



FOR IMMEDIATE RELEASE

LIGHTFAIR ENHANCES SHOW FLOOR THROUGH NETWORKING AND EDUCATIONAL EVENTS, PAVILIONS AND PROFESSIONALLY-LED TOURS

NEW YORK – October 8, 2021 – LightFair enhances its exhibit hall experience with 45+ events, including networking opportunities, categorized lighting pavilions, educational pavilion tours and giveaways, across the three days of the trade show this October 27 – 29 at New York City’s Jacob K. Javits Convention Center. (NOTE: A full list of LightFair events follows and can be found at <https://www.lightfair.com/browse/#/show>.)

“LightFair’s trade show allows powerful connections to be made between individuals in the lighting and design industries,” said Dan Darby, show director. “Whether those connections are made through exploring lighting in pavilions or attending networking events, our exhibit hall is the place to build and develop those relationships.”

Events around the exhibit hall will be presented in locations – **LightFair Live**, the **Special Events Area** and the **Designery** – 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 is a collaborative space for networking with industry professionals through 10 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.

Kicking off events at the trade show is the opening day speaker, **Karim Rashid**, *Time Magazine*’s “most famous industrial designer in all the Americas,” discussing **The Business of Beauty** at LightFair Live. Rashid will address how to keep businesses engaged and exciting during the mass mechanization of the twentieth century. LightFair Live will feature a lineup of an additional six sessions presented by exhibitors and member-based organizations throughout the trade show.

Nine of the industry’s leading membership organizations will host networking events in the Special Events Area during the 2021 LightFair trade show: Association of Energy Engineers (AEE); Illuminating Engineering Society (IES); International Association of Lighting Designs (IALD); International Association of Lighting Management (NALMCO); National Lighting Bureau (NLB); The Lighting Quotient; Women in Lighting + Design (WILD); and Women in Lighting Mexico (WIL). Networking events include

presentations, a scavenger hunt and general meeting times for visitors to connect in-person with others in the industry.

Over three days, eight professionally-led tours will educate attendees and provide an overview of LightFair's five pavilions – **Smart Pavilion, Design Pavilion, Outdoor Pavilion, The Collective** and the **New Exhibitor Pavilion** – along with a general show floor tour for new attendees and a tour of LightFair Innovation Award winners.

As an added bonus, all visitors to the New Exhibitor Pavilion have the chance to win one of three \$250 Visa gift cards in LightFair's new "Watts New" contest, where attendees must log five or more visits to new exhibitors in the pavilion. The contest runs through the LightFair mobile app, where visits will be tracked and winners will be announced.

In daily giveaways on the trade show floor, attendees can receive LightFair "swag," such as branded water bottles, as well as snacks and vouchers redeemable for free drinks.

The trade show floor will showcase a total of 240+ lighting exhibitors. Trade show access, as well as LightFair's 45+ exhibit floor events, is complimentary for the 2021 edition. As an added benefit, attendees who register for the LightFair Trade Show before Friday, October 15, automatically will be entered to win one of five pairs of tickets to The Edge, the highest outdoor sky deck in the Western Hemisphere with 360-degree views of New York City. Registration is available at [Lightfair.com/registration](https://lightfair.com/registration).

Admission to the LightFair Conference, which runs October 25-29, is separate from trade show access. Registration for the conference ranges from \$90 to \$1,495, and comes with access to some 35+ sessions across six tracks, spanning over the five days of the conference. Sessions will range from 2-days, 1-day, daily workshops, 90-minute sessions and 60-minute sessions, offering near 90 CEUs. Full conference information and pricing is available at <https://www.lightfair.com/conference>.

Safer Floor. Safer Show.

LightFair 2021 has adapted to allow safer product exploration and education as outlined in its "Safer Floor. Safer Show." guidelines. LightFair is working closely with the Javits Center to stay up-to-date on recommendations and guidelines from the CDC and the city of New York, including the vaccination requirement to attend. The full "Safer Floor. Safer Show." protocols are at [LightFair.com/attend/safety-protocols](https://lightfair.com/attend/safety-protocols).

