

Let your brand shine at LightFair 2022.

# Sponsorship Opportunities.



lightfair®

# Maximize Your ROI.

**Whatever your goals, we want to help you meet and exceed them.** Be it generating leads, growing your business, attracting more prospects or gathering insights, it all starts with greater visibility. Start building your sponsorship package today.

## SPONSORSHIP LEVELS – PRIORITY POINTS EARNED

### Lumen

\$1,000 – \$4,999 (1 Point)  
\$5,000 – \$9,999 (2 Points)

### Candela

\$10,000 – \$19,999 (3 Points)  
\$20,000 – \$29,999 (4 Points)  
\$30,000 – \$39,999 (5 Points)

### Spectrum

\$40,000 – \$49,999 (6 Points)  
\$50,000 – \$59,999 (7 Points)  
\$60,000 – \$69,999 (8 Points)  
\$70,000 – \$79,999 (9 Points)

### Zenith

\$80,000+ (10 Points)

## CONTACT OUR SALES TEAM



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Client Relations

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# Pre-Show Digital Sponsorships.

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- Attendee Emails
  - Website
  - Floor Plan Sponsorship
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## **Get a head start on your audience engagement.**

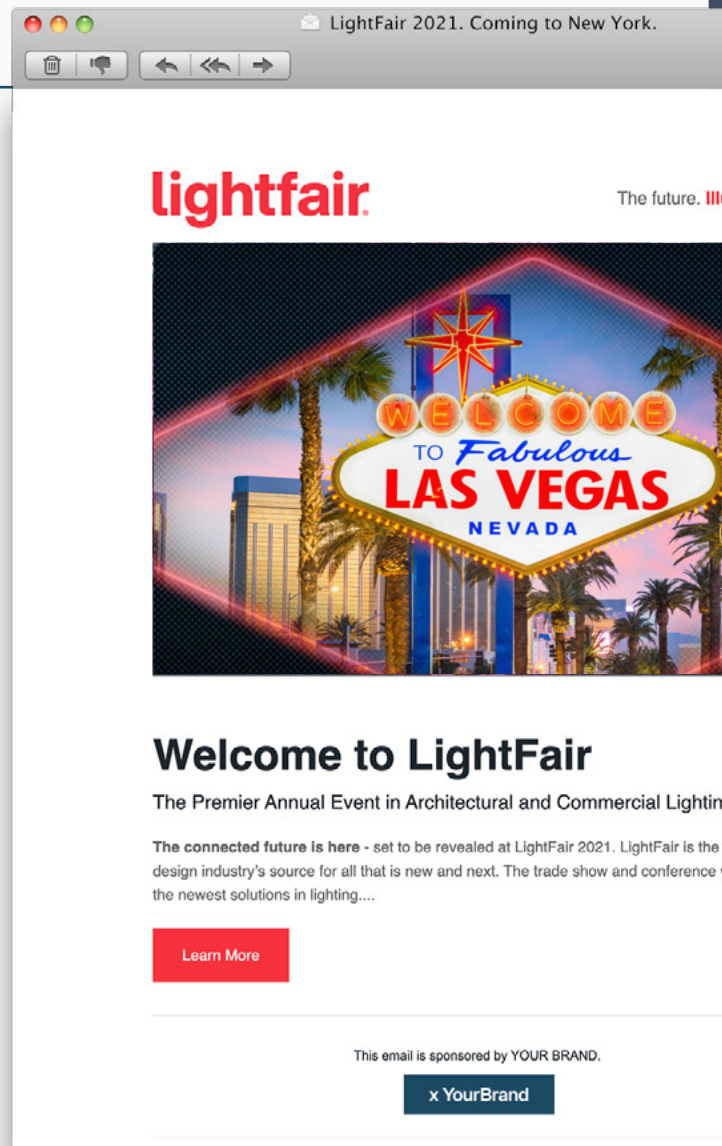
Don't wait until attendees arrive – you can reach the LightFair audience well in advance of the show. Reach our broadest audience of lighting professionals, including people who may not be at the show but are still actively engaged with LightFair, digitally. Choose from a variety of high-visibility digital opportunities that allow you to capture more attention with your exhibitor listing and drive leads directly to your website.

