

18 – 23. 3. 2018

Frankfurt am Main


light+building

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

Inspiring
tomorrow.



messe frankfurt

The background of the entire page is a dark, almost black, space filled with numerous out-of-focus light points. These lights vary in size and brightness, creating a bokeh effect. The colors of the lights range from bright yellow and white to soft, muted blues and greys. The lights are scattered across the frame, with a higher concentration in the lower half, suggesting a light source or display area at the bottom of the scene.

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

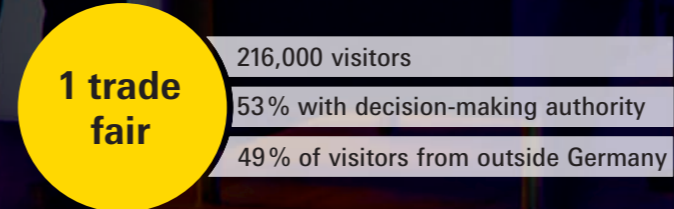
The innovative Light + Building show brings together all electrical systems in buildings and promotes integrated building planning. Modern building services technology focuses on people, i.e. the users of buildings. It meets the growing demands for comfort, convenience, personalisation, well-being, security 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!

Premiere show meets outstanding marketplace: Present your offer at Light + Building 2018.

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

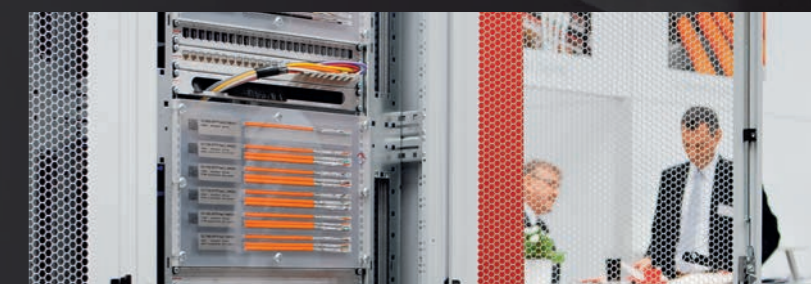
The trend towards enhancing the value of real estate with high-end technical building installations shows no sign of diminishing. And it gives numerous opportunities for the home and building automation sector. When it comes to modern buildings, the requirements are extremely varied. There is a growing 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.

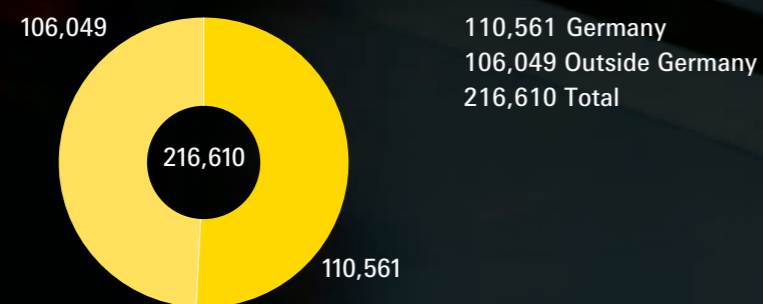
Meet your target group:

- > 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



Facts and figures 2016: Record-breaking arguments for your participation.

