

# light+building

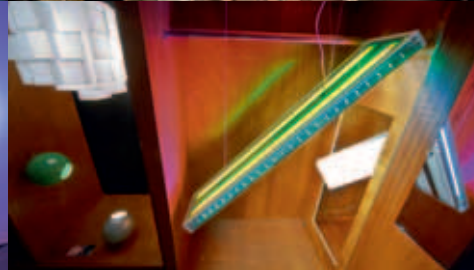
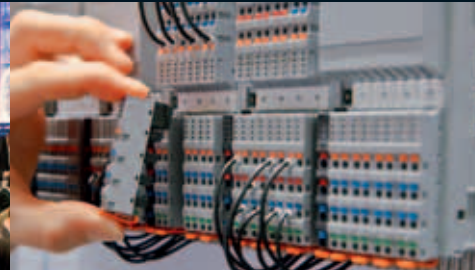
The world's leading trade fair for Architecture and Technology

Frankfurt am Main, 15 – 20. 4. 2012

Facts and figures 2010



messe frankfurt



# Light + Building – the worldwide innovation forum

Innovation platform, product showcase and the world's leading trade fair – Light + Building has certainly made a name for itself since its launch in 2000. And the fact that it has now developed into a must-visit show for the entire sector impressively demonstrates its strong growth inside and outside Germany. With more than 180,000 visitors, over 2,000 exhibitors and a floor area of approx. 230,000 square metres Light + Building showed healthy growth in 2010!

## **The concept – success for all**

The trade fair concept of the largest international forum for the architecture and technology sector is unique. Light + Building combines the entire spectrum of integrated building planning under one roof, i.e. lighting, electrical engineering and home and building automation. It attracts visitors from all over the world from key economic sectors: architects, interior designers, engineers and planners as well as the manufacturing industry, retail sector and building trades. As an exhibitor at Light + Building you benefit from meeting your target groups.

## **In short – the entire sector awaits!**

Make sure you don't miss out on this major industry forum. Come and benefit from the huge success of Light + Building. Expand your customer base, make contacts with international decision makers and showcase your range of products to a worldwide audience – at Light + Building 2012!

# Your company in the international spotlight

There was an increase in visitor numbers to Light + Building again in 2010 – with almost half the visitors coming from outside Germany. This is impressive evidence of the status of Light + Building as the world's leading trade fair.

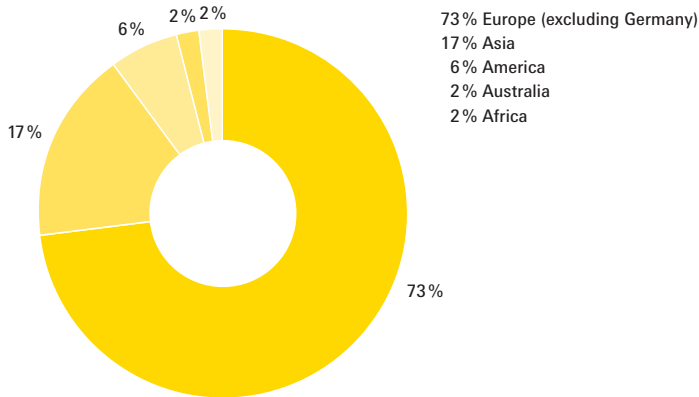
## Number of exhibitors and visitors

	Germany	Outside Germany	Total
Exhibitors	841	1,313	2,154
Visitors	104,547	78,564	183,111
Rented space (gross exhibition area in sqm)	137,526	109,574	247,100

# Potential new customers from all over the world

The presence of large numbers of visitors from outside Germany opens up new markets for you. At Light+Building you can meet your specific target groups from the growth regions of the world. Where else can you make so many international industry contacts at a single event?