**APRIL EMAIL**     **\$5,000** | Available

**MAY EMAIL**     **\$5,000** | Available

**JUNE EMAIL**     **\$5,000** | Available

Get your brand message in attendees' inboxes as an exclusive sponsor of one of our high-engagement emails. Emails sent to 90,000+ recipients including past attendees, prospects and registrants will highlight key events, the conference program, pavilion tour schedules, networking information and other reminders.

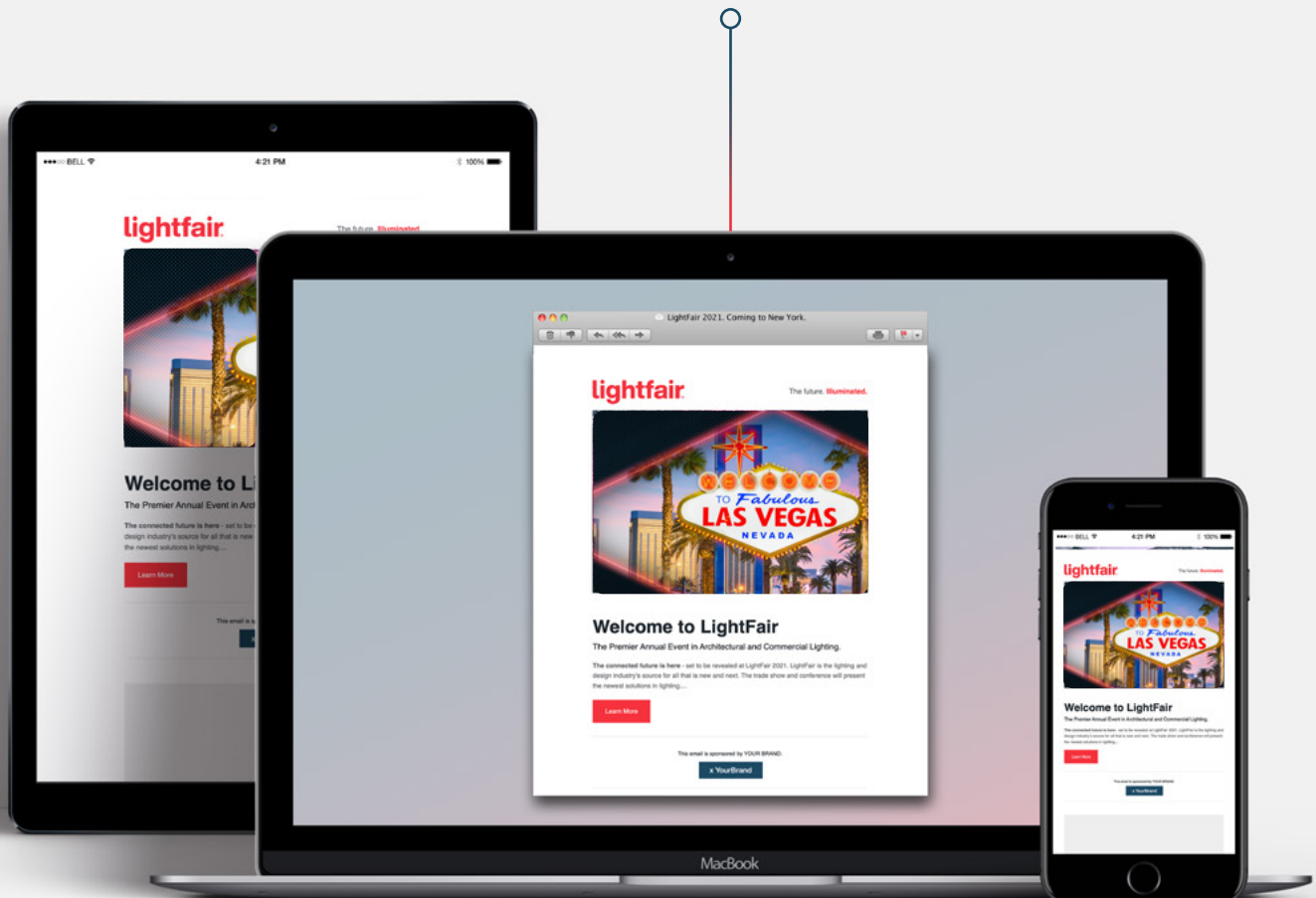


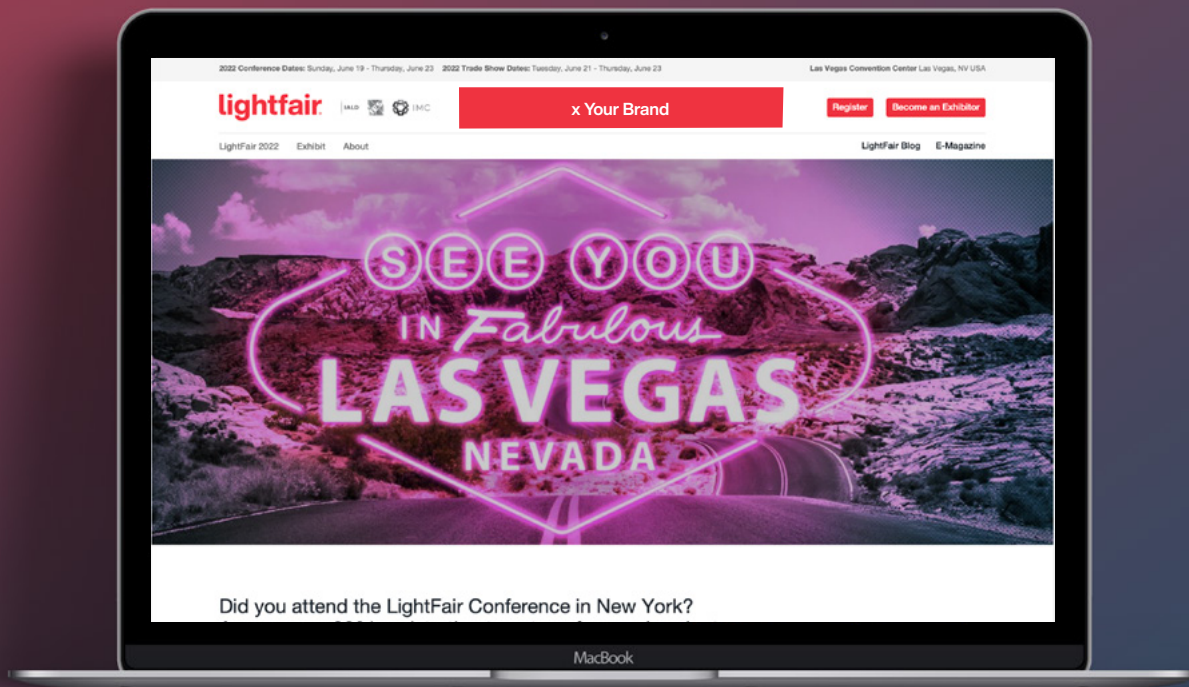


**“KNOW BEFORE YOU GO” EMAIL****\$7,500****| Sold**

The Know Before You Go email will be sent to 90,000+ recipients including people who have registered, past attendees and prospects. This email features important reminders and information. Get your brand in front of thousands of attendees right before the show for top-of-the-mind association.

Stay on top of their minds with your brand logo and message appearing in one of our June emails that typically receive high open and click-through rates.





