



# Light!

## Expo and Conference

June 15-17, 2009

The Merchandise Mart

Chicago, IL

[www.lightingdesignexpo.com](http://www.lightingdesignexpo.com)

A Boutique Event featuring  
HighDesign, HighTech, HighStyle

Co Located  
with NeoCon®

Presented by

**contract**  
Lighting Contract Design Solutions

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## Be a Part of Light!

### HighDesign, HighTech, HighStyle

Take advantage of what Light! has to offer. In response to the growth in construction spending in the hospitality, commercial, health care, educational and government industries and high-end lighting product specification, Light! will make its debut on June 15-17, 2009, co-locating with NeoCon World's Trade Fair at The Merchandise Mart Chicago. NeoCon and Light! will feature more than **50,000 attendees** from around the world; more than 130+ CEU-accredited educational sessions, tours, parties and networking events; inspiring and well-known keynote speakers; and more than 1,200 exhibitors and showrooms—**Light! is your best opportunity to get in front of your most important audiences.** Attendees come to see, specify and purchase new Office, Institutional, Hospitality, Retail, Health Care, Residential, Government, Sustainable, Technological or Universal Work products.

**Secure your exhibit space now** for the premier industry event that connects buyers and sellers for the contract furnishings industry. It's your chance to **reach key decision makers** and influencers in the industry. Showcase your products at Light! and capture the attention of interior designers, architects, facility managers, corporate and real estate executives, federal government specifiers and the next generation of designers and students of interior design and architecture.

## Exhibit Details & Rates

Light! will be located on the 12th floor of The Merchandise Mart. The NeoCon Market Suites will be located on floors 7 and 8 while floors 3, 10 and 11 will be devoted to contract furnishings permanent showrooms.

A typical Market Suite is approximately 10' deep by 10' wide, depending on the location.

**Booth Rates: Exhibit space at Light! is \$43 per square foot (minimum size of approximately 100 square feet.)**

Each Suite includes:

- Back and side hard walls
- A 120-volt, 150-watt duplex electrical outlet
- 75-watt halogen track lighting
- Basic booth sign
- 7'10" height restriction
- 9'4" average ceiling height. Schematic plans with ceiling heights and wall dimensions provided.
- Gallery Suites can be combined to accommodate larger booth sizes

To Reserve your Booth Today, contact our Light! expo and conference expert

**Show Director - Renee Gable Hoffman**

[renee.gable@nielsen.com](mailto:renee.gable@nielsen.com)

404.694.1239

## Who Attends

More than 50,000 industry professionals are expected to attend NeoCon World's Trade Fair including architects, interior designers, facility managers, space planners, dealers/distributors, manufacturers/ reps, corporate real estate executives, end users, office managers, purchasing managers, press and students.

NeoCon Attendees Specify All Types of Commercial Interior Products Including Lighting and:

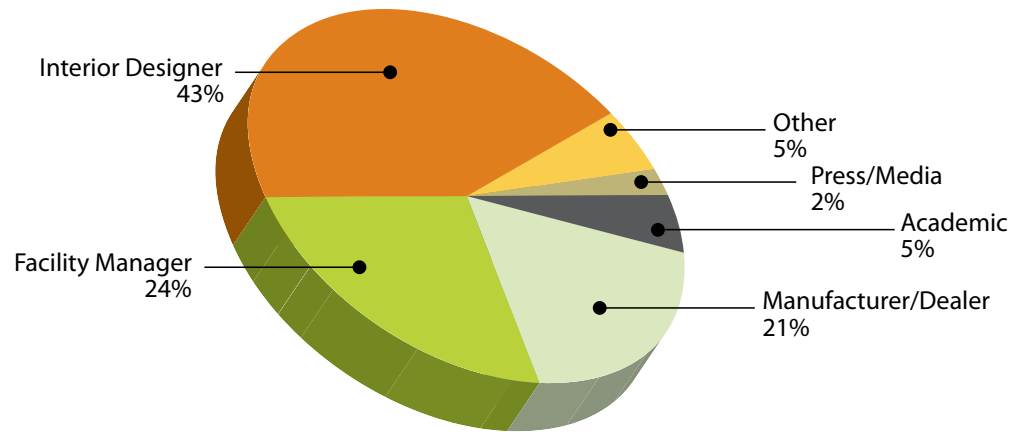
- Accessories
- Carpet/Flooring
- Lighting
- Technology Support
- Architectural/  
Building Products
- Ceiling Systems
- Outdoor/Site Furniture
- Textiles
- Furniture
- Seating
- Wall Treatments
- Art
- Industry Resources
- Software Technology

