



REPORT 2020

February 25-27, 2020
Centro Citibanamex, Mexico City

ELA is an **active and multidisciplinary community** of light enthusiasts in permanent interaction, who focus their efforts in an **annual hub** of innovation, experiences and knowledge to spread and fortify the **lighting culture in Mexico**.

Relive the experience [#ELA2020!](#) 



ATTENDEES

Who visited #ELA2020?

During three days **exhibitor brands, designers, planners, engineers, specialists** and countless enthusiasts gathered together to enrich their knowledge and inspire new creations.



9,660 attendees



14% of visitors have a budget for construction and renewals over 100 thousand USD



45% are decision makers and
31% make recommendations and specifications



80% of our attendees are national attendees from all the states of the Mexican republic, the remaining attendees come from 24 different countries

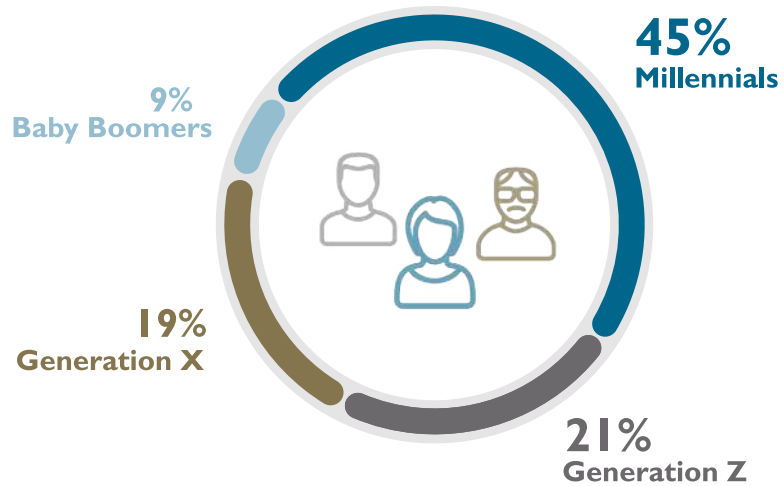
ATTENDEES

Who visited #ELA2020?

PER SEGMENT



PER GENERATION



PER DUTY PERFORMED





EXHIBITORS

Brands and alliances

18 SPONSOR BRANDS

66 EXHIBITORS

22 NEW EXHIBITORS

ARTEIKE
lighting professionals

ATP
Illumination

BESSER LIGHTING

CONSTRULITA
EL SENTIDO DE LA LUZ

davidpompa

FAT-N
CROUSE-HINDS
SERIES

ESTEVEZ

fael LUCE
DOING IT BETTER

FORLIGHTING
TU SOLUCIÓN EN ILUMINACIÓN

HPWINNER MEXICO
ELIMINANDO EL CAMINO HACIA EL MAÑANA

ilumileds

OSRAM

SAMSUNG

SUPRA

TARGET TECHNOLOGY INC.

tecnolite
LA LUZ ES TUYA

TLapps

Toly

EDUCATIONAL PARTNERS

centro.

ALLIANCES

CAPROBI
CAMARA DE PROPIETARIOS DE BIENES RAICER DEL ESTADO DE NUEVO LEON

ADI

ASOCIACIÓN DE DESARROLLADORES INMOBILIARIOS

SECCIÓN MÉXICO
Illuminating
ENGINEERING SOCIETY



EDUCATIONAL PROGRAM

The educational program was guided by our 2020 theme, “Light for humans”, which joined the global echo of the industry to acknowledge the significance of lighting in life itself, and the responsibility that it entails



LIGHT TALKS

We have created a solid educational program of conferences that address the trends and the industry's need for knowledge

