



SPONSOR OPPORTUNITIES

LiGH^T25

19 & 20 NOVEMBER 2025 • BUSINESS DESIGN CENTRE • LONDON

lightexpo.london



Sponsorship opportunities

- Photography
- Social Media
- Show Guide Advertising
- Internal Branding
- Fonebox Branding
- Bar Branding
- Digital Escalator Branding
- Jack's Restaurant
- Digital Directional Signage
- Freestanding Screens
- Outside Space
- External Branding
- Tote Bag Branding
- Badge Branding
- Lanyard Branding
- Bar Sponsorship
- Associations Lounge
- LiGHT WORK

Photography (includes credit rights)

We appreciate that when you have invested time, money, and effort into your stand for **LIGHT 25**, you want to promote your involvement in the show in the lead up to the event and then also capture moments during the event. We also appreciate that in the weeks ahead of the show, tasks such as PR and photography can sometimes be overlooked.

CHOOSE BETWEEN THE FOLLOWING PACKAGES:

Product Photography x 10

- High-quality photos of individual products.
- Styled and contextual images showing products in use.
- Detailed images highlighting product features.

Event Highlights Photography x 10

- Photos capturing the exhibitor's interactions during the event.
- Coverage of presentations, demos, or talks hosted by the exhibitor.
- Shots of visitors engaging with the exhibitor's stand.

We are offering all exhibitors the opportunity of guaranteed editorial and social media promotion in the run-up to the show and also the chance to use our photographers during the show itself.

Videographer services are also available on request, please contact us for more info.

Social Media-Optimised Photos x 10

- Landscape and portrait images tailored for social platforms.
- Custom graphics or overlays with the exhibitor's branding & event hashtags.

PRICES

- 1 x photography package £350 + VAT**
- 2 x photography packages £650 + VAT**
- 3 x photography packages £950 + VAT**

All prices + VAT

BOOK BEFORE 1ST SEPTEMBER FOR 10% DISCOUNT



Social Media

Guaranteed Social Media + Editorial

Why not purchase a social media and editorial promotion package for the run up to the show?

This includes:

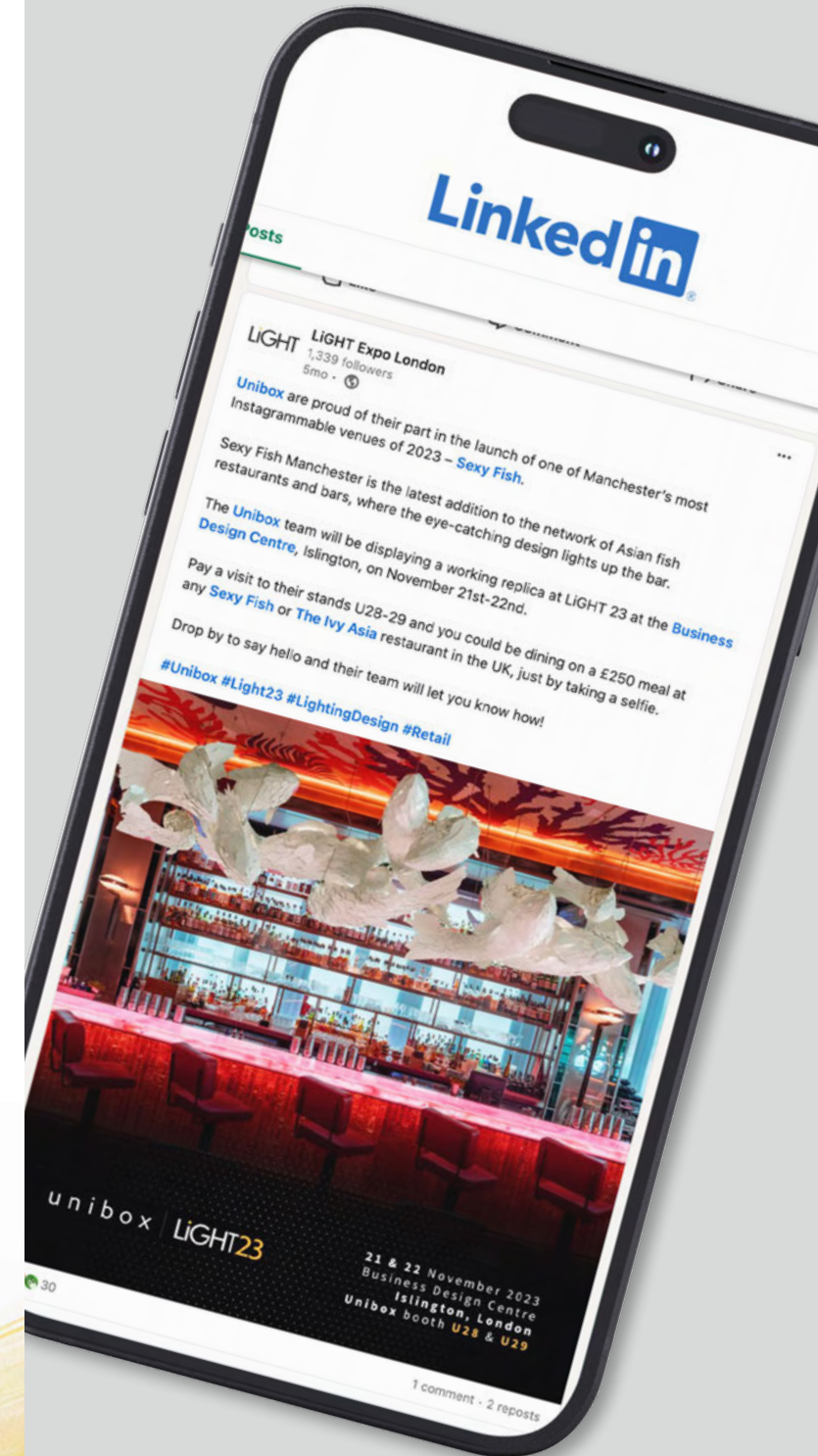
2 x LinkedIn posts via the LiGHT 25 business page
2 x posts on the LiGHT 25 instagram page