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

LIGHTFAIR FULL EVENT SCHEDULE

Wednesday, October 27, 2021

Write & Shoot to Win: Lighting Awards 101

Speakers: Megan Carroll, President IESNYC & Ashok Sinha, Architectural Photographer & Author

Attendees will hear from the professionals behind award winning lighting projects – the copy writers, the marketers, designers, architects and photographers - who often times collaborate on preparing the perfect award submittal to learn how to craft their own.

9:15 – 10:15 a.m. at the Designery

Women in Lighting Mexico (WIL)

Scavenger Hunt

9:30 – 10:30 a.m. at Special Events Area

IES Presentation: Ten Pounds of Light in a 2-pound Laptop

Speaker: Brian Liebel

The IES announces The Lighting Library™ which updates, expands, and replaces the 2010 Lighting Handbook and previous versions of all IES standards. There are approximately 5,000 pages of lighting knowledge in The Lighting Library™, including nearly 100 IES standards

9:30 – 10:30 a.m. at LightFair Live

New Attendee Orientation: The Understudy's Guide to the Trade Show and Conference that Never Sleeps! + New Attendee Tour

Led by: Lisa Reed, Envision Lighting Design and Carla Bukalski, GE Current, a Daintree Company

For newbies, a trip through this tradeshow floor can feel like navigating the MTA without a map. Led by seasoned Lightfair pros, this session is the script for success. Don't be overwhelmed by all of the Times Square-esque lights; this session will teach how to focus attention on what's important to each exhibitor.

9:30 – 11:30 a.m. starts at room 1E07

Lytei Live Podcast

We're going LIVE in New York! Stop by to witness history in the making with the first-ever live LytePOD recording at Lightfair in NYC. The honest truth, and conversations you want to hear about architectural lighting! Learn and be inspired. Featuring the creative minds of the industry: we will have a special guest join us on the show floor.

10:30 – 11:30 a.m. at the Designery

Tour of the LightFair Innovation Award Winners, led by Mark Roush, Experience Light, LLC

This tour celebrates the industry's most innovative products and designs introduced in the past 12 months. Our exhibitors take lighting innovation to the next level.

10:30 – 11:30 a.m. at the New Exhibitor Pavilion

LightFair Water Bottle Giveaway

11:00 a.m. at the New Exhibitor Pavilion

Illuminating Engineering Society (IES) Membership

Networking Event

11:30 a.m. – 12:30 p.m. at the Special Events Area

Opening Day Speaker - The Business of Beauty

Speaker: Karim Rashid

Industrial speed has had a great effect on progress, communication, the global economy and on our human psyche. Yet our human experiences are becoming less apparent and products around us have taken on a banality and certain sameness due to rapid mass-production, lack of research and development, lack of interest in a cultural significance, and low-capital investments due to the mass mechanization of the twentieth century. Businesses can only be holistic if they are able to address these issues.

12:00 – 1:30 p.m. at LightFair Live

The Collective Tour

Led by: Dawn Hollingsworth, Darkhorse Lightworks, LLC

Don't miss this newly introduced, exclusive space on the show floor reserved for exhibitors who are IALD LIRC or IES Sustaining Members. This is your chance to explore unique products showcased by select manufacturers and experience a show within the show.

2:00 – 3:00 p.m. starts at the New Exhibitor Pavilion

International Association of Lighting Designs (IALD) Membership

Networking Event

2:30 – 3:15 p.m. at the Special Events Area

Lighting Design + – 1.0 CEUs

Speaker: David Ghatan, CM King + Associates

This course explores the value of quality lighting design; investigating designs which are greater than the sum of their parts. Through project case study story telling we navigate the + in Architectural Lighting Design.

2:30 – 3:30 p.m. at the Designery

New Exhibitor Pavilion Tour

Led by: Charles Stone, Fisher Marantz Stone

The New Exhibitor Pavilion tour features first-time exhibitors showcasing their products and technological advances for architectural and commercial lighting.

3:30 – 4:30 p.m. starts at the New Exhibitor Pavilion

Exhibitor Presentation, "The Zhaga Connectivity and Serviceability Vision for Smart Cities and Smart Buildings."