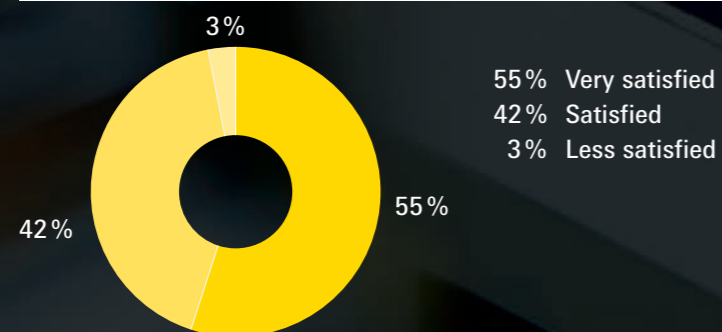
Visitor numbers



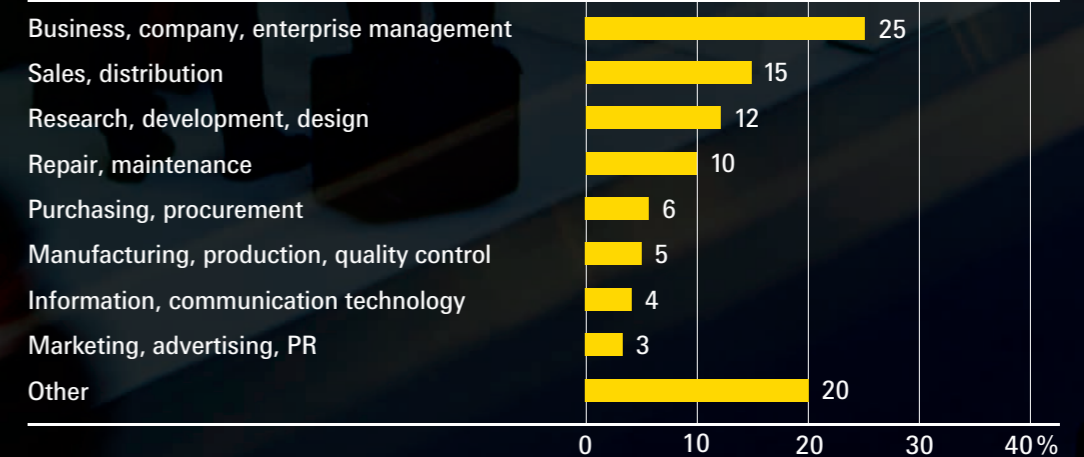
Trade visitors by economic sector



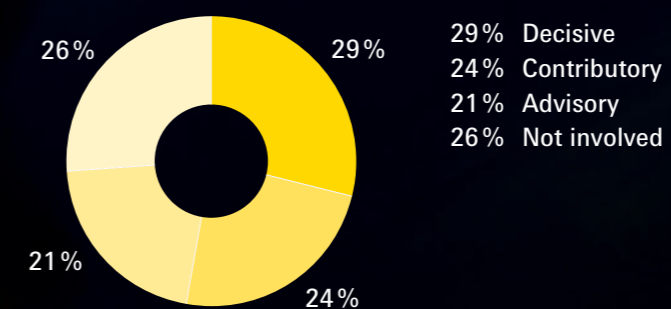
Overall rating by visitors



Areas of responsibility of trade visitors



Influence on buying and procurement decisions

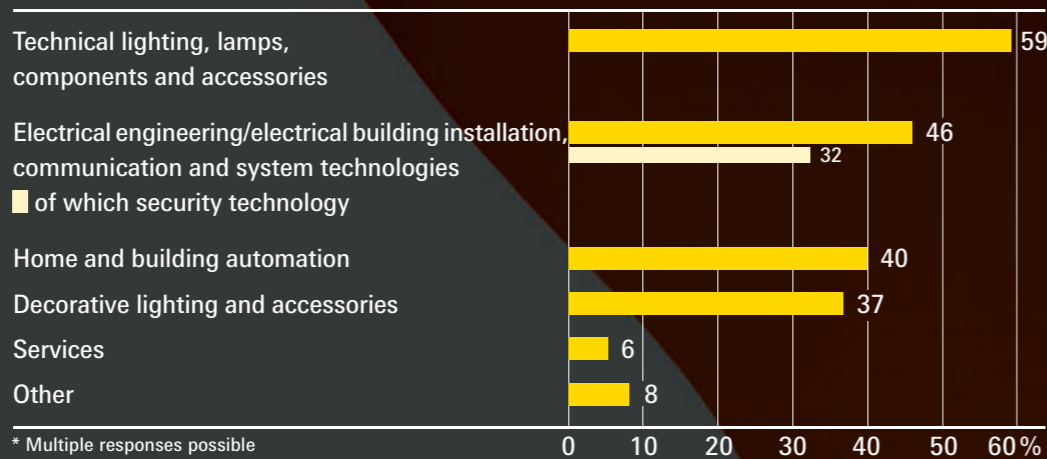


Facts and figures 2016: Record-breaking arguments for your participation.

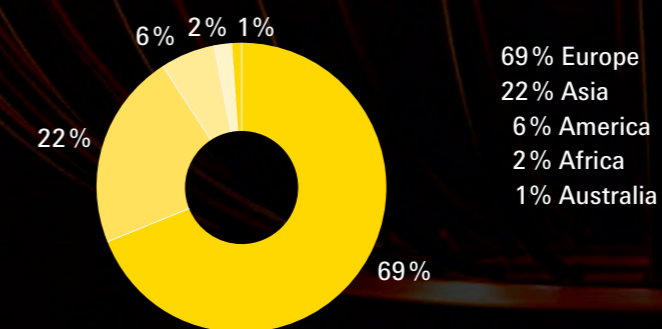
Main objectives of visitors *



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



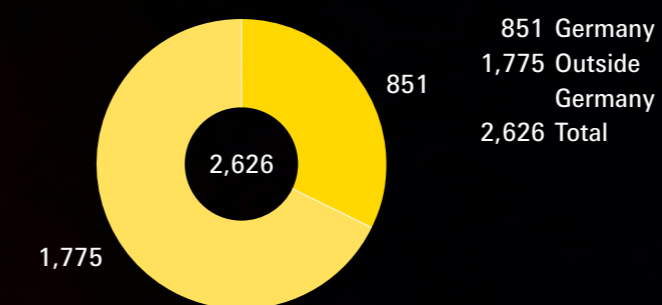
Origin of visitors from outside Germany



Top ten visitor nations (outside Germany)

- China
- Italy
- France
- United Kingdom
- Switzerland
- Austria
- Belgium
- Spain
- Sweden
- Poland

Exhibitor numbers



Total area 249,100 m²

Top ten exhibitor nations*

- Germany
- Italy
- China
- Spain
- Austria
- Belgium
- United Kingdom
- Netherlands
- Turkey
- Poland

*by rented space