

SL  
mounting bracket with clearance hole to  
mount 1/2" bolts for truss mounting  
threaded hole (1/2-13 unc)



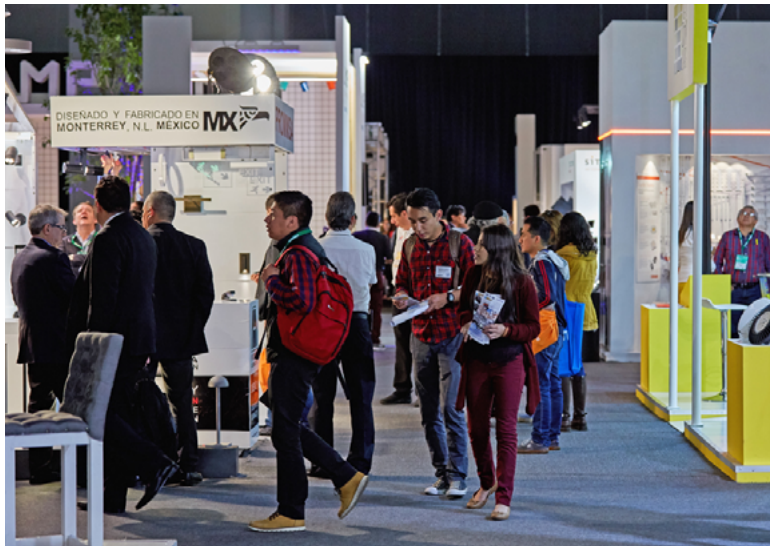
# —2018— REPORT

February **27-28**  
March **1** | 2018

Centro Citibanamex, Mexico City

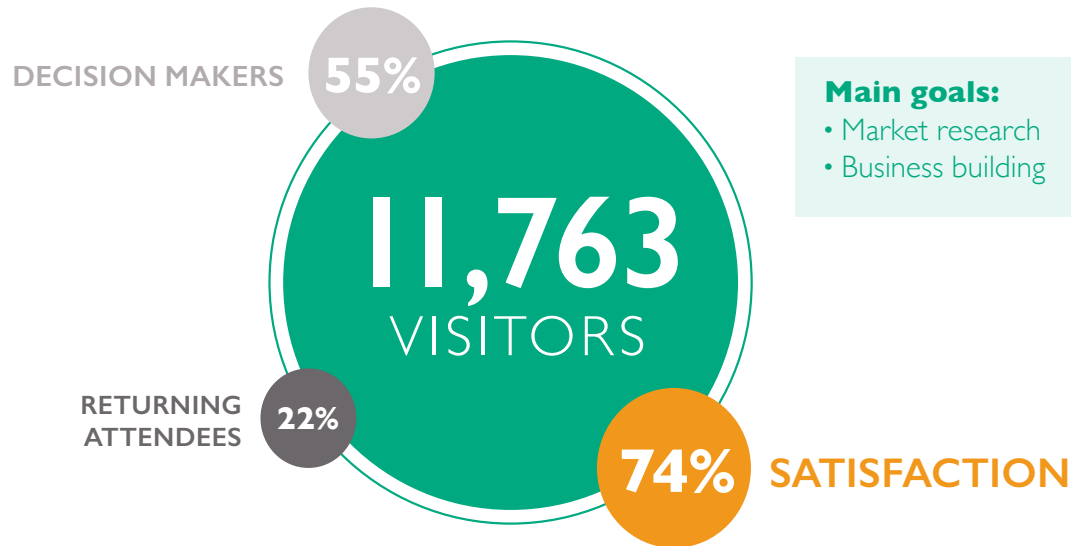
424 mm x 339 mm x  
553 mm

# WHAT IS ELA?

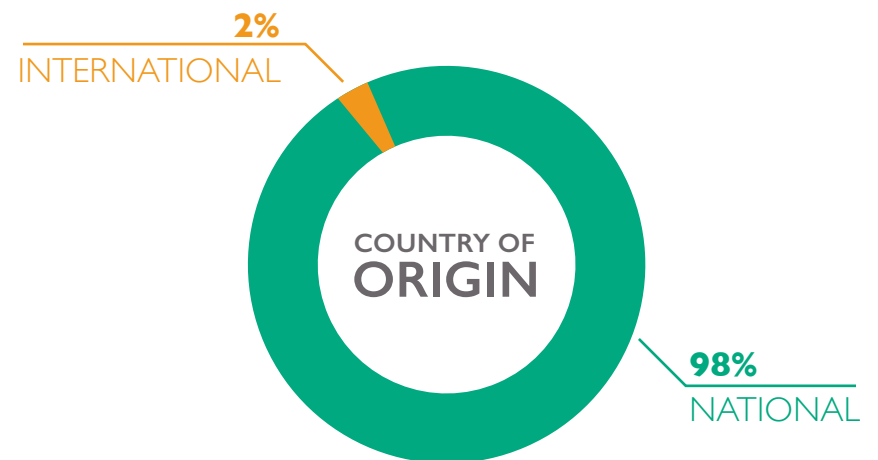
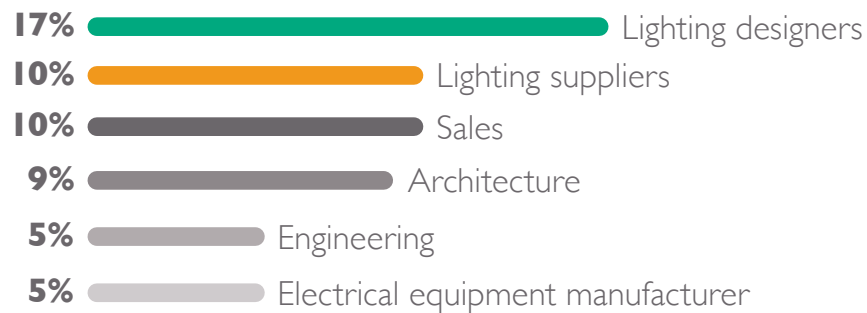


ELA represents a continuous effort from the lighting industry in Mexico and Latin America to meet in an annual celebration gathering **the top brands, designers, project managers, engineers, specifiers and lighting enthusiasts** with the conviction of strengthening the passionate lighting community in the world.

Every year, **ELA** gathers the leading designers, manufacturers and suppliers in lighting and related technologies, showcasing the latest trends and innovations through experiences which expand attendees' knowledge and inspire new creations.



### BY SEGMENT:



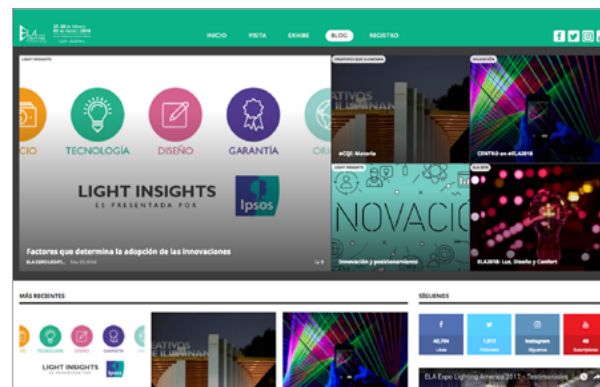
ELA is an integrated platform which allows exhibitor brands to grow and strengthen relationships with the most representative and high-level lighting professionals in the world.

We have created specialized communication channels which enable us to feed an active and robust community in constant search for updated information.

• **Mobile app**  
**+6,100 sessions**



Learn about the **latest news** from ELA and the lighting industry all year.



• **ELA blog**  
**+12,000 unique visitors**

**Highlights and insights** from the lighting market in Mexico, available all the time in our blog.

Our editorial lines:

- Promotion of global talents.
- Light Insights, a national industry study made in collaboration with IPSOS.
- Editorial, allowing the brands to market the innovations and technologies of their products and services.
- Insights & Inspiration.

• **Social media**  
**+45,000 followers**



We update **our community** in each channel with differentiated information from exhibitor brands, lighting experts and other specialized media partners.