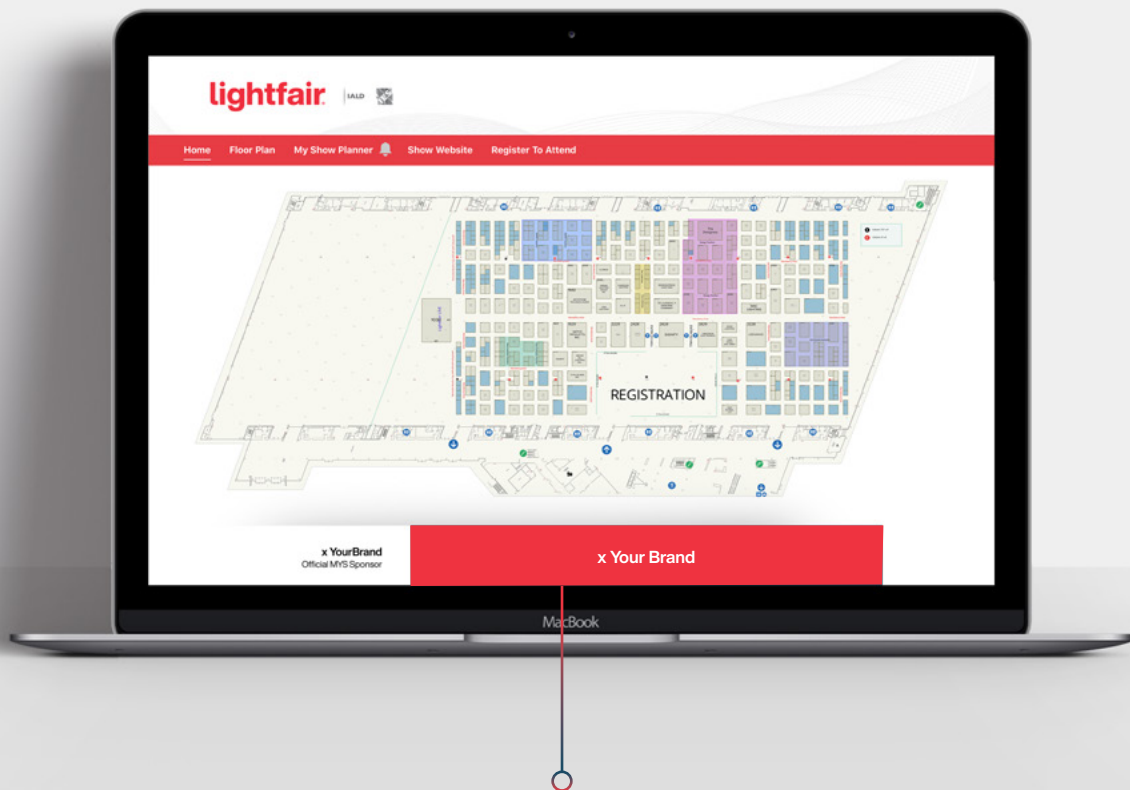
## BANNER ADS

**\$2,500**

Available

Take advantage of lightfair.com's 250,000+ yearly visitors and 4 million+ page views.

Your strategically placed banner ad will rotate between our high-traffic pages, delivering greater brand exposure and helping direct our visitors to your website and products. Banner ads will run on the LightFair website starting February 2022 through the conclusion of the 2022 show.



## FLOOR PLAN SPONSORSHIP

**\$6,500** | Sold

Be the brand they just can't miss as they navigate the show floor and decide where to go next with the help of the floor plan. Your brand will appear everywhere the floor plan is live including the LightFair website, Map Your Show Attendee Portal Floor Plan and Mobile App Floor Plan.

# On-Site Sponsorships.

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- Mobile App
  - Digital Display & Signage
  - Tangibles
  - Experiences
- 

## Stand Out at LightFair 2022.

Drive more traffic to your booth and maximize your event ROI with a range of on-site sponsorships. These opportunities are designed to make your company integral to the audience's experience. From high-impact signage around the show, to branded swag that will stay with attendees long after LightFair ends, these sponsorships help you stay top-of-mind with potential customers.

