

press

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Light + Building

The world's leading trade fair for lighting and building-services technology
Frankfurt am Main, 18 to 23 March 2018

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Light + Building 2018: complementary programme of events with new structure and new contents

Light + Building will be the top international event for lighting and building-services technology in 2018 and bring together the whole sector under the motto 'Connected – Secure – Convenient' in Frankfurt am Main from 18 to 23 March. In addition to the product innovations of the around 2,600 exhibitors, the world's leading trade fair is characterised by a multi-faceted complementary programme of events revolving around the latest developments in the sector. Expert lectures with best-practice examples, special exhibitions, panel discussions, competitions and guided tours give visitors the chance to gather information, hold discussions and make new contacts.

New at Light + Building 2018 will be the revised structure of the programme of events with a subdivision into four main categories – Emotion, Skills, Career and Selection – making it easier for visitors to orientate themselves by areas of interest and take part in the programme in line with their individual goals at the fair.

The **Emotion @ Light + Building** category subsumes special shows and exhibitions that bring the specialist input to life and invite visitors to interact with it. **Skills @ Light + Building** covers all training and professional development resources offered by Light + Building. Under this new category, trade visitors can gather and exchange information about lighting and integrated building-services technology within the framework of seminars and lectures. **Career @ Light + Building** puts the spotlight on promoting young people while **Selection @ Light + Building** brings together projects that make it easier for visitors to obtain a concentrated overview. Based on themes or objective criteria, guided tours, competitions and award ceremonies provide structured insights into the extensive spectrum of products to be seen.

Further information about Light + Building and the individual parts of the complementary programme of events can be found on the internet at www.light-building.com.

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de