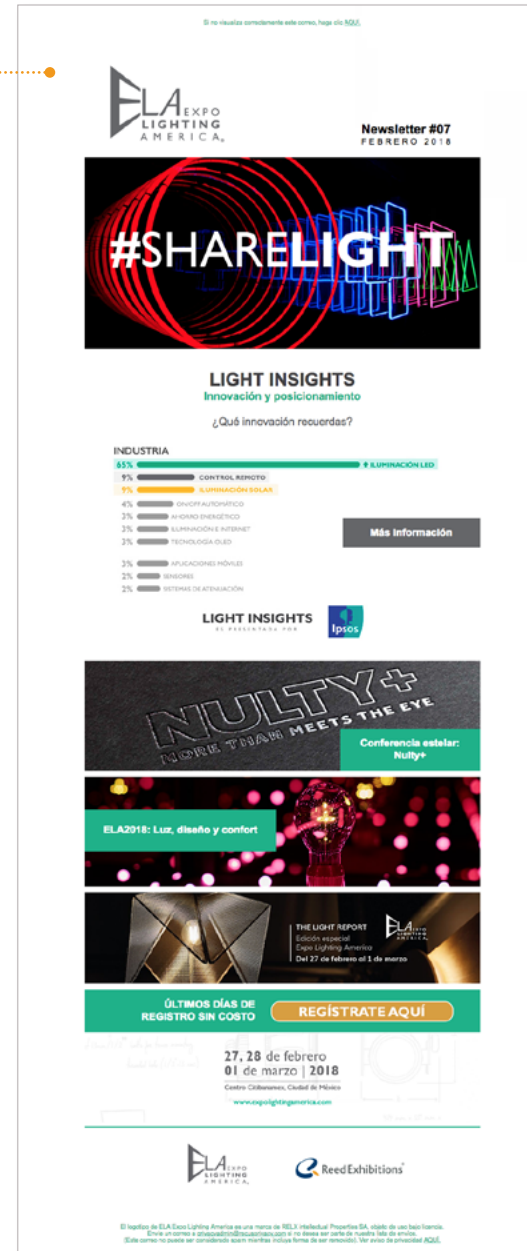
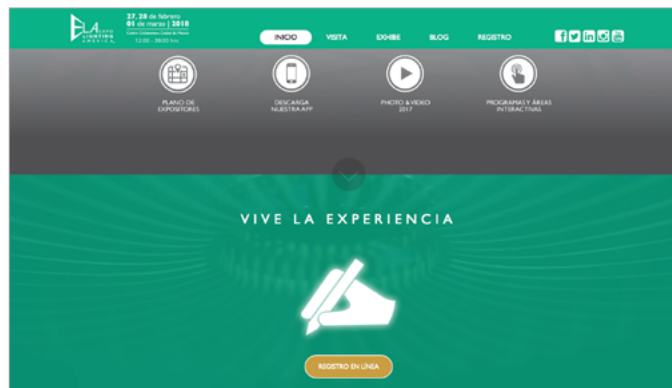
### • #ShareLight

Launched in 2017, **#ShareLight** is our monthly newsletter delivering highlights on industry, products and solutions, projects and events to our lighting enthusiasts community.

### • Matchmaking

**Customized recommendations** for our attendees, sent via email, connecting them with exhibitors based on specific needs and interests.

### • Website +42,000 unique visitors



SPONSORS

33

94  
EXHIBITORS

37

NEW  
EXHIBITORS



Academic partner:  
**centro.**

Partnerships:



Communication channels:

- Mail
- Newsletter #ShareLight
- Blog
- Global and local media (digital/printed)
- Strategic partnerships
- Social media

# LIGHT DESIGN AND COMFORT

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The Latin American lighting market promotes the participation of an audience interested in light as an element that creates experiences and improves people's quality of life.

This industry has surmounted the form-function gap, and seeks to find new paths to explore through comfort, culture, technological development and responsible design.

With a wide array of programs and activities in our exhibition floor, we captured the essence of our 2018 topic:

ACCESS TUNNEL

#CIRCADIAN



SHOWROOM



CONFERENCE

PROGRAM



INSIGHTS & INSPIRATION





## CONFERENCES

To create an **educational program with conferences and workshops**, we work hand in hand with brands, organizations, specialized media outlets and industry leaders to identify the most relevant topics based on industry's interests.

**Conferences and workshops** take place in dedicated and specially designed areas inside our exhibition floor.



**90%** satisfaction from attendee's



**9** master conferences



**3** keynote presentations



**15** speakers



**12** sponsoring brands



speakers from **5** different countries

## LIGHTROOM LAB



**LightroomLAB** is a collaboration between **lightroom.lighting** and **Expo Lighting America**. This qualitative research laboratory identifies the triggers of social innovation in Latin American lighting and develops a lighting approach focused on people and the smart use of technology.



**4** Presentations



**8** Keynote speakers

## WORKSHOPS

Lighting is an art better learned through practice. Together with brands and organizations, we offer a wide range of **specialized and practical workshops**.



**45** Workshops



**9** brands

Access to this program is restricted by direct invitations from the ELA educational committee and **lightroom.lighting** to young lighting talents currently coursing postgraduate studies in lighting and related specializations.



# INTERACTIVE AREAS

## ELA SHOWROOM



**ELA Showroom** is a collaborative area combining the young talent of local designers with the experience of the best lighting brands in Mexico. This area is formed by three spaces that recreate different atmospheres highlighted by their interior design and carefully selected lighting.

