Inspiring tomorrow.

The world’s leading trade fair for lighting and building services technology

light + building

18 – 23. 3. 2018
Frankfurt am Main
Digital future meets design hotspot:
Showcase your offer at Light + Building 2018.
Technology and design expertise

Light + Building is the world’s leading trade fair for lighting, design and intelligent building services technology. The present and future of the industry are exhibited exclusively in Frankfurt am Main to a wide audience of national and international visitors.

The pioneering Light + Building trade fair addresses the themes of tomorrow. It offers a platform for the digital revolution in building services. Building automation, information technology and security technology are becoming more and more closely integrated. Networking and digitalisation will be the major themes of the industry in 2018 – themes that open up new opportunities for you at Light + Building.

Global forum for your innovative ideas

The innovative Light + Building show brings together all electrical systems in buildings and promotes integrated building planning. Modern building services technology focuses on people, i.e. the users of buildings. It meets the growing demands for comfort, convenience, personalisation, well-being, security and aesthetics. Cross-system solutions to these requirements make a decisive contribution to energy-efficient lighting and building technology. Technology trends are reflected in an array of innovative designs and provide genuine highlights at the fair. Present your new concepts and solutions to an international trade audience at Light + Building – the number one industry event.

Book your presence at Light + Building 2018 now. Take advantage of the many benefits to further your business success!
In 2016, Light + Building again outdid itself and set a series of new records. Since the first Light + Building in 2000, visitor numbers have constantly risen to a total of 216,000 visitors this year. And the exhibition area, too, was also a record at 249,100 square metres.

Light + Building is becoming increasingly international. The 106,000 visitors from outside Germany represented about half of all visitors. The fair offers an unparalleled opportunity to do business worldwide at a single event in Frankfurt am Main. Don’t miss out on your chance in 2018.
Light + Building is the international trade fair for decision makers with 53% of all visitors having purchasing and decision-making authority. At Light + Building you meet the people who really count. Their willingness to invest was outstanding in 2016. Promote your business success and book your place here in 2018!

Meet your target groups at Light + Building:

> Architects/interior designers
> Electrical planners/lighting planners
> Electrical retailers
> Lighting wholesalers
> Lighting retailers
> Furniture and furnishing stores
> Electricians
> Installers
> Security technology planners
> Industrial and trade installers
> Mail order trade
> Real estate and housing industry
> Facility managers
> Investors
> Local authority suppliers
> International sales representatives
> DIY stores
Lighting and design come together in the rooms of the future: Impress customers with your latest product ideas.

Unique highlights

In 2018, the world will again be looking to Frankfurt – the “City of Light” – when Light + Building presents the latest lighting trends, from technical developments to design. The famous Luminale light spectacle takes the themes of the fair into the city and far beyond, attracting plenty of additional attention. Use the highly visible profile of the world’s largest premiere showcase to present your product portfolio to a huge audience!
International lighting presentation

Light + Building covers virtually the entire market for technical lighting, lamps, decorative lights and accessories. Innovations in lighting technology as well as the latest design trends are presented here exclusively. The reputation of the fair has spread far and wide and high-calibre visitors from across the globe come to Frankfurt am Main to see the latest lighting innovations. At Light + Building they find just what they’re looking for – quite possibly at your stand!

Make your lighting and design trends a source of inspiration for a wide-ranging audience of industry professionals with demanding aesthetic requirements.

With your product range you are addressing a highly specialised target group:

> 59% of trade visitors in 2016 came to find out about technical lighting, lamps, components and accessories
> 37% were particularly interested in decorative lighting and accessories
> 19% of trade visitors were from the architecture, planning and design sectors and 16% from the retail and wholesale trade
The technology of tomorrow inspires today’s marketplace: Convince the industry with your solutions!

The digitalisation trend

Light + Building builds a bridge between design and technology – and provides inspirations to the entire building services technology sector. It offers the basis for infrastructural installations and shows the possibilities of modern building automation. Trends such as “Digitalisation”, “Smart Home” and “Smart Powered Building” are important innovation drivers for the industry. Convince your customers of your solutions for the future – live at Light + Building 2018!

New demands

The trend towards enhancing the value of real estate with high-end technical building installations shows no sign of diminishing. And it gives numerous opportunities for the home and building automation sector. When it comes to modern buildings, the requirements are extremely varied. There is a growing demand for comfort, convenience, networked communication and economic efficiency in buildings management. In addition, integrated systems are becoming increasingly popular. Supply the right answers and gain new customers!
**Security technology – a growth market**

With its close links to electrical engineering and bus technology, digitalisation enables the networking of systems and the integration of security technology together with home and building automation. Light + Building is the ideal platform for technologies relating to building security. In 2016, around 130 exhibitors presented their product ranges in Frankfurt. Benefit from the growing market in security technology and showcase your latest ideas here.

**Meet your target group:**

- 46% of visitors in 2016 came to find out more about electrical engineering
- 32% were interested in security technology
- 19% of all trade visitors came from the areas of architecture, planning and design
- 20% were trade installers

The technology of tomorrow inspires today’s marketplace: Convince the industry with your solutions!
Facts and figures 2016:
Record-breaking arguments
for your participation.