## Origin of visitors from outside Germany



## Top ten visitor nations

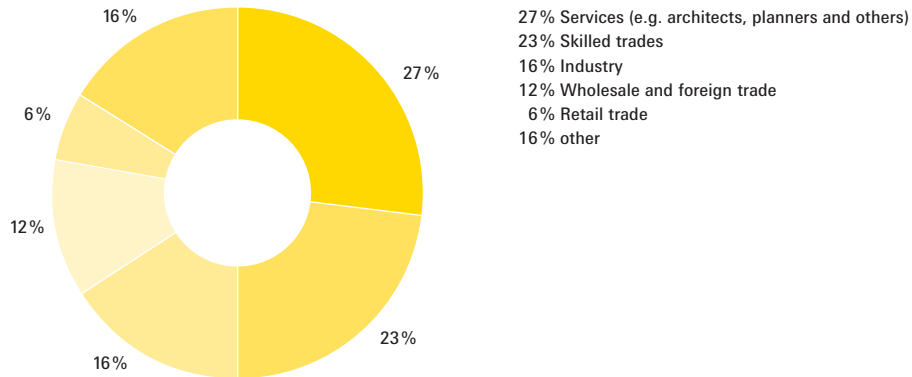
- Netherlands
- Italy
- Austria
- France
- Switzerland
- Great Britain
- China
- Spain
- Belgium
- Russia

# Your target group is here – guaranteed

Its strong integrated concept makes Light + Building the international meeting place for many sectors of the economy. This allows you to talk to the right target groups and initiate successful business.

## Visitors by industrial sector

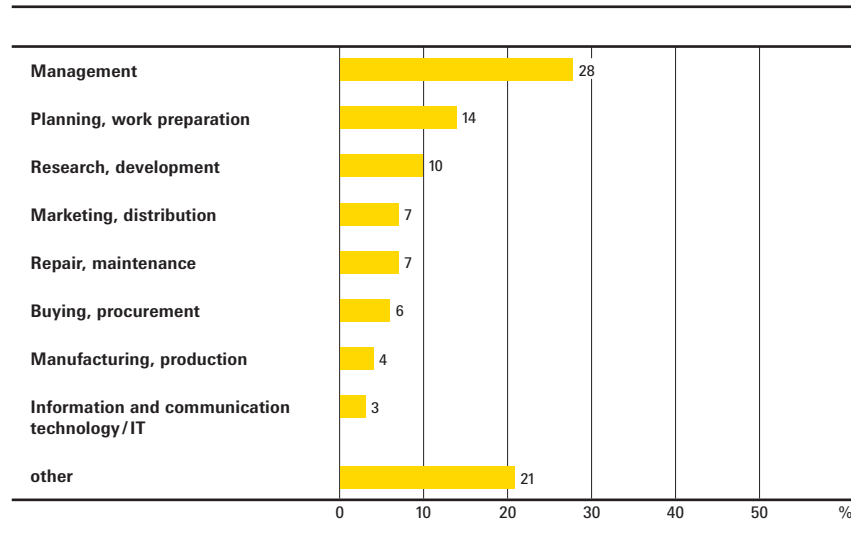
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# Anyone with something to say comes to Light + Building

At Light + Building you'll meet well-qualified contacts from all areas of responsibility. This makes your sales discussions particularly effective and allows you to get to the point quickly and directly.

## Area of responsibility of trade visitors

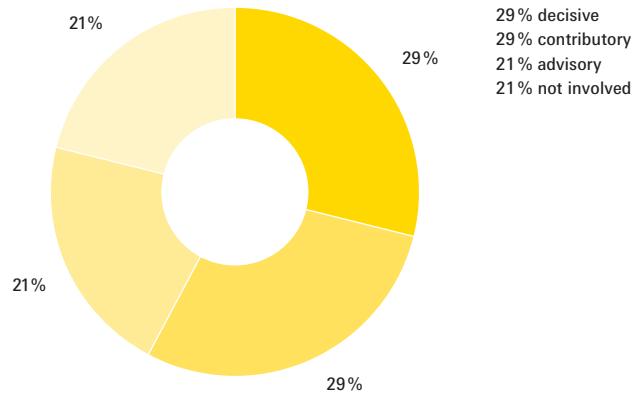


# Decisive benefit – you reach just the right people

A very large proportion of visitors to Light + Building are the actual decision-makers when it comes to buying and procurement issues or at least have a significant influence on them. These are exactly the people you want to meet.