This institutional area is the first place of interaction with our attendees and also works as an access hall to begin the tour of our exhibition floor.

Developed by Perche, Armatoste and Chic Haus



DIEZ COMPANY  
*diseño que inspira*

EUREKA  
a division of the LUMINARES GROUP

GTEC  
ILUMINACION

LAMP  
LIGHTING

AcuityBrands.

LEDVANCE

OSRAM

davidpompa

.DECIMAL

## ELA CONNECT

**ELA CONNECT** is the meeting point inside Expo Lighting America. This lounge area allows attendees to meet in a relaxed environment and share with other lighting enthusiasts or simply take a break from walking our exhibition floor.

Designed by davidpompa



**2 Meet & Greet's**  
**ELA CONNECT** also hosts our meet & greet activities, where attendees can interact one on one with keynote speakers, lighting experts and other industry leaders attending the show.

## ACCESS TUNNEL

#Circadian developed with Traxon technology

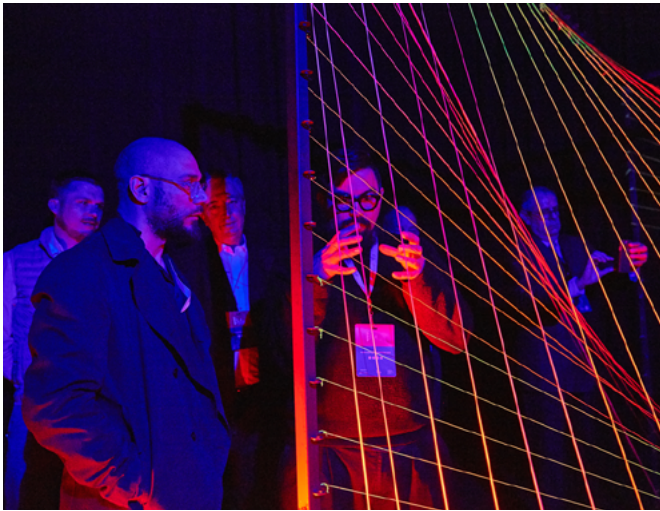
OSRAM

traxone:cue  
AN OSRAM BUSINESS

Designed by LIGHTROOM



## DARKROOM



ELA DarkRoom is a pavilion composed of galleries which allow attendees to focus in lighting, its effects and influence. These blackout areas enable brands and artists to present specific applications, as well as artistic installations, highlighting the value of light in space.

### DarkRooms 2018:

- #Siluetas by LTD in collaboration with ANNILUCE, DGA, BARTHELME y MAE
- #RedSocial by CENTRO in collaboration with SELCA
- #LIMBOsemillas by Limbo



## MEDIA CENTER



Our **Media Center** gathers an exclusive group of outlets from the lighting, design and architectural worlds and allows them to interact with exhibitors, speakers from our educational program and attendees in general.

This space is designed collaboratively with a local designer who creates the perfect showcase for our media partners, allowing them to present both their printed and digital editorial content on-site review or takeaway.

Designed in 2018 by Candela Estudio

### Media Partners:



### Associate media:



## INSIGHTS & INSPIRATION

collects views and opinions from a group of light enthusiasts including industry professionals, opinion leaders and consolidated, as well as emerging, talents from the lighting, design and architectural scene in latin america.

Some of the columnists that have participated in our three volumes are Gustavo Avilés, Elías Cisneros, Cocolab, Tupac Martir, Shuji Nakamura, Anna Sandgren, Esteban Suárez and Paulina Villalobos.



Each year, we bring together a **multidisciplinary group of experts** who use their knowledge and experience to identify the top global trends in the industry, particularly highlighting the professional and consumer markets in Latin America.

### 2018 EXPERTS PANEL:



### PREVIOUS EDITIONS:







# LIGHT & TECH 2019

## #ELA2019: LIGHT & TECH

**Innovation** is a constant in all fields within technological development and lighting is not an exception. Technological convergence is an inexorable phenomenon along this disruptive evolution. Through our 2019 topic, we encourage exhibitors and attendees to think about the possibilities for light, taking advantage of developments in IoT, Connectivity, AI and other transformative technologies which are changing the world as we've come to know it.



ELA EXPO  
LIGHTING  
AMERICA®

L I  
G H T &  
T E  
C H

(LIGHT&TECH)

05, 06 & 07  
MARCH 2019  
Centro Citibanamex, Mexico City

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