For additional show details, visit [lightingdesignexpo.com](http://lightingdesignexpo.com)

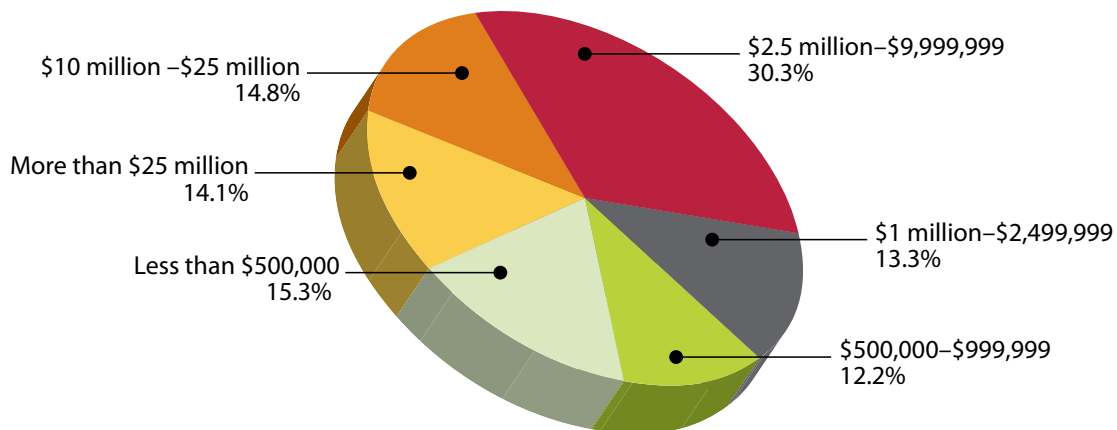
## HighDesign, HighTech, HighStyle Products that are right at home at Light! include:

Commercial lighting, controls, daylighting integration products, decorative and custom fixtures, lamps, recessed lighting, retail lighting, LED technology, and specialty fixtures.

### Why Exhibit?



### NeoCon Attendees Expect to Specify/Spend the Following Dollar Amounts for Furniture and Furnishings Projects in the Next 12 Months