22 SPEAKERS

12 MASTER CONFERENCES

4 HEADLINE CONFERENCES

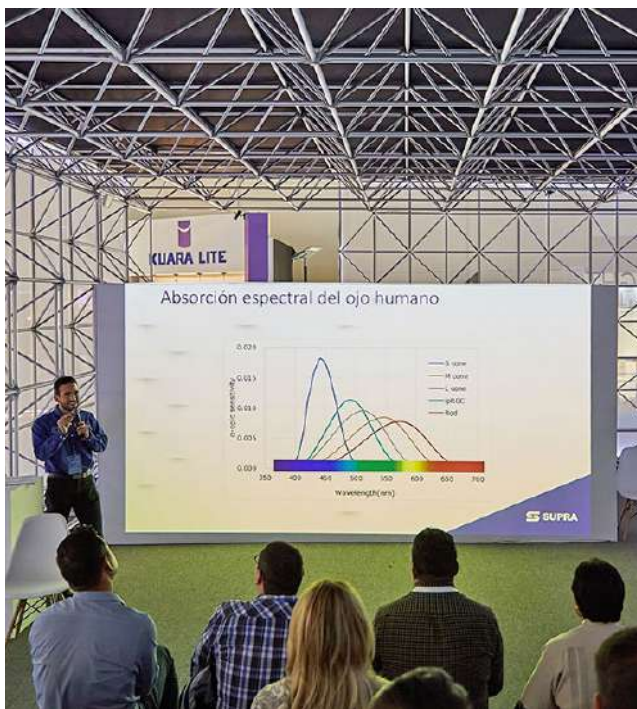
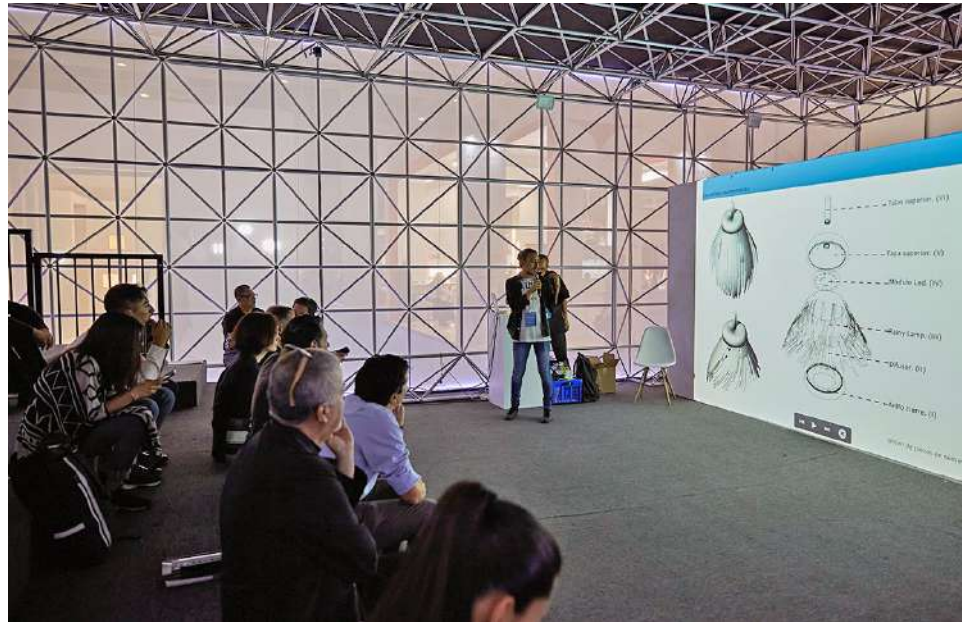
EDUCATIONAL PROGRAM

lightroom /lab

#lightroomLAB 4.0: MAKER MOV

This is a research laboratory created to identify triggers of social innovation in lighting in Latin America. This program has been jointly developed by Expo Lighting America and lightroom.lighting.

In this edition, we made an announcement, jointly with Candela Estudio, to explore the design of luminous objects in 3D printing and to develop a new line of products.



WORKSHOPS

We work jointly with brands and institutions to offer a wide selection of specialized workshops.

10 WORKSHOPS

10 BRANDS



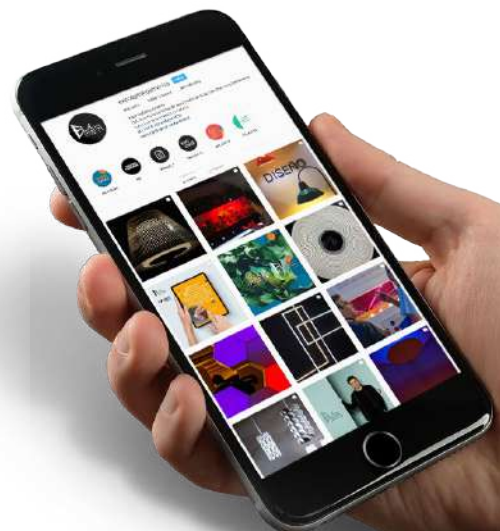
SPECIALIZED COMMUNICATIONS

ELA is a comprehensive platform that enables the creation and strengthening of relationships among the most representative lighting players in Mexico. Thus, we have created specialized communications channels that enable us to serve an audience that constantly searches for updated information

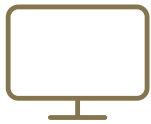
SOCIAL MEDIA

Over **48 thousand** followers

Our community keeps up to date with differentiated information from participating brands, experts and specialized media that collaborates with us in each of our social media networks



SPECIALIZED COMMUNICATIONS



42,000 VISITORS



12,000 READERS

[Discover more](#)

ELA CONNECT
Luz y color cortesía de Studio davidpompa

NUEVOS TALENTOS

Este año, el icónico estudio con sede en la Ciudad de México desarrolló ELA Connect, el área de colisión social para nuestros visitantes. Studio davidpompa creó una envolvente arquitectónica que nos permitió disfrutar de un merecido descanso o tener una productiva reunión de negocios. Esta área también fue nuestro lugar favorito para grabar entrevistas, debido su paleta de color y la gentil luz de la familia Origo que acentuó la geometría del espacio.