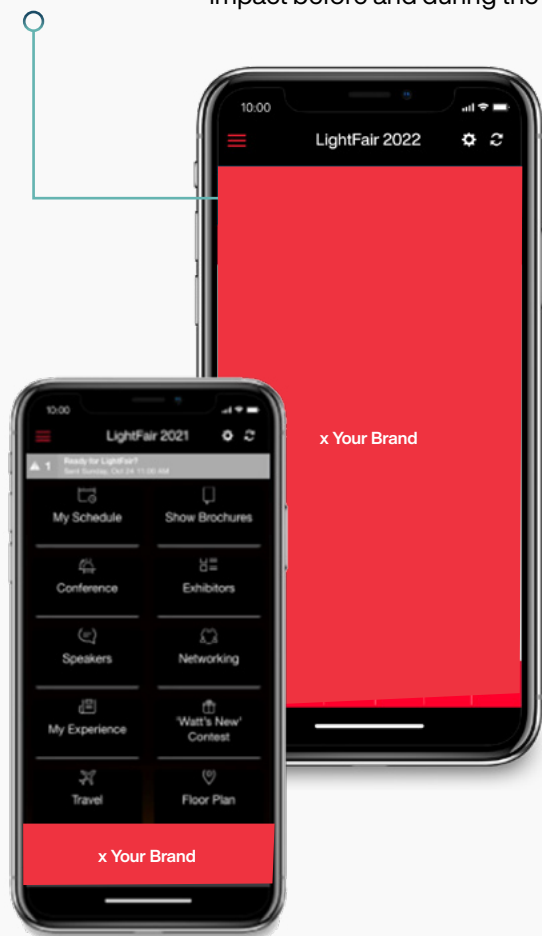


## MOBILE APP SPONSOR \$15,000

Available

### Includes

Splash/loading screen and banner ad, mention in all app promotions to LightFair's database via email, social media, and industry associations paid media buys plus signage on the show floor with a QR code to download the app. Don't miss out on this great digital opportunity for maximum impact before and during the show!



## PUSH NOTIFICATION

**\$2,000** PER NOTIFICATION

Available  
4 per day, 5 days

### Schedule

Opening Day  
Pre-Conference:  
Sunday, June 19

Second Day  
Pre-Conference:  
Monday, June 20

Opening  
Trade Show:  
Tuesday, June 21

Second Day  
Tradeshow:  
Wednesday, June 22

Third Day  
Trade Show:  
Thursday, June 23

Send timely, automated mobile app alerts to get attendees to take an action, come to your booth or show up at your event. The most recent alert appears at the top of the Dashboard Page and all alerts are saved in the message center.

Pricing is based per single message, with four total messages available per day over the five days of the event (20 available notifications).

*Push notification messaging to be approved by LightFair Show Management.*

## WEST HALL MAIN ATRIUM / LOBBY SPECTACULAR

**I** Available

Secure prime screen time on the West Hall Main Atrium / Lobby Spectacular screen for three days. Your brand and messaging will be displayed on the Jumbotron located in the center of the facility with attention-grabbing 8-second spots.

One (1) single sponsorship includes five (5) separate, 8-second spots that showcase your brand messaging. Total investment for five (5), 8-second spots (40 seconds of brand exposure). There are nine (9) Total opportunities available (limit one per exhibitor).