## Decision-making competence for purchasing and procurement

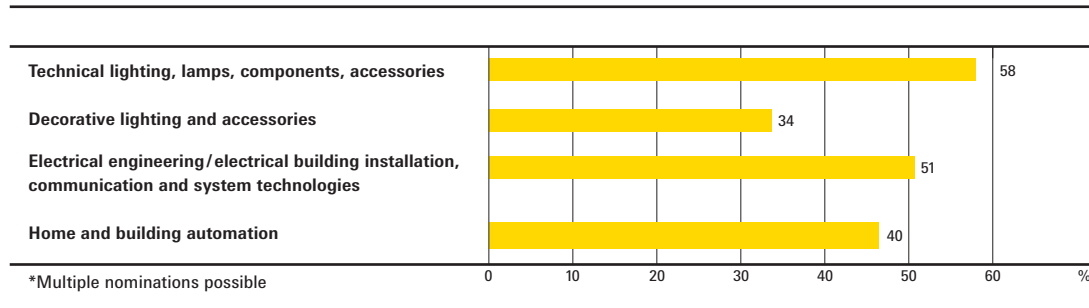
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# The ideal concept for your success

Lively visitor interest in all business sectors confirms the strong integrated concept of the trade fair. With its focus on lighting, electrical engineering and home and building automation, Light + Building offers you the opportunity to successfully showcase your company and your products.

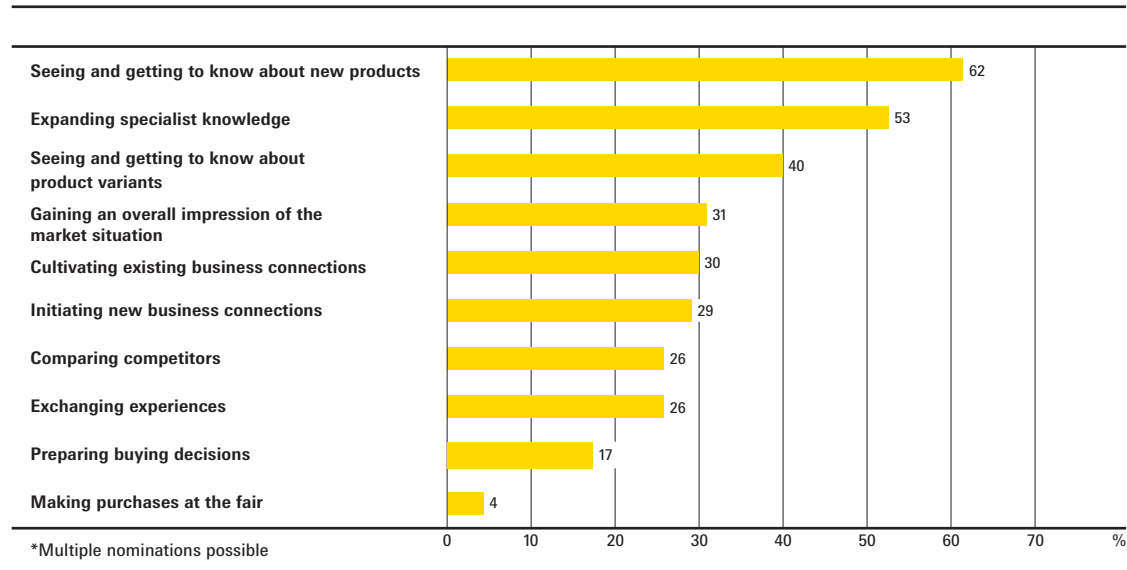
## Trade visitors' interest in the Light + Building product range\*



# Show your customers what you have to offer

Visitors to Light + Building want to discover the latest ideas, forge contacts, expand their networks and meet new business partners. Your products and your expertise are in demand here!