El trabajo de David Pompa está basado en la historia y el contexto de los objetos que diseña. Sus colecciones siempre ofrecen un acercamiento contemporáneo a la tradición artesanal mexicana. ¿Sabías que Origo está fabricada con recinto? Descubre cómo las cualidades de este material volcánico son aprovechadas en esta familia de luminarios [aquí](#).

light humans

Reed Exhibitions

Inteligente colección de los exhibidores.

ELA Expo Lighting America es una marca registrada de Reed Exhibitions México SA de CV. Envíe un correo a info@reexhibitions.com si no desea ser parte de nuestra lista de correo. Este correo no puede ser redistribuido, copiado, imitado, reformado, retransmitido, ni usado de ninguna forma.

#SHARELIGHT

Our monthly newsletter offers information in each number about solutions, projects and events of interest for lighting enthusiasts.

MATCHMAKING

Custom recommendations for attendees delivered through e-mail, which connects them directly with the exhibitors that offer specific solutions to their requirements.

[Discover more](#)

SPECIALIZED COMMUNICATIONS

#MEDIA



ICANDELA

iluminet
revista de iluminación **ON LINE**



lightroom
.lighting

THE CORE

THE LIGHT REPORT
DIEZ COMPANY

smartLIGHTING
INFORMACIÓN Y NEGOCIOS PARA NUEVOS TIEMPOS

iluminet
revista de iluminación

ACERCA DE CONTACTO AVISO LEGAL POLÍTICA DE PRIVACIDAD CALENDARIO

f t in

DESTACADOS
PROYECTOS
COBERTURAS
INVESTIGACIÓN Y CIENCIA
RECOMENDACIONES TÉCNICAS
TECNOLOGÍA
SISTEMAS DE CONTROL
ALUMBRADO PÚBLICO Y VALIADADES

SECCIÓN VERDE
NOTICIAS
AVISOS
OPINIÓN
PATROCINADORES
PRODUCTOS

Inicio
Agenda
Expo Lighting America 2020

Expo Lighting America 2020

FECHA
Feb 25 2020 - Feb 27 2020

HORA
All Day

COSTE
Evento con costo

MÁS INFORMACIÓN
[Leer más](#)

LOCALIZACIÓN
Centro Cibernáuticas
CDMX, MEXICO

CATEGORÍA
[Ferias y Expos](#)

ORGANIZADOR
[REED EXHIBITIONS MEXICO](#)

Dirección: Av. del Conceptor 911, Lomas de Soltero, Hipódromo de las Américas, 11200 Ciudad de México, CDMX

El fenómeno de la iluminación biodinámica y los avances que la biología circadiana ha provocado en la iluminación demandan un espacio para la reflexión y actualización que permita conocer las nuevas tendencias.

La temática principal del próximo ELA 2020 será "Light for Humans", reuniendo profesionales, iniciativas y proyectos que nos ayuden a planear el futuro de la iluminación y su estrecha relación con el ser humano.

Conferencias y Workshops:

Martes 25 de Febrero:

Workshops:

LightroomL/B 4.0 11:00-14:00

Fomenta mejores decisiones con iluminación por Gerson Paredes de SUPRA 14:30-15:30

Un línea por Luis Alfonso Valverde Destado de iluminado 16:00-17:00

Aplicación de ópticas para iluminación vial por Luis Vidal Ledesma de ForLighting 17:30-18:30

Conferencias:

Asteca Lighting 12:30-13:30

Iluminación en la arquitectura bioclimática por Hector Delmar Albarán 14:00-15:00

¿Qué espera el mercado mexicano de los Lighting Designer emergentes? Por Helio y Carlos Estévez 16:30-16:30

Davis Pampa 17:00-18:00

Oliver Gilberthorpe & James Crookford 18:30-19:30

Miércoles 26 de Febrero:

Workshops:

Relección de la iluminación con el ciclo circadiano por Mikel Jaureguizar de Normagroup 12:30-14:30

Iluminación centrada en la persona por Ernesto Cid de Cotiam 15:00-16:30

Zerusa 17:00-18:00

Conferencias:

Experiencias de bienestar social a través de La Luz por Luz Sin Fronteras México 12:30-13:30

En qué pensar al elegir LEDs para iluminación de horticultura por Marvin Gouvinon de Sarreung 14:00-15:00

Responsabilidad y control en proyectos de iluminación LED por Guillermo Redrado de ATP 15:15-16:15

