



LIGHTFAIR PRESENTS FREE STRATEGY WEBINAR ON TRADE SHOW MARKETING

Led by Mark Roush, FIES, M.Arch., LC on March 24, 2021

ATLANTA – March 17, 2021 – LightFair will present a free trade show strategy and marketing webinar for lighting manufacturers as an expansion of its educational programming and a tool to jumpstart brands' planning for a return to LightFair and other in-person trade shows. Award-winning lighting marketing expert Mark Roush, FIES, M.Arch., LC will lead the 90-minute virtual workshop on March 24, 2021 at 1 pm ET.

“When brands return to in-person trade shows they will want to make a big impression and get the most return on investment. Through this webinar, we are giving them a road map to best prepare for LightFair and any other shows where they will exhibit this year,” said Dan Darby, LightFair show director. “Mark’s 40+ years of experience make him the ideal guide for brands that have committed to LightFair in 2021 and those that are considering adding it to their marketing strategies.”

In the webinar, Roush will present actionable strategies to stretch marketing budgets and maximize ROI. Topics in the comprehensive talk include booth design and graphics, product positioning, pre-show staff training, a review of sponsorships, speaker opportunities, off-site exposure and award submissions. With the deadline for the LightFair Innovation Awards now extended through April 16, exhibitors can take advantage of the extra time and strategies they learn at the webinar to strengthen their award submissions. Learning objectives are to:

- Create a customer experience that increases visibility, creates demand and builds value in the products/brand
- Design a booth that communicates brand messaging
- Construct distinct product positioning statements to set products apart
- Tell a brand story that most effectively justifies investment.

Roush is a lighting industry veteran and expert in identity development, touchpoint alignment, event experience design, market education, style-guide development and the marketing of architectural lighting products including lamps, LEDs and luminaires. His Experience Light consultancy is a recognized lighting industry ambassador and authority with expertise in lighting/marketing education, business development, application, technology and design. His professional experience includes Acuity Brands Lighting, Phillips Lighting, Dialight Corporation, Lucifer Lighting, Lumileds Lighting and the New York Energy Conservation Expo. Roush has served as president of both IES and IALD and has been associated with LightFair for more than 20 years.

LightFair Presents Free Strategy Webinar on Trade Show Marketing 2/2

Registration for “Leveraging Your Target Audience at LightFair” is free and available at [Lightfair.com/mark-roush-webinar](https://lightfair.com/mark-roush-webinar).

Current exhibitors who join the webinar will earn one priority point, moving them up in the on-site space selection for LightFair 2022 in Las Vegas. Webinar participants that are not current exhibitors also will earn one priority point if they commit to show at LightFair 2021.

The 2021 LightFair trade show (October 27-29, 2021) presents innovations in commercial and architectural lighting from hundreds of leading exhibitors in four distinct pavilions -- Design, Exterior, Smart, New Exhibitor – and The Collective, an exclusive space for exhibitors who are IALD LIRC or IES Sustaining Members. For the LightFair 2021 leasing prospectus, visit [Lightfair.com/prospectus](https://lightfair.com/prospectus).

LightFair 2021 is October 27-29, 2021 (Conference October 25-29) at the Jacob K. Javits Center in New York. Information about the LightFair Conference will be announced in spring 2021. Registration opens in June 2021. For more information, 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), the Illuminating Engineering Society (IES) and International Market Centers. For more information, please visit [LightFair.com](https://lightfair.com). Join the #LightFair conversation on Facebook, Twitter @lightfair, Instagram @lightfair_international, LinkedIn and YouTube.

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