## Visitors' main targets\*

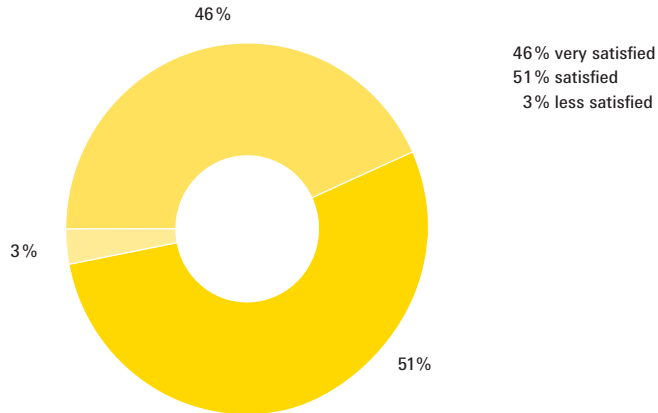


# Satisfied visitors will come again and again

Only satisfied visitors will return year after year. And at Light + Building 2010 a total of 97% of the trade audience were either satisfied or very satisfied with their visit.

## Satisfaction with achievement of visitor objectives

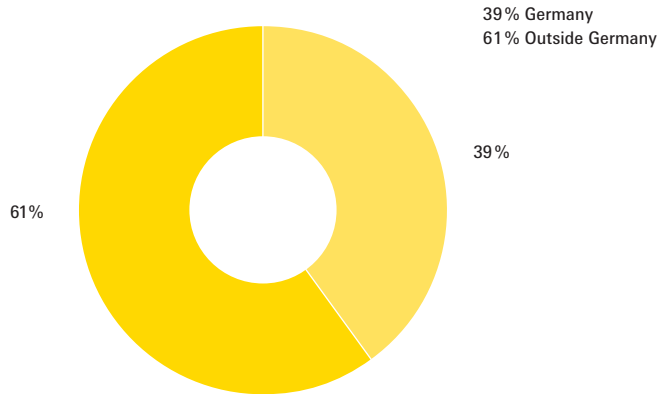
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# Light + Building – the unmissable international show

The high proportion of exhibitors from outside Germany shows the significance of Light + Building as the world's leading trade fair. The industry comes here from all over the world to present its latest ideas. The top ten exhibitor countries clearly demonstrate that Light + Building is an international must for exhibitors.


## Origin of exhibitors by region



## Top ten exhibitor countries

- Germany
- Italy
- Spain
- China
- Austria
- Belgium
- Netherlands
- Great Britain
- Taiwan
- Hong Kong

# Light + Building supports your objectives worldwide



Your success at Light + Building is very important to us, which is why our team provides support with numerous international marketing activities. Our services comprise a comprehensive, attention-grabbing package of publicity, online communication and press activities.

We place advertisements in over 300 international trade media. We send a total of 700,000 direct mailings and 300,000 e-mails all over the world. Our regular visitor Newsletter is received by 125,000 subscribers. The Light + Building website alone boasts 745,000 visits and 6 million page views a year. International search engines, advertising campaigns and dialogue marketing campaigns on the Internet effectively reinforce our online communication. Our worldwide press distribution list contains 3,500 addresses. Journalists from the most important global media are invited to Light + Building and a total of 2,500 journalists from all over the world are accredited. Press conferences

and media cooperations take place across all continents and press releases are issued in six languages.

Plus, we reinforce your advertising activities with a promotional package containing a wide range of materials, e.g. invitation cards, postcards, stickers, e-cards and banners. We offer vouchers for your customer invitations, which allow your visitors free admission to Light + Building. You are charged just for those vouchers that are actually used.

Over 1,400 Messe Frankfurt employees throughout the world work to make your presence at the show a complete success. Our international sales network of 80 offices around the globe (responsible for 150 countries) ensures that your target group is represented at Light + Building in Frankfurt am Main. You can count on us!



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