



Need approval to attend LightFair? Use the information here to justify the investment and time away from work. Make a solid case for attending LightFair by highlighting the value you will bring back.


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Make it easy for your boss to say Yes!

Use the information here to explain why LightFair is an incredible opportunity to

- Invest in your expertise so you can be better at your job.
- Bring back actionable insights and innovative solutions that will benefit your company.
- Add value to your team and/or company by sharing and applying what you learn at LightFair.
- Build important industry connections that can have a lasting impact on your professional growth and your company's reach.



A person wearing a blue button-down shirt is sitting at a dark desk. They are holding a yellow highlighter and writing on a small, white, folded notepad. To their right is a silver laptop. The background is slightly blurred, showing more of the desk and the person's arm. A semi-transparent white circle is overlaid on the left side of the image, containing text.

Let's look at potential objections.

- “I don’t have the budget.”
- “You can’t miss work.”
- “The show is not relevant to us.”
- “You can find all this information online.”

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Let’s talk about cost. Take a look at popular options.

Course or Package	Early-Bird Up to March 2	Standard March 3– May 2	On-site May 3–7
60-minute course	\$75	\$90	\$95
90-minute seminar	\$85	\$100	\$115

Course or Package	Early-Bird Up to March 2	Standard March 3– May 2	On-site May 3–7
3-hour workshops	\$220	\$270	\$370
1-day conference	\$440	\$490	\$590
2-day conference	\$740	\$790	\$890

What you get: In addition to one course of your choosing, you will have access to the exhibit hall during all three days of the show May 5–May 7. Tour exhibit halls, join curated tours of pavilions, see the latest products, ideas and solutions, meet exhibitors, connect with other professionals, get inspired! **All starting at \$75!**

What you get: In addition to your choice of course, the cost includes **ALL** of the above perks PLUS Keynote Luncheon with world-renowned architect and architectural designer Sir David Adjaye. **All this starting at \$220!**

BOGO makes bosses happy!
Two shows. One price. **On May 7**, attend the HD Expo exhibit halls for free as a LightFair registrant. Take the shuttle from Las Vegas Convention Center to Mandalay Bay and back and attend **two shows for the price of one.**

Take a look at popular course choices. Earn up to 37.5 CEUs.

Course or Package	Early-Bird Up to March 2	Standard March 3–May 2	On-site May 3–7
3-day conference	\$595	\$695	\$795

Course or Package	Early-Bird Up to March 2	Standard March 3–May 2	On-site May 3–7
Full LightFair Experience	\$1295	\$1495	\$1595

What you get:

Includes conference seminars—take as many sessions as you like—and for no extra cost attend the industry’s most prestigious awards event: The LightFair Innovations Awards! Plus, Tour exhibit halls, join curated tours of pavilions, see the latest products, ideas and solutions, meet exhibitors, connect with other professionals, get inspired!

What you get:

5-Day Mix & Match: Select courses and lunches for all 5 days; includes ALL of the above perks, plus, Institute Lunch and Learns AND Keynote Luncheon with world-renowned architect and architectural designer Sir David Adjaye.

And remember, even if you only choose an Exhibit Hall pass, you can still get FREE education on the show floor with Design Theater sessions, pavilion tours and informal networking opportunities throughout the show.

[Learn more about additional options and details on lightFair.com/attend/pricing](https://lightfair.com/attend/pricing)



Do your homework. Research speakers, courses and tracks and choose what's relevant to your work.

Explore Conference Tracks



Application &
Evidence-Based
Design



Design Tools



Human
Experiences
+
Environment



Innovation + Process



Technology
&
Integration



Professional Practice



Mix & Match

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Description	Cost
LightFair conference cost (highlight how much you save with early-bird pricing)	
Airfare/ other travel (save more by booking early)	
Hotel (book early to save)	
Ground transportation	
Other miscellaneous expenses	
Attend HD Expo as a LightFair registrant on May 7	\$0
Total cost to attend LightFair 2020	

Do your homework.
Calculate your cost to
attend.

- Clearly, there are courses and options to suit different budgets. Highlight what's relevant to you.
- Put together a course list or package option that demonstrates long-term value.
- Include the course title/s, course description/s, track/s and speaker credentials.
- Help your boss understand the long-term value and takeaways for your team and/or company.

One-time cost for value that lasts.

