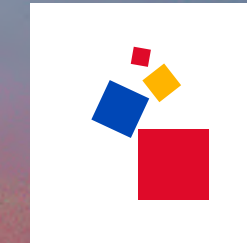


messe frankfurt



**light+building**

**8. – 13. 3. 2026**  
**Frankfurt am Main**

**Electrifying Places.  
Illuminating Spaces.**

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



# ELECTRIFYING PLACES ILLUMINATING SPACES

The inspiring motto of Light + Building 2026 is “Be Electrified – Electrifying Places. Illuminating Spaces.” The continuing theme of “Be Electrified” underlines the fact that electrification and digitalisation continue to shape the central themes of the lighting and building-services technology industry.

This new motto places the two major core areas of lighting and building technology directly at the centre: Electrifying Places refers to the constant development and interconnection of urban spaces and the need to efficiently electrify and secure buildings, as well as the sustainable supply of electricity. Illuminating Spaces focuses on the design aspects of lighting technology.

A comprehensive event programme will run during Light + Building.

**Find all the information on the events here:**



8 to 13 March 2026



8 to 12 March 2026: 9.00 – 18.00  
13 March 2026: 9.00 – 17.00



Messe Frankfurt GmbH,  
Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main, Germany



Visitors: 151,192 from 146 countries (2024)  
Exhibitors: 2,169 (511 from Germany and 1,658 international) (2024)



Visitor groups: Architects, interior architects, engineers, planners, lighting planners and designers, building fitter, security technology, overall structural planner, industry, trade, public-sector authorities and facilities, energy consulting, educational institutions, utility companies, wholesale and retail, electrical engineering and installation technology, building system integrators, solar installations, facility management and real estate industry

## FACTSHEET



# KEY BENEFITS EMPOWERING VALUES

**Skilled trade**

1 in 5 is a trade visitor

**Electrical**

1 in 10 visitors is an electrical engineer

**Light**

1 in 11 visitors is a lighting planner



**World's leading trade fair –  
leading international  
innovation platform for  
over 20 years**

**At home in the world**

15 Light+Building  
branded trade  
fairs worldwide...  
...and growing!

**International visibility  
guaranteed**

**One-stop-  
shop for the  
industry**

**Maximum  
added value  
from this  
multi-sector  
fair**



# KPIs AND INSIGHTS

151,192

visitors from 146 countries

51%  
from Germany

49%  
international

## TOP 5 visitor interests

- 51% Technical lighting, lamps, components and accessories
- 48% Electrical engineering and installation technology
- 43% Home and building automation
- 31% Decorative lighting and accessories
- 17% Security technology/Intersec Building

|   |    |
|---|----|
| Architects' practices                               | 6% |
| System integrators/IT service providers             | 5% |
| Designers   | 4% |
| Universities, higher education, research institutes | 2% |
| Other services                                      | 2% |

## Trade visitors

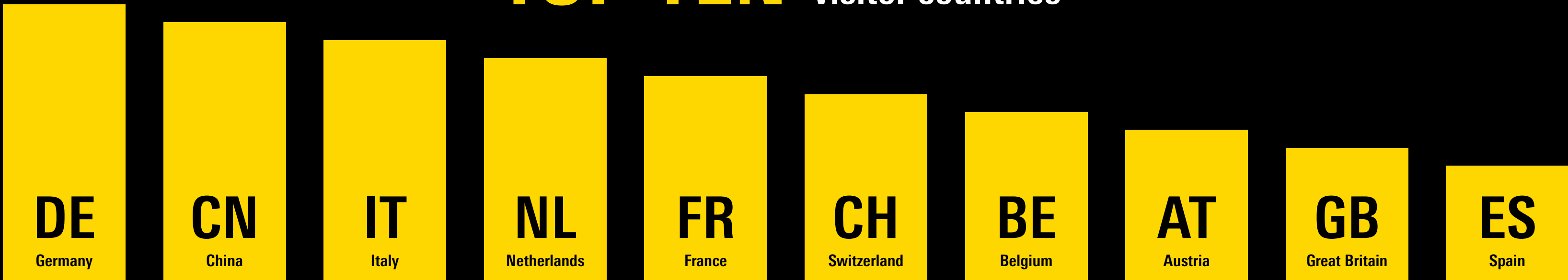
according to sector

21% Skilled trade    19% Industry    12% Trade

9% Other sectors

|    |  |
|----|--|
| 6% | Engineering / planning consultancies     |
| 4% | Construction / real estate               |
| 3% | Suppliers, building / energy services    |
| 2% | Public-sector authorities and facilities |
| 5% | Students                                 |

