

Messe Frankfurt expands portfolio in USA and acquires stake in LightFair

Frankfurt am Main, 26 02 2024

Messe Frankfurt is expanding its portfolio in the USA. From now on, LightFair in Las Vegas and New York will be part of the Light + Building brand's international network. In future, Messe Frankfurt will be organising the five-day trade fair together with an accompanying conference for the International Association of Lighting Designers (IALD) and the Illuminating Engineering Society (IES). The next edition of the architectural and commercial lighting trade fair is scheduled to take place at Las Vegas Convention Center between 4 and 8 May 2025.

As Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, emphasises: "With the vast experience of our partners IALD and IES in North America and Messe Frankfurt's track record as an organiser of leading international building technology trade fairs, we are pooling our shared strengths. This strategic decision also enables us to bring our expertise to bear in the USA."

Constantin von Vieregge, President and CEO of Messe Frankfurt's US subsidiary Messe Frankfurt Inc, adds: "The signing of this agreement brings together the expertise of Messe Frankfurt – known for its successful track record in organising world-class trade events with Light + Building, the world's leading trade fair for lighting and building technology – and the visionary approach of associations IES and IALD in the realm of commercial lighting. The synergies we share mark a significant step towards advancing the industry and promise an unparalleled platform for industry professionals, innovators and stakeholders."

With more than 500 exhibiting companies and thousands of top buyers, LightFair is the largest event for architectural and commercial lighting in North America. Focusing primarily on forward-looking innovations, an experience-oriented exhibition space, a great many new products, networking and a wide range of training opportunities, LightFair sets new standards for light design and innovative lighting technologies in the United States.

As Colleen Harper, Executive Director of the Illuminating Engineering Society, explains: "The IES is very proud to be a partner in this relaunch of LightFair. We expect our new union with the IALD and Messe Frankfurt to bring in a fresh perspective and cement the show as a must-attend event for everyone in lighting. By bringing together the unique expertise and communities of these three organisations, LightFair will provide the space to learn, network and innovate in ways not experienced anywhere else."

For over 20 years, Light + Building – the world's leading trade fair for lighting and building technology – has brought manufacturers from the areas of lighting, electrical engineering, home and building automation, and networked security technology together with

architects, designers, interior designers, professional planners, engineers and retailers in Frankfurt and all over the world. The partnership with LightFair is increasing Light + Building's international brand network to a total of thirteen events worldwide. Messe Frankfurt is represented in the growth markets of Asia, South America and the Middle East with lighting and building technology trade fairs.

Christopher Knowlton, Chief Executive Officer of the IALD: "The IALD is thrilled to partner with Messe Frankfurt for LightFair and is eager to reinvent the international trade show and conference alongside a widely respected event coordinator deeply connected with the lighting industry worldwide. The partnership will amplify the event's ability to showcase cutting-edge lighting innovations and connect directly with the lighting community in the United States and beyond. As this next evolution of LightFair opens its doors to broader audiences, the IALD welcomes the fostering of collaboration and inspiration within the lighting industry that will come from this international alliance. This new stage in LightFair's development will open up new possibilities for reaching a larger audience. This is why IALD welcomes wholeheartedly the increased cooperation and inspiration within the lighting industry that this international alliance will bring about."



LightFair is the new member in Light + Building's network.
Source: Messe Frankfurt Inc.

LightFair is part of the Light + Building technology fairs around the world. The flagship fair is Light + Building, which takes place in Frankfurt am Main every two years and will open its doors between 3 and 8 March this year.

LightFair 2025 will be held in Las Vegas between 4 and 8 May.

More information on Light + Building trade fairs around the world can be found at www.light-building.com/brand

Press information and photographic material:

<http://messefrankfurt.com/journalisten>

Visit us online:

www.instagram.com/messefrankfurt

www.linkedin.com/company/messe-frankfurt-gmbh

www.x.com/messefrankfurt

www.youtube.com/user/messefrankfurt

Your contact:

Markus Quint

Tel. +49 69 75 75-5905

markus.quint@messefrankfurt.com

Messe Frankfurt GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main, Germany

www.messefrankfurt.com

Background information on Messe Frankfurt

www.messefrankfurt.com/background-information

Sustainability at Messe Frankfurt

www.messefrankfurt.com/sustainability-information