Speaker: Mark Duffy, Chair of the Zhaga General Assembly

The presentation will address the smart standards described in Zhaga Books 18 and 20 defining interfaces between indoor and outdoor luminaires and sensing / communication modules.

3:30 – 4:30 p.m. at LightFair Live

Beverage Ticket Giveaway

4:00 p.m. at the New Exhibitor Pavilion

Communications in the Lighting Industry

Speakers: Dane Sanders, Clanton & Associates & Chris Davis, The Lighting Agency

This conversation will explore the challenges with communication and the strategies to help break down communication barriers, build trust and understand how to maintain positive communication in the lighting and construction industries.

4:00 – 5:00 p.m. at the Designery

The Lighting Quotient

Networking Event

4:00 – 5:50 p.m. at the Special Events Area

Thursday, October 28, 2021

International Association of Lighting Management (NALMCO) Event

Lighting Management in the LED world, a NALMCO perspective

Speaker, Erik Ennen, NALMCO

9:00 – 10:00 a.m. at the Special Events Area

IALD Presentation - Certified Lighting Designer

9:15 – 10:15 a.m. at the Designery

Smart Exhibitor Tour

Led by: Evelyn McGowan, Jacobs

Discover the latest trends, products and ideas in smart lighting and building solutions using sensors, controls, connectivity and data analysis to maximize efficiency, energy savings and end user comfort via IoT and Intelligent Lighting.

9:30 – 10:30 a.m. starts at the New Exhibitor Pavilion

Designed for Sex: Lighting to Enhance Dermal Features for Reproductive Behavioral Response – 1.0 CEUs

Speakers: Deborah Burnett, Benya Burnett Consultancy

Humans are evolutionarily hardwired for sex: learn how modern lighting design can enhance reproductive and behavioral response via ambient light which enables our tristimulus visual system to recognize specific dermal and hemoglobin features.

10:30 – 11:30 a.m. at the Designery

Beverage Ticket Giveaway

11:00 a.m. at the New Exhibitor Pavilion

Association of Energy Engineers (AEE) Meeting

11:00 a.m. – 12:00 p.m. at the Special Event Area

NYCxDesign hosted Conversation about Lighting

Speaker: Elissa Black, NYCxDESIGN executive director

Join NYCxDESIGN for a panel discussion exploring how New York City is a constant source of lighting inspiration. The discussion will be moderated by NYCxDESIGN's Executive Director.

11:45 a.m. – 12:45 p.m. at the Designery

Voices of WILD: Rising for Social Change, Women in Lighting + Design – 1.5 CEUs

Speakers: Mariel Acevedo, Codeswitching; Luz Garcia, Traditional and Reverse Mentoring of Women by Women; Tanya Hernandez, Let's Talk Leadership; Brittany Lynch, The Secret Shame of Working Moms; Amber Watnik, Books as a Catalyst for Community; Alana Shepherd, LGBTQ+ By the Numbers; and Rachael Stoner, Life in Middle Management.

Join WILD for a round of fast-paced and engaging conversations focusing on diversity and inclusiveness in the lighting industry, and specifically issues that impact lighting professionals who identify as women.

1:00 – 2:30 p.m. at the Designery

Exhibitor Presentation MCWONG: "Bluetooth Mesh in Action: A Review of Recent Projects"

Speakers: Blane Goettle and Scott Stenger, McWong International

McWong International is presenting a 'case study jam' of numerous recent installations using its award-winning TruBlu™ Bluetooth® mesh control platform. Attendees should gain a solid understanding of the basics of Bluetooth mesh, as well as a look at projects ranging from a high-rise commercial office building and a campus business park to automotive dealerships, parking garages, and distribution centers.

1:30 – 2:00 p.m. at LightFair Live

The Collective Tour

Led by: Brandon Thrasher, HLB Lighting

Don't miss this newly introduced, exclusive space on the show floor reserved for exhibitors who are IALD LIRC or IES Sustaining Members. This is a chance to explore unique products showcased by select manufacturers and experience a show within the show.