## TOP TEN visitor countries



Especially effective at reaching target groups:

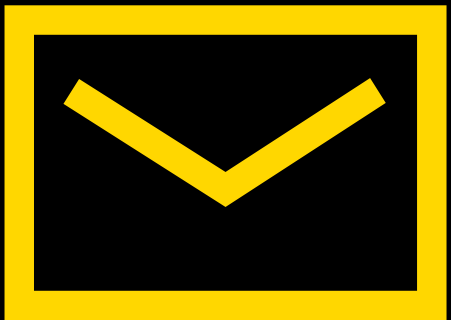
Electrical skilled trade, electrical planner & planner technical building equipment

49%  
of trade visitors  
are top management

2,169  
exhibitors  
511 from Germany/  
1,658 international

95%  
visitor  
satisfaction

THERE'S POWER IN COMMUNITY.  
TOGETHER WE'LL REACH OUR  
TARGET GROUPS.



**2 mio.**  
visitor mailshots worldwide



**28,650**  
followers



International press/  
advertising cooperation with  
**90 publishers**



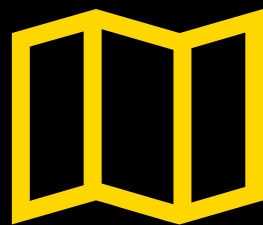
**90,369**  
followers



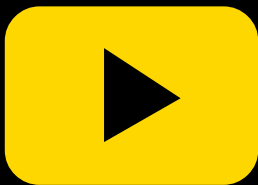
**126,630**  
followers on  
social media



**86,000**  
newsletter recipients



**140**  
adverts in 120 industry publications globally  
(in print)



**938**  
followers

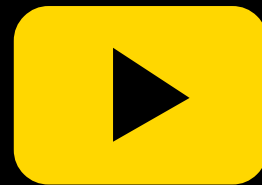


**6,673**  
followers

**> 36 mio.**  
impressions

Paid social +  
Google campaigns\*

\*between 12/23 – 03/24



**232,025**  
video views on YouTube

# STAND RENTAL

| <b>Regular price</b><br>available from 1.5.2025  | <b>up to 299 sqm</b><br>(prices per sqm) | <b>from 300 sqm</b><br>(prices per sqm) | <b>from 800 sqm</b><br>(prices per sqm) |
|--|--|---|---|
| <b>Row stand</b> (1 side open)                   | € 409.00                                 | € 333.00                                | € 324.00                                |
| <b>Corner stand</b> (2 sides open)               | € 418.00                                 | € 340.00                                | € 332.00                                |
| <b>Main stand</b> (3 sides open)                 | € 424.00                                 | € 348.00                                | € 340.00                                |
| <b>Block stand</b> (4 sides open)                | € 430.00                                 | € 358.00                                | € 349.00                                |
| <b>Outdoor stand</b>                             | € 260.00                                 | € 260.00                                | € 260.00                                |
| <b>Upper storey</b><br>(when built on 2 storeys) | € 209.00                                 | € 209.00                                | € 209.00                                |

|  |                                      |  |   |            |
|--|--------------------------------------|--|---|------------|
| <b>Light + Building 2026</b><br>all prices plus: | <b>Media Package</b><br><b>€ 985</b> | <b>AUMA contribution</b><br><b>€ 0.60</b><br>per sqm | <b>Environmental contribution</b><br><b>€ 4.40</b><br>per sqm | <b>VAT</b> |
|--|--------------------------------------|--|---|------------|

**light+building**

# YOUR CONTACTS IN THE LIGHT + BUILDING SALES TEAM

## Any questions?

We'd be happy to offer a variety of ways to take part and options for your stand, tailored to your particular requirements and budget.

Please contact us for further information.

We look forward to seeing you!

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**Paola Bender**  
Technical design-oriented and decorative lighting,  
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[paola.bender@messefrankfurt.com](mailto:paola.bender@messefrankfurt.com)

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[lisa.jakoby@messefrankfurt.com](mailto:lisa.jakoby@messefrankfurt.com)

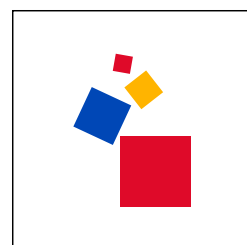
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# FOCUS THEMES






|                                      |                |  |                                 |                           |
|--------------------------------------|----------------|--|---------------------------------|---------------------------|
| Smart + Intelligent<br>Light Systems |                | KI-Tools +<br>Future Skills                  |                                 | Connected Security        |
|                                      | Digitalisation |  | Innovative<br>Light Design      |                           |
| Sustainability                       |                | Smart Buildings +<br>Smart Cities            |                                 | Biophilic Lighting        |
|                                      | Work + Living  |  | Energy + Resource<br>Efficiency |                           |
| Emotional Lighting                   |                | E-Mobility +<br>Infrastructure<br>Management |                                 | Human Centric<br>Lighting |
|                                      | Connectivity   |  | Electrification                 |                           |



