



LIGHTFAIR® REIMAGINES ATTENDEE EXPERIENCE IN 2020

May 3-7, 2020 in Las Vegas

ATLANTA – November 1, 2019 – Lighting designers, specifiers, architects and engineers from around the world will discover an interactive, inspirational and efficient conference and tradeshow when they converge for LightFair® 2020, May 3-7, 2020 at the Las Vegas Convention Center. New programming and amenities plus a reimagined tradeshow layout and streamlined conference invigorate the 31st staging of the world’s largest annual architectural and commercial lighting tradeshow and conference.

“In 2020, LightFair is focused on innovation, from the new approach to educational programming in the conference and the overall design of the tradeshow, to the product introductions showcased by the top manufacturers in the industry,” said Timothy Licitra, executive director of the Illuminating Engineering Society (IES). “We look forward to gathering with IES members and the global lighting and design community in Las Vegas to explore the next big ideas in illumination.”

“The 2020 updates to LightFair make the annual event even more valuable for the lighting design community,” added Marsha L. Turner, chief executive officer of the International Association of Lighting Designers (IALD). “The new educational programming, improved discoverability of products and the ability to connect with likeminded designers while exploring the tradeshow floor make it a must-attend event for IALD members and the lighting design community as a whole.”

Driving the updates to the experience is the new LightFair Attendee Advisory Board comprised of designers and specifiers from across the lighting industry and chaired by Lea Tranakos, LightFair attendee relations director. Tranakos, a tradeshow and lighting industry expert, joined Lightfair in early 2019 in the new role.

“The attendee experience at LightFair 2020 is set to impress,” said Dan Darby, show director. “In planning for 2020, we looked at the attendee experience as a whole and identified opportunities to present a show like no one else in the industry. The result is a design-driven experience that connects attendees with the products, innovations and knowledge they need for success.”

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The LightFair tradeshow floor receives a makeover for the 2020 staging. New pathways make the more than 500 exhibitors easier to navigate while new lounges encourage networking. The new floor design better showcases LightFair's four product pavilions – The Design Pavilion, The Outdoor Pavilion (formerly Exterior and Roadway), The Smart Pavilion (combination of IoT and Intelligent Lighting) and The New Exhibitor Pavilion – helping attendees to quickly find the products they need. The Loyalty Lounge features seating, charging stations and refreshments for VIP designers, association partners and most frequent attendees, while the LightFair Innovations Award Lounge features the Innovations Bar, a high-end watering hole and meeting place for attendees and exhibitors.

Returning in 2020 is the LightFair News Center, which will present live interviews and podcasts with top designers and notable industry leaders. Attendees can follow along throughout the tradeshow or access the content afterwards for continuing education and inspiration throughout the year.

LightFair taps lighting designers to provide actionable trainings throughout the tradeshow. Curated tours of the show floor introduce attendees to the right manufacturers for their projects and the new Design Theater, located within the Design Pavilion, presents relevant educational programming right on the show floor.

The LightFair Conference also adopts a new organization in 2020. Conference programming will run for five full days with new industry-specific educational tracks. Planned for 2020 is a leading-edge custom curriculum developed by lighting, technology and design experts serving on the select LightFair Conference Advisory Committee. The full LightFair Conference programming will be announced at a later date.

Registration for LightFair 2020 will open early next year. For more information, visit [LightFair.com](https://www.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) and the Illuminating Engineering Society (IES). The event is produced and managed by International Market Centers. For more information, please visit [LIGHTFAIR.COM](https://www.lightfair.com). Join the #LFI2020 conversation on Facebook, Twitter @lightfair, Instagram @lightfair_international, LinkedIn and YouTube.

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