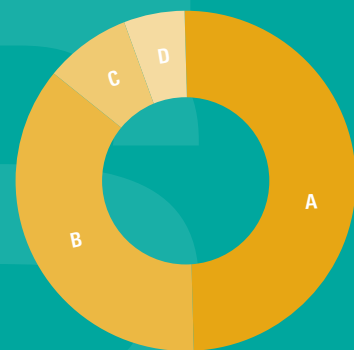


# #Targets

## Quality visitors

The majority of the 2014 visitors have decision-making authority, making the fair an effective platform for gaining and exploring new business.



**86%** Have influential buying authority

■ **A** : 49% Decision makers

■ **B** : 37% Influential authority

■ **C** : 8% Do not participate in decision making

■ **D** : 6% Not involved in sourcing

## Exhibitor satisfaction

**88%** Exhibitors satisfied with overall business results

**85%** Exhibitors satisfied with overall number of visitors

**80%** Exhibitors satisfied with quality of visitors

Results are based on a survey conducted randomly during the fair period, and include exhibitors who were "very satisfied" and "satisfied".

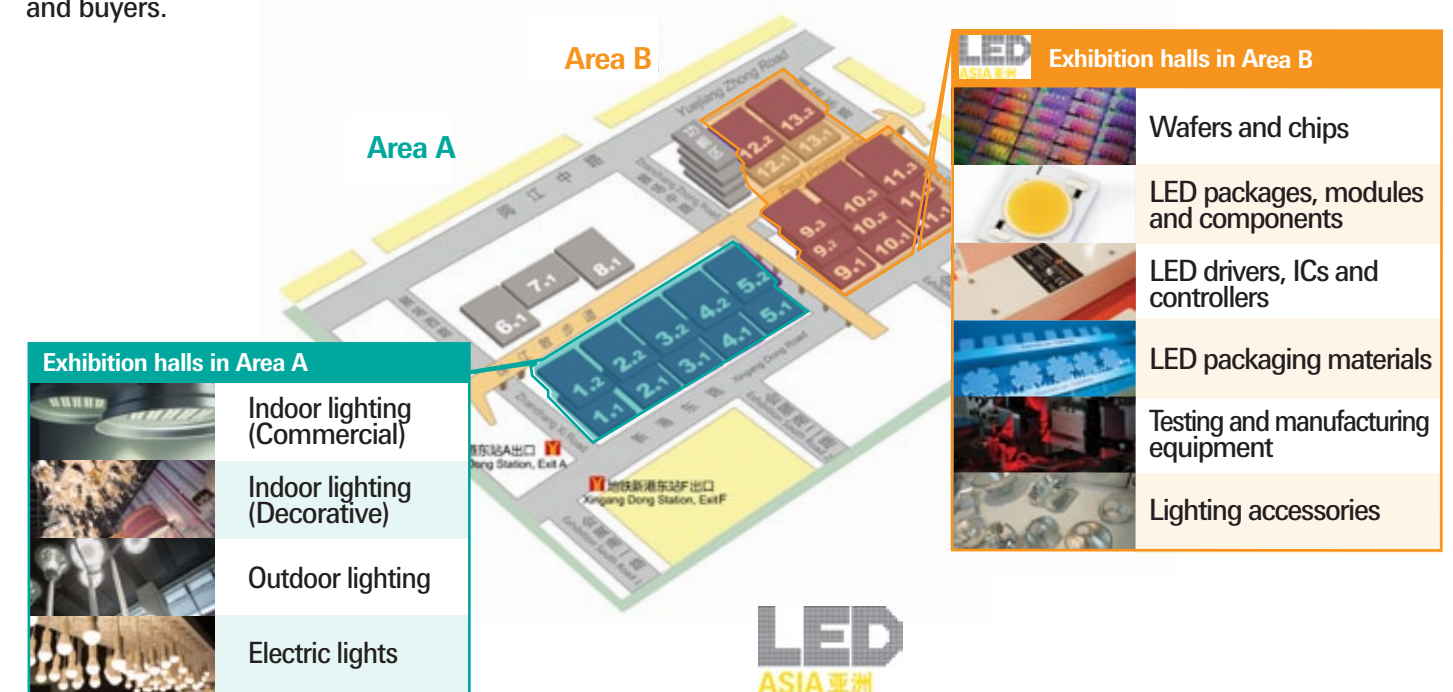
*"The 2014 fair has been very successful for us. In the first two days, we met over 50 customers with strong interest in our solutions. There was a wonderful mix of suppliers from across the entire supply chain exhibiting. I think the show catered to visitors across the full lighting spectrum."*

**Mr Yousuk Corpe Tanaka, Solutions Group Expert, Topcon Technohouse**



## Effective business matching

Source the latest lighting and LED products and technologies across 21 exhibition halls, covering 225,000 sqm. The well-planned hall categorisation facilitates effective sourcing and business matching, so you can easily find partners and buyers.



### Area A – Level 1

- Hall 1.1 : Brand-name hall for indoor lighting
- Hall 2.1 : Brand-name hall for indoor lighting
- Hall 3.1 : Brand-name hall for outdoor lighting and electric lights
- Hall 4.1 : Brand-name hall for outdoor lighting and electric lights
- Hall 5.1 : Brand-name hall for outdoor lighting

### Area A – Level 2

- Hall 1.2 : Indoor lighting (Decorative)
- Hall 2.2 : Indoor lighting (Commercial)
- Hall 3.2 : Outdoor lighting and electric lights
- Hall 4.2 : Outdoor lighting and electric lights
- Hall 5.2 : Outdoor lighting and electric lights

### Area B – Level 1

- Hall 9.1 : Testing and Manufacturing equipment, LED packaging materials
- Hall 10.1 : LED drivers and electronic components
- Hall 11.1 : Lighting accessories

### Area B – Level 2

- Hall 9.2 : Brand-name hall for LED lighting fixtures
- Hall 10.2 : Brand-name hall for LED chips and packages
- Hall 11.2 : Overseas pavilions and LED applications
- Hall 12.2 : LED drivers, driver ICs and controllers
- Hall 13.2 : LED drivers, driver ICs and controllers

### Area B – Level 3

- Hall 9.3 : LED indoor lighting
- Hall 10.3 : LED outdoor lighting
- Hall 11.3 : LED retrofit lamps