You will also receive guaranteed inclusion in the **arc** magazine or **darç** magazine show preview, with an enhanced product entry.

PRICE

£750 + VAT

BOOK BEFORE 1ST SEPTEMBER FOR 10% DISCOUNT





Full Page Example

Double Page Example



Show Guide Advertising

The **LiGHT 25** digital show guide is sent to all registered visitors past and present, plus [d]arc media's extensive international digital database - made up of 12,000 industry professionals working with light around the world.

The digital show guide is a visitor's window into **LiGHT**, providing information on key features, facilities, exhibitor information, talks programme details and more.

Sent out on email two-weeks before; one week before; the day before; and then in the morning on both days of **LiGHT 25**, this is the perfect opportunity to reinforce your brand and stand number.

The online show guide will also be shared via **LiGHT's** LinkedIn and Instagram pages and be available for visitors to access through a QR code at various points onsite.

ADVERTISING PRICES

Full Page £1500 + VAT

- Show guide advert is free if 3 x full page print adverts are booked in arc or darc magazine during 2025 calendar year.

Double Page Spread £2250 + VAT



Internal Branding

Clip Frame Branding

Keep your brand alive during the entire event. As visitors move around the venue, these clip frames can make sure your brand moves with them.

A range of strategically positioned clip frames are visible throughout the Business Design Centre.

No less than 20 x A2 internal frames are in high-traffic areas around the venue, close to the entrance and exit points. The price is **£200.00** + VAT per clip frame for the duration of the event.

You have the option to pre-print the signs, ready for installation before the show, or if you prefer, you can send the design files to us to process, and we will let you know the cost to have them printed.

The facilities within the Business Design Centre also have A4 sized fitted frames on the back of the toilet doors, of which there are 60, and these are charged at **£70.00** + VAT per frame during the event, with a minimum uptake of 30 frames in the main hall, or all eight in the Gallery Hall.

*Clip frame map available on request.



Internal Branding

Charging Station Branding

Take charge of your visibility!

Advertising on the phone charging stations around the venue when visitors are least likely to expect to see your brand is a smart way to capture their attention. Think about adding your stand number, new products, or simply your brand logo to entice them to visit.

There are four points where visitors can lock away their phones safely on charge. These are in the following areas:

- Front of House Receptions
- By the Organisers Office
- Gallery Hall Reception
- Talks Programme Entrance

*location map available on request

The cost for branding these is **£600.00** + VAT for one Fonebox, **£1000.00** + VAT for two, or **£1500.00** + VAT for all four.



