

FOR IMMEDIATE RELEASE

LIGHTFAIR EARLY BIRD REGISTRATION EXPIRES AUGUST 6 Registration price set to increase on August 7

ATLANTA – August 2, 2021 – Attendee early bird registration rates for the 2021 LightFair Trade Show and Conference expires on August 6 with the Expo Only passes set to increase 25% and conference registration options increasing 7% to 15% as standard show rates take effect on August 7. Registration for the lighting event is already open, with options to register individually for events or purchase an all-inclusive pass alongside access to the exhibit hall.

“We want to see as many attendees as possible take advantage of our early bird pricing so that they get the biggest bang for their buck,” said Dan Darby, LightFair Show Director. “Registering before August 7 allows our participants the best possible show rate while providing them with more time to plan their visit and save money on travel costs.”

LightFair runs October 25-29 at the Javits Center in New York City. To take advantage of early bird pricing and begin trade show and conference planning, attendees can register at [Lightfair.com/registration](https://lightfair.com/registration).

Safer Floor. Safer Show.

LightFair 2021 will adapt 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 New York State. 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.

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