Visitor numbers

106,049

110,561

110,561 Germany

106,049 Outside Germany

216,610 Total

Trade visitors by economic sector

27% Services (architects, planners and others)

22% Manufacturing industry

20% Skilled trades

10% Wholesale and foreign trade

6% Retail trade

15% Other

Overall rating by visitors

55% Very satisfied

42% Satisfied

3% Less satisfied
### Areas of responsibility of trade visitors

<table>
<thead>
<tr>
<th>Areas of Responsibility</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business, company, enterprise management</td>
<td>25%</td>
</tr>
<tr>
<td>Sales, distribution</td>
<td>15%</td>
</tr>
<tr>
<td>Research, development, design</td>
<td>12%</td>
</tr>
<tr>
<td>Repair, maintenance</td>
<td>10%</td>
</tr>
<tr>
<td>Purchasing, procurement</td>
<td>6%</td>
</tr>
<tr>
<td>Manufacturing, production, quality control</td>
<td>5%</td>
</tr>
<tr>
<td>Information, communication technology</td>
<td>4%</td>
</tr>
<tr>
<td>Marketing, advertising, PR</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>20%</td>
</tr>
</tbody>
</table>

### Influence on buying and procurement decisions

- 29% Decisive
- 24% Contributory
- 21% Advisory
- 26% Not involved
Facts and figures 2016: Record-breaking arguments for your participation.

**Main objectives of visitors***

<table>
<thead>
<tr>
<th>Objective</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeing/getting to know new products</td>
<td>54%</td>
</tr>
<tr>
<td>Increasing specialist knowledge</td>
<td>48%</td>
</tr>
<tr>
<td>Seeing/getting to know product variants</td>
<td>36%</td>
</tr>
<tr>
<td>Initiating new business connections</td>
<td>29%</td>
</tr>
<tr>
<td>Cultivating existing business contacts</td>
<td>29%</td>
</tr>
<tr>
<td>Gaining an overall impression of the market situation</td>
<td>26%</td>
</tr>
<tr>
<td>Exchanging information</td>
<td>25%</td>
</tr>
<tr>
<td>Comparing competitors</td>
<td>24%</td>
</tr>
<tr>
<td>Preparing buying decisions</td>
<td>18%</td>
</tr>
<tr>
<td>Making purchases at the fair</td>
<td>5%</td>
</tr>
</tbody>
</table>

* Multiple responses possible

**Interest of trade visitors in the Light + Building product range***

<table>
<thead>
<tr>
<th>Product Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical lighting, lamps, components and accessories</td>
<td>59%</td>
</tr>
<tr>
<td>Electrical engineering/electrical building installation, communication and system technologies</td>
<td>46%</td>
</tr>
<tr>
<td>of which security technology</td>
<td>32%</td>
</tr>
<tr>
<td>Home and building automation</td>
<td>40%</td>
</tr>
<tr>
<td>Decorative lighting and accessories</td>
<td>37%</td>
</tr>
<tr>
<td>Services</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>

* Multiple responses possible
Origin of visitors from outside Germany

- Europe: 69%
- Asia: 22%
- America: 6%
- Africa: 2%
- Australia: 1%

Top ten visitor nations (outside Germany)

1. China
2. Italy
3. Netherlands
4. France
5. United Kingdom
6. Switzerland
7. Austria
8. Belgium
9. Spain
10. Sweden

Exhibitor numbers

- Germany: 1,775
- Outside Germany: 2,626
- Total: 4,371

Top ten exhibitor nations*

1. Germany
2. Italy
3. China
4. Spain
5. Austria
6. Belgium
7. United Kingdom
8. Netherlands
9. Turkey
10. Poland

*by rented space

Total area: 249,100 m²
A comprehensive range of services round out a strong show: Book your place now.

Present your company to the general public and benefit from wide-ranging marketing activities in advance of Light + Building 2018.

As a professional trade fair organiser with over 150 agencies across the world, we publicise Light + Building effectively and eye-catchingly on all online and offline channels. Our Marketing Team manages our international press activities and press conferences, sends out multi-stage direct advertising, places adverts in trade magazines, creates online banners and distributes a regular newsletter. The specific broadcasting of trade fair video clips and precisely targeted social media activities round out our comprehensive and targeted communication strategy.

Your must-have – the promotional package

Our free promotional package with comprehensive online and print publicity materials is your key to successful business relationships. Invite your business partners to visit your exhibition stand. Motivate your customers with admission vouchers. Show them that they belong here.

We work worldwide to ensure your success. You can find all information and services for Light + Building at: www.light-building.com

Light + Building Stand rental prices (Euro/m²)

1. Registration by 19.1.2017
   1 side open 268.50
   2 sides open 275.50
   3 sides open 283.–
   4 sides open 292.–

2. Registration by 19.1.2017
   Stand area 300+ m²*
   1 side open 235.50
   2 sides open 241.50
   3 sides open 247.50
   4 sides open 255.50

3. Registration after 19.1.2017
   1 side open 320.–
   2 sides open 328.–
   3 sides open 335.–
   4 sides open 344.–

4. Registration after 19.1.2017
   Stand area 300+ m²*
   1 side open 278.–
   2 sides open 285.–
   3 sides open 292.50
   4 sides open 301.–
   Outdoor 216.–
   Two-storey 160.–

All prices are subject to:
- an environmental levy of € 3.12/m²
- AUMA (German Trade Fair Industry Association) charge of € 0.60/m²
- the Media Package of € 585.–
- and VAT

* prices apply to a complete gross exhibition area of not less than 300m² (excluding outdoor areas and two-storey constructions)
Current industry themes determine global growth markets:
Benefit from our worldwide presence.

Sustainable thinking and action in relation to energy efficiency, CO₂ reduction, climate protection and digitalisation are some of the most important issues of our time. With 14 leading trade fairs in its Light + Building brand, Messe Frankfurt is represented in the industry’s major global growth markets.

The focus is on:
> Efficient buildings management
> Intelligent networking
> Security of supply
> Responsible management of scarce energy resources
> Design

Use the business opportunities offered by Light + Building in regional and local markets throughout the world.

Find out more at
www.light-building.com/brand