“You can’t miss work.”

What happens in Vegas makes you better at your job.

To be great at what you do and deliver even greater value to your employer, you have got to invest time in learning about the latest developments and staying ahead. LightFair may take you away from your desk for a couple of days, but the **knowledge, skills and expertise** you bring back to work have **long-term value**. Chances are you will come back from LightFair with better ideas and solutions, increased levels of enthusiasm and motivation and greater expertise—all of which will have a positive and lasting impact on your work.

“LightFair offers a good balance of education and networking. The opportunity to connect face-to-face with lecturers and industry leaders is what’s great about LightFair.”

- Christine VanLeeuwen, NCQLP LC,
Raleigh IES Board of Managers, LightFair
attendee for 5+ years

We get you’re busy.

That’s why we packed every minute with value. Even if you can only go for ONE day, you can still cover education and earn CEU credits by attending conference courses and/or other educational sessions on the floor between visits to chosen exhibitor booths. Use our mobile app to plan your time at LightFair beforehand.

“The show is not relevant to us.”

It's true that not every trade show is for everyone, but if there is one trade show and conference that caters to just about every aspect of lighting, design and technology, it is LightFair.

- Our 500+ exhibitors and four pavilions (Design Pavilion, Smart Pavilion, Outdoor Pavilion, New Exhibitor Pavilion) reflect the wide variety and depth of exhibitors.
- Six conference tracks cover every topic from best practices around LED applications to energy codes, acoustics, security threat mitigation, design trends and everything in between.
- 14 categories of LightFair Innovation Awards recognize the best and most innovative new solutions and products.

“LightFair is an opportunity for people to see the latest research, the latest ideas and to be aware of what's going on.”

-Mariana Figueiro, Professor & Director,
Lighting Resources Center-RPI

Tip: Highlight what you think is the most relevant aspect of LightFair for your company/team.

Is it a conference track or course? A manufacturer whose engineering capabilities match your requirements? Is it a renowned industry speaker and trendsetter whom you would like to connect with? A combination?

"It's really nice to be able to sit and talk 'light' with people. You've got to see what's out there. If we're going to push lighting forward everywhere, this is the place to start."

Add a subtitle

- Ian Martens, Architectural Lighting Consultant, SMP Engineering



"You can find it online."

It may be easy to find information online but you do way more than gather information at LightFair. The LightFair experience helps you make an informed decision with **unfiltered first-hand observation and direct interactions with industry experts and manufacturers.**

- See the latest products from 500+ exhibitors.
- Take curated tours, talk to manufacturers and their competitors, compare similar products and solutions, understand trends, explore what's in the horizon.
- Interact with speakers, experts and other professionals, swap stories, challenges, ideas and solutions, consider ways to collaborate and more.

Attendance – Value Worksheet

- Here are some pointers and examples to help you make your pitch.
- Remember, it's not about how big or popular the show is. What matters is what's in it for you and your boss/ team. What do YOU get by attending LightFair?
- Use each of these objectives to address hesitations directly and specifically.

LightFair Objective	How it will help our team
I would like to attend <Course Title1> on <Course description> taught by <Speaker name 1>, ...<Course Title n> on <Course description> taught by <Speaker name n>.	For each course: "This course delves into <insert the most relevant aspects of the course that relate to your work>. This will help me/ our team <do a/b/c more efficiently, save time and/or money on x/y/z, increase productivity, explore a new solution...etc.">
Meet manufacturers A/B/C and check out their X/Y/Z solutions in person	This will give me an opportunity to understand first-hand if this is the right solution for our need and also compare it with other manufacturers' offerings on the show floor.
Connect with technical/industry/<specific> experts and discuss <specific challenges/ requirements>	I will have the chance to sit down and talk to <Expert 1, expert 2> about <specific challenge 1 / requirement 2> and get their recommendations.

BOGO: Two shows for the price of one! On May 7, as a LightFair registrant you can access the HD Expo exhibit halls for free and ride the shuttle from one show to the other. An even greater value for your investment.

Make a convincing case using the examples and information in this toolkit. Then complete the attached letter seeking approval. When you are back from the show, fill out and share the post-show report with your supervisor to demonstrate the value you received and to share what you learned with the team.

We will see you in Las Vegas!

Conference: May 3–7 | Trade Show: May 5–7



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