



EARLY SUCCESS WITH LIGHTFAIR 2021 VIRTUAL SPACE SELECTION

Hundreds of Exhibitors Committed to Show at LightFair May 18 – 20, 2021 in New York

ATLANTA – Aug 7, 2020 – LightFair is reporting positive reactions to its first-ever virtual space selection with nearly 65% of the 2021 trade show floor contracted since it launched the online system on July 20. The annual lighting trade show is offering online booth selection following the cancelation of its in-person event and space selection earlier this year due to the COVID-19 crisis.

“We continue to make steady progress on the LightFair 2021 floor despite understandable travel and health concerns from some exhibitors,” said Show Director Dan Darby. “Even with an intuitive, dynamic floor plan in our new virtual tool, it’s human connection and trust that helps move the decision needle. Our account managers have built strong relationships with exhibitors over the years and are well-prepared to support them as they navigate this unique space selection process.”

In the virtual space selection, exhibitors can either compete the process themselves or with the assistance of a LightFair sales manager who is available via video or phone call to answer questions, walk them through the floor plan and help with booth selection. In addition to viewing floor plans, exhibitors can select upgrades, commit to sponsorships, update their company and product information, and register employees. Prior to opening space selection, LightFair redesigned its floor plan to address health and safety concerns during the COVID-19 pandemic.

“Exhibitors have readily embraced the shift to online,” said Darby. “The feedback has been overwhelmingly positive with respect to how intuitive and seamless the experience is.”

“We were really looking forward to our booth selection and I have to say, the way LightFair is handling this process is fantastic. It’s easy and so user-friendly,” said Melanie Walker of Focus Industries. Brandon Hall, president of Brandon Industries added “very well done to the entire LightFair team on making online space selection such a stress-free and easy experience!” “It was pretty easy and quick,” noted Jeff Flores, marketing manager, L.A. LIGHTING MFG. CO. “I am very impressed with what the team has done.”

As the first international lighting show since LightFair 2019, the 2021 trade show will be an important opportunity for lighting brands to reconnect with current customers, engage with new prospects and address pent-up demand for new product. To support exhibitors and attendees as they come together again, LightFair has developed its Safer Floor. Safer Show strategic health and safety program to promote the safety and wellbeing of all participants on the trade show floor and beyond.

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LightFair 2021 is May 18 – 20, 2021 (Conference May 16 – 20) at the newly renovated Jacob K. Javits Center in New York during the citywide NYCxDesign Week. Information about exhibiting at LightFair 2021 is available at [LightFair.com/prospectus](https://lightfair.com/prospectus).

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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