1:30 – 2:30 p.m. starts at the New Exhibitor Pavilion

Illuminating Engineering Society (IES) Lighting Library

Networking Event

1:30 – 2:30 p.m. at the Special Events Area

LightFair Water Bottle Giveaway

2:30 – 2:45 p.m. in the New Exhibitor Pavilion

Riveting Revit Enhancements and Other Lighting Design Digital Tools – 1.0 CEUs

Speakers: Emlyn Altman, DLR Group & Travil Taullir, DLR Group

This session explores several of the latest lighting design tools available to designers and reveals unconventional ways of utilizing tools already in our lighting design repertoire.

2:45 – 3:45 p.m. at the Designery

International Landscape Lighting Institute (ILLI) presentation, Landscape Lighting: Prescriptive VS Artistic

Speaker: Emily Gorecki

This course will highlight the key points of successful landscape lighting design and installation. It includes the importance of overall design cohesion, safety, security, fixture selection and client education. Do's and don'ts and how to avoid glare will be discussed.

3:00 – 4:00 p.m. at LightFair Live

Outdoor Exhibitor Tour

Led by: Rajaram Bhagavathule, Virginia Tech Transportation Institute

This tour showcases a wide spectrum of environmentally responsible exterior lighting solutions: municipal, city and street lighting, lighting for recreational/sporting events, landscape lighting, road and tunnel lighting, control systems, directional, path, step and area lighting, bollards and underwater lighting.

3:00 – 4:00 p.m. starts at the New Exhibitor Pavilion

Women in Lighting + Design (WILD) Networking

Networking Event

3:00 – 4:00 p.m. at the Special Events Area

Connecting the Next Generation of Lighting Professionals

Speaker: Sam Koerbel, Lytei

This conversation will center around how to create content, how to distribute it and how social media should be a part of your business strategy no matter who you are. These powerful tools are free and will let you work smarter, faster and create measurable results.

4:00 – 5:00 p.m. at the Designery

How D4i and DALI-2 Will Revolutionize Lighting presented by the DALI ALLIANCE

Speakers: Michael Davidson, Synapse Wireless and Sree Venkit, Signify and Kevin Fitzmaurice, Georgia Power

4:30 – 5:30 p.m. at LightFair Live

Designing Lighting Magazine presents Benya's Art and Science: Spectral Wars

Speaker: Jim Benya, Benya Burnett Consultancy

Since the invention of the electric lamp, we have increasingly had the ability to determine at least some of the spectral content of the white light we intended to create. Now, we have better tools and options, so learn how to make the right design choices.

5:00 – 6:00 p.m. at the Designery

Friday, October 29, 2021

LightFair Water Bottle Giveaway

9:30 – 9:45 a.m. at the New Exhibitor Pavilion

Leveraging LIGHTFAIR to reach your target audience

Speaker: Mark Roush

Exhibitors can learn what makes an award-winning booth. Let products inform booth design NOT be booth design. Learn the importance of product positioning statements and how to create them. Let booth graphics drive a message. Let your LF Strategy come to life to incorporate successful tactics

9:30 – 11:00 a.m. at LightFair Live

Mentorship Q & A, Moderator Sam Koerbel

Six months ago, LightFair began its first ever Mentorship Program. Eleven mentors and eleven emerging lighting professionals looking to grow were hand matched. They will be connecting in person at LightFair to culminate or perhaps, continue the mentorship.

10:30 – 11:30 a.m. at the Designery

Black & White Cookie Giveaway

11:00 a.m. at the New Exhibitor Pavilion

Beverage Ticket Giveaway

11:00 a.m. at the New Exhibitor Pavilion

The Collective Tour

Led by: Ron Kurtz, Dark Light Design

Don't miss this newly introduced, exclusive space on the show floor reserved for exhibitors who are IALD LIRC or IES Sustaining Members. This is a chance to explore unique products showcased by select manufacturers and experience a show within the show.

11:00 a.m. – 12:00 p.m. starts at the New Exhibitor Pavilion

National Lighting Bureau (NLB) Event

Networking Event

11:30 a.m. – 12:30 p.m. at the Special Events Area

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