The trade show floor will showcase a total of 200+ lighting exhibitors. Trade show access, as well as LightFair's 45+ exhibit floor events, is complimentary for the 2021 edition. Registration is available at [LightFair.com/registration](https://www.lightfair.com/registration).

Safer Floor. Safer Show.

LightFair 2021 has adapted to allow safer product exploration and education as outlined in its "Safer Floor. Safer Show." guidelines. Per the latest mandates from New York City and the Javits Center, ALL participants will be required to show digital or physical proof of vaccination at entry and wear masks. The full "Safer Floor. Safer Show." protocols are at [LightFair.com/attend/safety-protocols](https://www.lightfair.com/attend/safety-protocols).

Additionally, through a special partnership with LightFair, exhibitor Energy Focus' mUVe™ UV-C surface disinfection robot will sanitize surfaces throughout the exhibit hall after hours. Once programmed with the show floor plan, the disinfection robot will move on its own around the exhibit hall at a speed of 18 inches-per-second using a powerful beam of UV light to disinfect all surfaces including the floor, within a one-meter radius.

For any further information on LightFair's 2021 show and conference, visit [LightFair.com](https://www.lightfair.com).

About LIGHTFAIR

LIGHTFAIR, the world's largest annual architectural and commercial lighting trade show and conference, is owned by the International Association of Lighting Designers (IALD) and the Illuminating Engineering Society (IES). The event is produced and managed by International Market Centers. For more information, please visit LIGHTFAIR.COM. Join the #LightFair2021 conversation on Facebook, Twitter @lightfair, Instagram @lightfair_international, LinkedIn and YouTube.

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