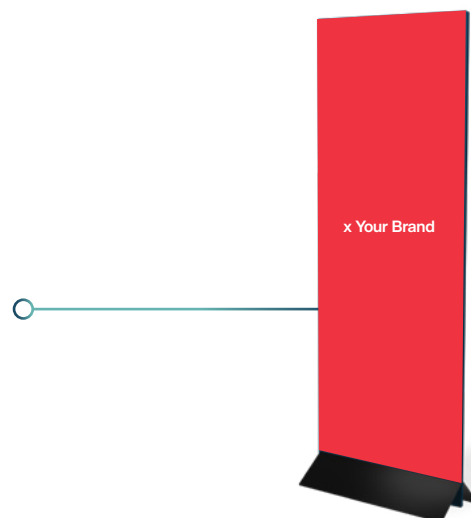
## EXHIBITOR - METER BOARD SIGNAGE

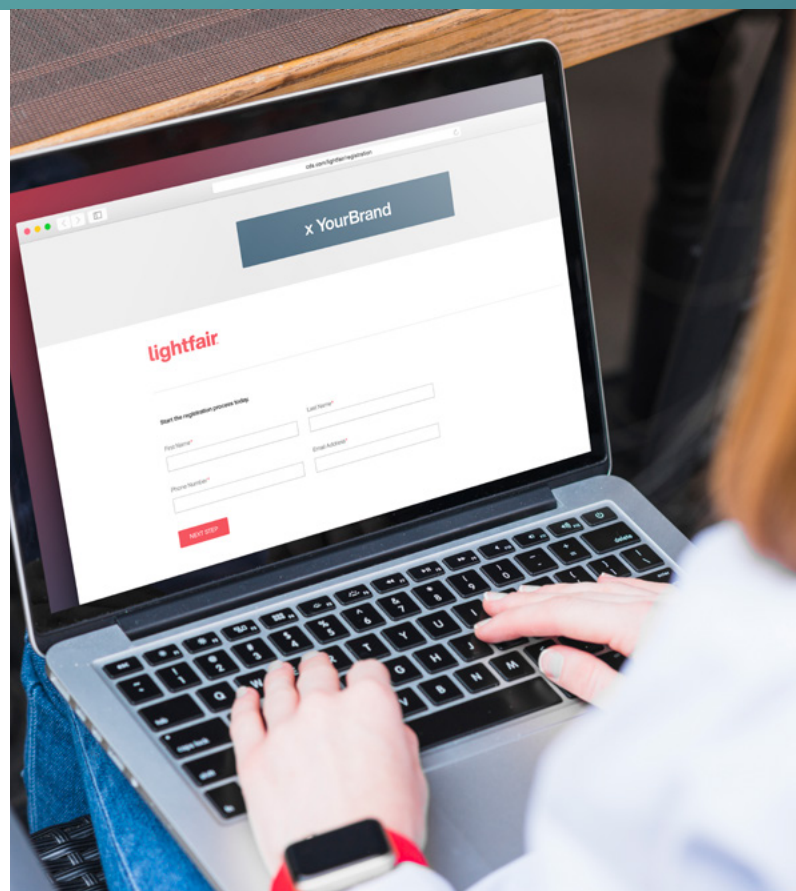
**\$5,000**

**I** Available

Grab attendees' attention with main aisle meter boards.

Drive traffic to your booth with an indoor advertisement on the show floor that is hard to miss. Two (2) single-sided 1 meter signs, strategically placed on the show floor.





## REGISTRATION AREA

**\$36,500**

**| Sold**

The official LightFair 2022 Registration Sponsor takes advantage of onsite and digital branding with multiple logo placements including:

- Backwall of Registration wall units (3' x 5' size logo)
- Fun facts and booth location identification floor stickers in the registration area
- LightFair.com, Attendee Registration Landing Page
- Landing page for attendee facing workstations (Xpress check in)
- Registration is Open! email to 90,000+ potential attendees
- Registration Confirmations





## HAND SANITIZER STATIONS

**\$5,000**

**I** Available

Sponsor and promote better hand hygiene on the show floor.

Your brand name, message or logo will be placed on 13 hand sanitizer dispenser stands positioned strategically throughout the exhibit and conference corridors.



## COLUMN WRAP

4'x4'x8' Column or 7.2'x4'x8' Column

**Contact Sales for Pricing**

**I** Available

Expand your brand and extend your footprint on the show floor by placing your message on an available column wrap.

Your brand message will be on display for all to see. Maximum purchase is two (2) columns; each sold separately.

*Column wraps messaging to be reviewed, approved and produced by show management. Pricing includes installation.*



**AISLE SIGNS****\$36,000**

| Available

Help LightFair attendees navigate the show floor with sponsored directional aisle signs. Promote your brand among thousands of lighting professionals and remind attendees of your booth location by displaying your company name, logo, and booth number on two-sided aisle signs throughout the show floor. Anytime attendees look up to find their way, your brand will catch their eye.

**SHUTTLE BUS WRAP****\$5,000 single bus / \$7,500 three buses**| Available, *Package Option Available*

Catch attendees' attention even outside the Las Vegas Convention Center with a Shuttle Bus Wrap. Your logo and brand messaging will be visible as attendees are picked up at hotels within the LightFair Hotel block.

Interested in being the exclusive Shuttle Bus Wrap Sponsor?  
Contact the LightFair sales team to discuss pricing options.

**ATTENDEE BADGE****\$22,000**

I Sold

Get your brand and booth location in front of each and every LightFair attendee by sponsoring their badges. Your company name and booth number will appear across the top.

**LANYARDS****\$22,000**

I Sold

Let thousands of LightFair attendees promote your brand for you as they carry your company's name throughout the event.

Badge Holder Lanyards are a one-of-a-kind opportunity to get your company high-impact exposure. Colorful neck straps custom printed with your company name or logo will be distributed to attendees at registration.

LightFair will handle all arrangements for the printing, shipping and distribution as part of your sponsorship.





## OFFICIAL SHOW BAG SPONSOR

**\$20,000**

**|** Available

Have your brand visible throughout the LightFair trade show as our attendees walk around with the official 2022 LightFair Show Bag.

Your logo, company message and booth number will be on clear display with the official show logo for conference and tradeshow days of LightFair 2022. Remember, your messaging won't end after the show ends, as attendees will continue use of this awesome bag.

