

The logo for LightFair, featuring the word "lightfair" in a bold, lowercase, sans-serif font. The "light" is in white and the "fair" is in red. A registered trademark symbol (®) is at the end.

October 27-29, 2021
The Collective

Join the Collective

An exclusive space on the LightFair show floor reserved for members of the IALD Lighting Industry Resource Council (LIRC) and IES Sustaining Members.

We hear you

The trade show floor is not always a level playing field. The benefits of a large show are at times overshadowed by a crowded, competitive show floor. Smaller shows do not attract the audience volume that would make your investment worthwhile.

You don't have to settle between being a fish in a small pond or a small fish in a big pond...

The LightFair Collective is the Perfect-Size Pond for Your Architectural Brand

Enjoy the prestige and perks of exhibiting at the industry's largest event, typically attended by 25,000+, while attracting the attention of lighting designers, architects, and specifiers by joining the most exclusive niche on the show floor.

LightFair Collective Features	LightFair Collective Benefits
Limited to 24 companies in 10x10' turnkey booths	You co-locate with a smaller number of comparable manufacturers and have the opportunity to showcase your unique products.
The Collective Pavilion is strategically positioned as a destination on the show floor to allow your company more visibility and recognition at the show.	Built-in location advantage helps draw the lighting design professionals, ensuring more traffic in the area.
Dedicated marketing campaigns featuring all exhibitors' logos and company information.	LightFair and the IALD and IES will help get the word out on your behalf.
Daily curated tours.	Experienced lighting industry tour guides will bring your audience to your booth.

Rate: \$5,200 for each 10x10

What your booth includes:

- 10' x 10' space with white, back hard-wall and white side panels
- Black carpet
- Electrical outlet/s (500 watts/120 volts)
- Participation in The Collective is limited to two consecutive years

[Click here to view floorplan](#)



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