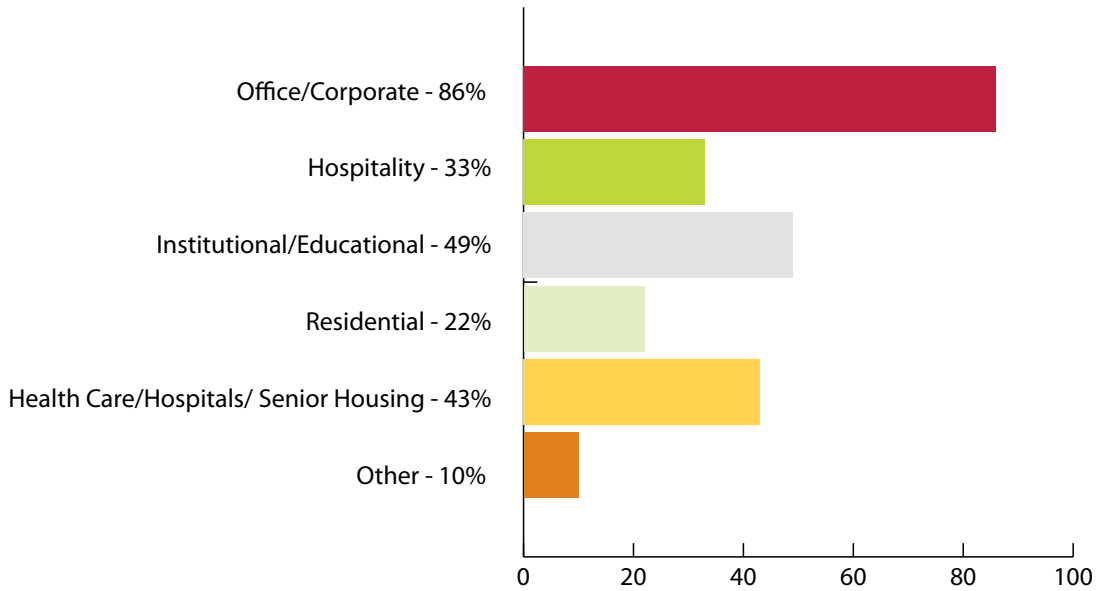
### NeoCon Attendees Have Buying Clout

89% Are primary decision makers or influence decision-making

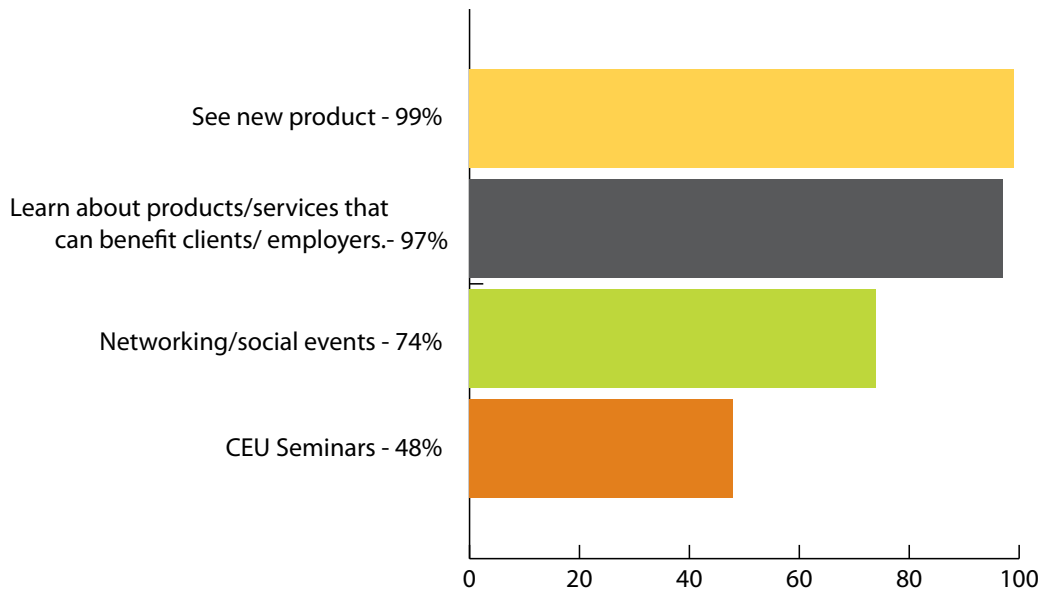
92% Plan to specify/purchase products they see at NeoCon within the next 12 months

For additional show details, visit [lightingdesignexpo.com](http://lightingdesignexpo.com)

## NeoCon Attendees Design and Specify for all Types of Commercial Environment



## Top Four Reasons Attendees Select NeoCon



## Promoting Exhibitors:

We provide our exhibitors with the tools to effectively promote their presence in the show to their current and future clients during, after and prior to Light! including:

- Direct mail pieces delivered to more than 350,000 prospective attendees
- E-blasts sent to more than 115,000 past NeoCon attendees and association members
- The NeoCon Web site, a year-round resource, to which many of our association and publication partners link to from their Web site
- Attendee lists for use in sending out direct mail to promote your products or services to help drive traffic to your booth
- VIP Invitations to promote your presence at NeoCon
- Sponsorships to increase your visibility
- Award competitions
- Complimentary online NeoCon Navigator product listing
- Free marketing and promotional opportunities

## Relationships with more than 80 industry associations including:

AIA - BOMA - IIDA - NEWH - ASID - DIFFA - IALD - OFDA  
BIFMA - IFMA - NCIDQ - USGBC

## Advertising in supporting publications including:

Archi-Tech - Architectural Lighting - ASID ICON - Azure - Buildings  
Contract - Floor Focus - Health Care Design - Hospitality Design  
IIDA Perspective - Interior Design - K+BB - METROPOLIS - Office Insight  
Today's Facility Manager - Zig Zag

## LIGHT! Sponsorship Opportunities:

*Online-Onsite-on target*

From building product awareness to increasing sales, becoming an official show sponsor will further enhance your presence among the 100+ exhibitors at Light! Maximize your marketing ROI and participate in onsite events, website advertising, email sponsorship, onsite banners, graphics and signage, and print advertising.

To learn more about marketing and sponsorship opportunities at Light!, contact:

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