

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

light-building.com/follow-us



light+building

3. – 8. 3. 2024
Frankfurt am Main

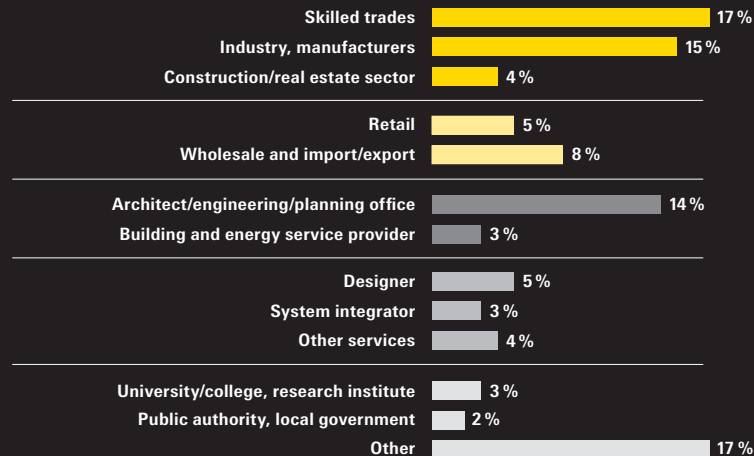
BE
ELECTRIFIED



1 International innovative power – concentrated at a single venue.

Light+ Building is the industry meeting place for manufacturers from the lighting, electrical engineering, home and building automation and connected security technology sectors.

Trade visitors at Light+ Building Autumn Edition 2022



Quick facts Light + Building Autumn Edition 2022:

- 
- **92,838** visitors
 - **1,531** exhibitors
 - **86 %** repeat visitors
 - **More first-time** visitors
 - **Wide-reaching**
 - **Unrivalled**

2 One presence – worldwide business opportunities

With trade fairs specialising in the fields of lighting and building technology, Messe Frankfurt is present in the world's most important growth markets – Asia, the Middle East and South America. Strong national offices outside Germany market the "Light+Building" brand across all cultures and language barriers.



One presence –
worldwide business
opportunities



12 worldwide
brand events

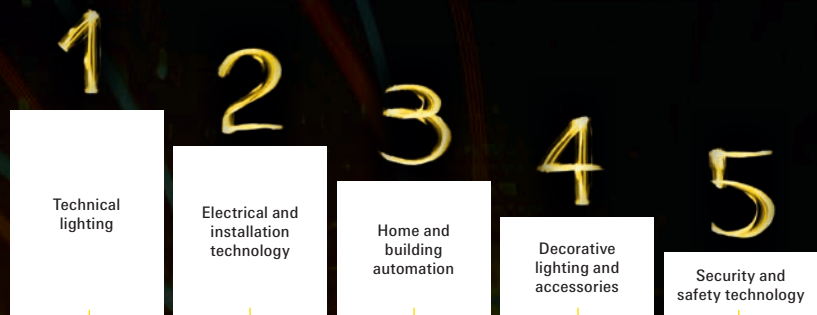


High priority
for international
visitors

Quick facts about the worldwide network

- High proportion of **visitors from outside Germany**
- **Particular importance** for international visitors
- 12 worldwide **brand events**
- 28 subsidiaries
- Over 50 sales partners in 180 countries

3 Top areas of visitor interest



Strong interest overlap

Focus on new ideas

Light + Building concept

We have identified the main interests of visitors as well as the top themes of the future. The constantly evolving concept of Light + Building reflects this realisation – **at each and every one of our fairs.**

International, connected,
future-oriented –
Light + Building and its
top themes



Green Deal
+ Sustainability



Electrification
+ Digitalisation



Light
+ Design

4 Our reach for your success!

Brand loyalty +
trendsetting

Information platform
no. 1 website

Communication
365 days a year

 **87,261**
followers

 **16,245**
followers

 **872**
followers

 **18,507**
followers

 **827**
followers

 **83,341**
newsletter
subscriptions

 **1.3 MIO.**
emailings, including about
1 million outside Germany

 **225,966**
video views on YouTube

Status May 2023

More than just a trade fair
stand – your benefits at a
glance

- Here you'll meet your competitors' customers,
- from the right markets,
- from the right countries and regions,
- with a high level of decision-making authority,
- in huge numbers,
- at the right time and at a single location.

5 Our stand conditions at a glance

Stand space rental regular

Type of stand	Stand rental price	Stand rental price Volume discount, from 300 sqm*	Stand rental price Volume discount, from 800 sqm*
1 side open	390.00 €/sqm	320.00 €/sqm	316.00 €/sqm
2 sides open	398.00 €/sqm	327.00 €/sqm	324.00 €/sqm
3 sides open	404.00 €/sqm	335.00 €/sqm	332.00 €/sqm
4 sides open	409.50 €/sqm	344.00 €/sqm	340.50 €/sqm

Type of stand	Stand rental price
Outdoor area	250.00 €/sqm
Upper storey area Upper stand level at two-storey structures**	199.00 €/sqm

All prices plus environmental fee of €4.20/sqm, AUMA (German Trade Fair Industry Association) charge of €0.60/sqm and VAT. Obligatory Media Package (€985.00 + VAT).

* provided that the connected total exhibition space is at least 300 sqm or 800 sqm (not including outdoor exhibition areas and upper stand levels if there is a two-storey structure).

** 2-storey stand constructions are subject to approval and will be billed after the end of the event.

You will find all exhibitor information and conditions here:
light-building.com/exhibitorinformation