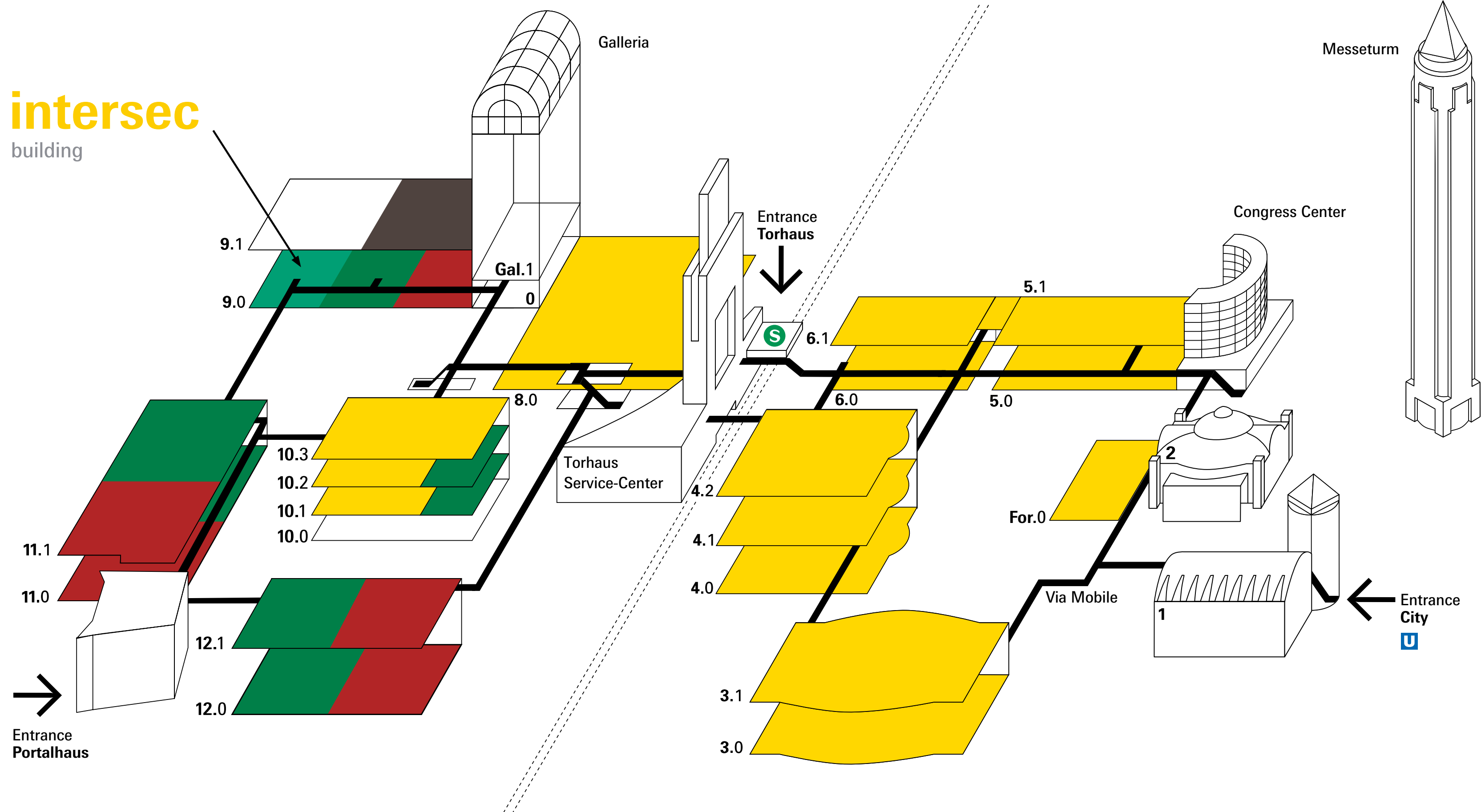


**light+building**

**8. – 13. 3. 2026**  
**Frankfurt am Main**

-  Lighting
-  Electrical engineering
-  Home and building automation
-  Security technology, Intersec Building
-  Werkstattstraße, Young Competence

**intersec**  
building



Status: November 2024



# At home – in the world.

Light + Building Technology  
Fairs worldwide



[brand.light-building.com](http://brand.light-building.com)

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