*Quantity Ordered: 6,000 Bags*



## HEADSHOT BOOTH

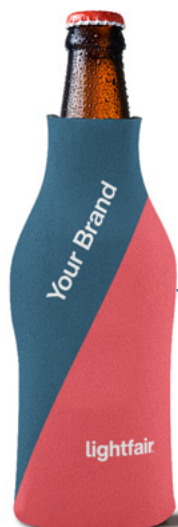
**\$28,000**

**|** Sold

Help attendees boost their business profile and carry it forward beyond the event.

The complimentary headshot booth is one of the most popular and most sought-after highlights for attendees at LightFair. The brand that sponsors this experience has the chance to stand apart.

Between appointments, tours and walking the show floor, attendees will want to take a break at some point. These sponsorship opportunities are perfect for putting your brand in front of them when they're in a more relaxed frame of mind. When people walk back with their beverages (and your logo) in hand, you can be sure it won't go unnoticed.



## BEER STOP

**\$15,500**

Available

Raise a beer to this opportunity to connect with attendees.

### Includes:

- Branded koozies/cups
- Event signage
- Push notification of your event
- Option for bottled beer (500) or kegs (3).

### Schedule

June 21: 2 Opportunities  
June 22: 2 Opportunities

Work with Show Management to find the perfect opportunity to assure a steady flow of traffic.

Sponsorship price may vary based on choice.

## HAIR OF THE DOG: MIMOSA, MAN-MOSA & BLOODY MARY BAR

**\$18,000**

Available

When in Vegas, the hair of the dog may be in order.

### Includes:

- Branded plastic drinkware
- Event signage
- Push notification of your event
- 600 alcoholic drinks.

Additional drinks would need show management approval and sponsor approval; additional drinks to be covered by sponsor.



### Schedule

Wednesday, June 21  
10:30AM-11:30AM

Thursday, June 22  
10:30AM - 11:30AM

Work with Show Management to find the perfect opportunity to assure a steady flow of traffic.



## TEK TALKS - SMART PAVILION

**\$2,500**

Available

Sponsor a conversation with a Smart Pavilion expert as they discuss topics related to smart & intelligent lighting. These conversations will be interactive opportunities for LightFair attendees to engage with you and your brand. Make your conversation a relaxed experience that will welcome engagement and meaningful connections.

20-minute sessions.

*Presentation outlines to be reviewed with LightFair for approval.*



## EXHIBITOR-LED PRESENTATIONS

**I** Available

COST	DURATION	LOCATION
<b>\$3,000</b>	<b>30 Minutes</b>	<b>LightFair LIVE</b>

Deliver a targeted pitch to engaged and interested prospects. Use the time to demonstrate the unique applications and benefits of your products, answer questions, address objections and convert leads into customers. Open to all attendees. Strictly exhibitor presentation and content only; content from or about non exhibiting companies/ OEM products NOT permitted.

### Includes

- Print and digital promotions as part of LightFair LIVE/event schedule
- Post-session attendee leads
- Standard audio/visual package

## STANDARD EXHIBITOR-LED SEMINARS

**I** Available

COST	DURATION	LOCATION	ACCREDITATION
<b>\$4,000</b>	<b>60 Minutes</b>	<b>LightFair LIVE</b>	<b>AIA 1.0 Credit</b>

Continuing Education is central to LightFair. Have the speaker of your choice lead and sponsor an accredited seminar and enhance attendees' learning experience. Content must be educational and non-commercial. Session, Title, Content and Speaker to be approved by LightFair Show Management.

### Includes

- Print and digital promotions as part of LightFair LIVE/event schedule
- Post-session attendee leads
- Standard audio/visual package

## UPGRADED EXHIBITOR-LED SEMINARS VIA THE CONTINUING ARCHITECT

**I** Available

COST	DURATION	LOCATION	ACCREDITATION
<b>\$8,000</b>	<b>60 Minutes</b>	<b>LightFair LIVE</b>	<b>AIA 1.0 Credit</b>

An upgrade gets you high quality, professional video recordings of your seminar that provide additional exposure post show. Video hosted on lightfair.com. Video file provided for use on your website, your lighting representative's website and The Continuing Architect website. Content must be educational and non-commercial. Session, Title, Content and Speaker to be approved by LightFair Show Management.



### Includes

- Print and digital promotions as part of LightFair LIVE/event schedule
- Post-session attendee leads (for up to 1-year video viewership)
- Standard audio/visual package