El enfoque soñado de la luz por Ulrike Brandt 16:30-17:30

Construita Lighting Awards 18:00-20:00

PRÓXIMO EVENTO

LIGHT MAR 2020

FECHA
May 03 2020 - May 07 2020

HORA
8:00 am - 6:00 pm

COMPARTIR ESTE EVENTO

f
t
in
w
e

Lumiance

El nuevo ELA 2020

Endura Plus LED para alumbrado vial eficiente

28 octubre 2019

6 puntos claves para una planeación efectiva de



INTERACTIVE AREAS

ELA CONNECT

The meeting point in Expo Lighting America. Our lounge area is designed in order that the attendees may program informal sharing meetings with other lighting enthusiasts.

Designed by: *davidpompa*

ACCESS TUNNEL

The Expo Lighting America access is embellished every year with innovating dynamic lighting proposals.





INTERACTIVE AREAS



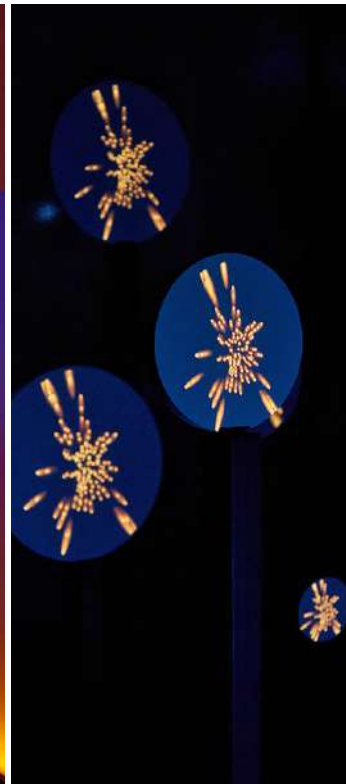
A pavilion made up of dark galleries that exhibit luminous art systems developed by emerging talents

Exhibited works:

- Dark Shelter
- Bruma (Sea Mist)
- Levanta la voz (Raise Your Voice)

In collaboration with:

centro. SOMBRA ● uno.veintiséis ●





INTERACTIVE AREAS



Brings together the top decorative lighting and design brands, that exalt spaces with their aesthetics, and comply with the strictest technical specifications. This area is open year-round through our Virtual Design Pavilion

New Virtual Design Pavilion 

NUEVOS TALENTOS

Discover the independent designs and young firms, as well as newly established companies and brands associated with the different segments of the lighting market.





INSIGHTS & INSPIRATION

OUR TRENDS BOOK

We have created and published the first lighting trend book in Mexico and Latin America

The **fifth volume** of this publishing proposal collects the ideas of a considerable group of enthusiasts of the culture of light: **professionals, opinion leaders, emerging talents** and other important spokespersons in the lighting industry in Mexico and the world.

This edition presented four trends curated by a panel of experts formed by **Brenda Castillo, Carlos Hano, Diana Mazuera, Magali Méndez, Julio Molina and Álvaro Nieva.**



[Discover more](#) 



INITIATIVES



Our program of qualified buyers is based on custom recommendations, which generate a direct contact between the brands and decision-maker buyers with a high profile.

Club Elite generates private experiences or presentations for buyers, thus enabling the brands to approach specialized segments such as retail, hospitality and construction.



You will meet your match here! This program consists of presentation sessions between exhibitor brands and specification specialists from the retail, hospitality, architecture, interior design, construction and project development industries.

In this second edition, the participating brands held business appointments with more than 10 qualified buyers.



INITIATIVES

Since 2017, our community has collaborated with Impact0 to incorporate strategies that enable to develop our events as sustainable, and thus, reduce our carbon footprint. Go Green ELA is a complex effort formed by diverse strategies that enabled us to be the first expo in the lighting sector entirely sustainable and thus, to work from our trenches to the benefit of the environment.



Discover more of #GoGreen [in our blog](#)



GoGreen 2020 Indicators



Carbon
Event: 41 ton CO₂
Participant*: 10.5 kg CO₂



Waste materials
Event: 36.03 ton
Participant*: 9.27 kg



Agua
Event: 292 m³
Participant*: 75 l

* Indicator per participant per day of event.



SMART REVOLUTION

THEME 2021

When did lighting become intelligent?

To answer this question, we would like to analyze the evolution of the smart phenomenon. In #ELA2021, we want to acknowledge and incorporate the main discussions of the decade on the **Internet of Things, control and automation** in relation to lighting.

Our theme of 2021 also seeks to reflect on the challenges of the **Internet of Lights**, from its incorporation into **artificial intelligences assistants** in consumption products to the safety concerns of the **professional lighting connected systems**.



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Contact us

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