Barford Bar and Berners Bar Branding

These brand activation sites are high visibility destinations at the top of the two main staircases leading to the middle of the Gallery Level, where visitors can buy refreshments throughout the event's opening times.

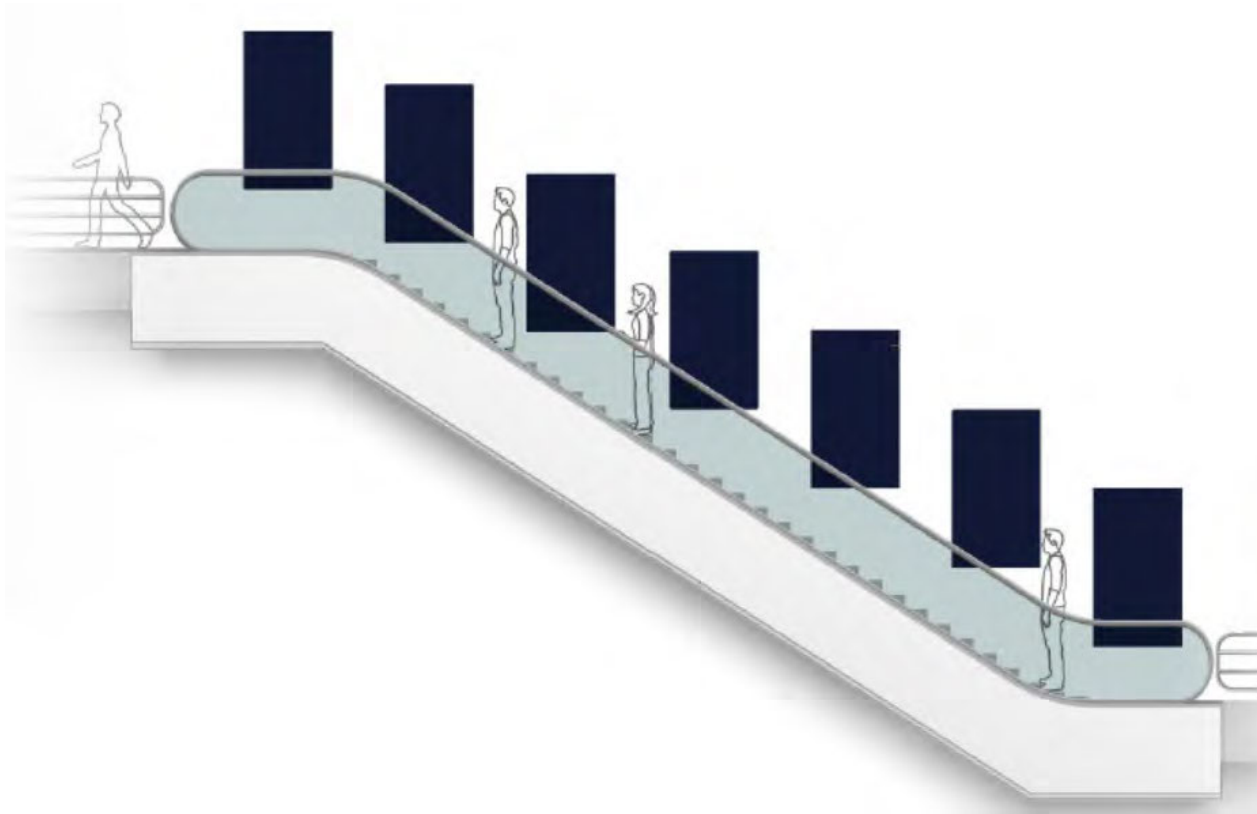
Both bars are available for branding for the duration of your event. The total is £1,390 +VAT per bar and includes your choice of print on:

- The walkway-facing fridge
- The ironwork above the bar
- The 'Booth Bites' name panels (all four sides)
- The circle feature behind the bar

Berners Bar is on your left (above the Organisers Office) and Barford Bar is on the right (next to the conference rooms)

Barford Bar - **SOLD**

Berners Bar - Available



Digital Escalator Branding

Escalator Screens

Repetition is key!

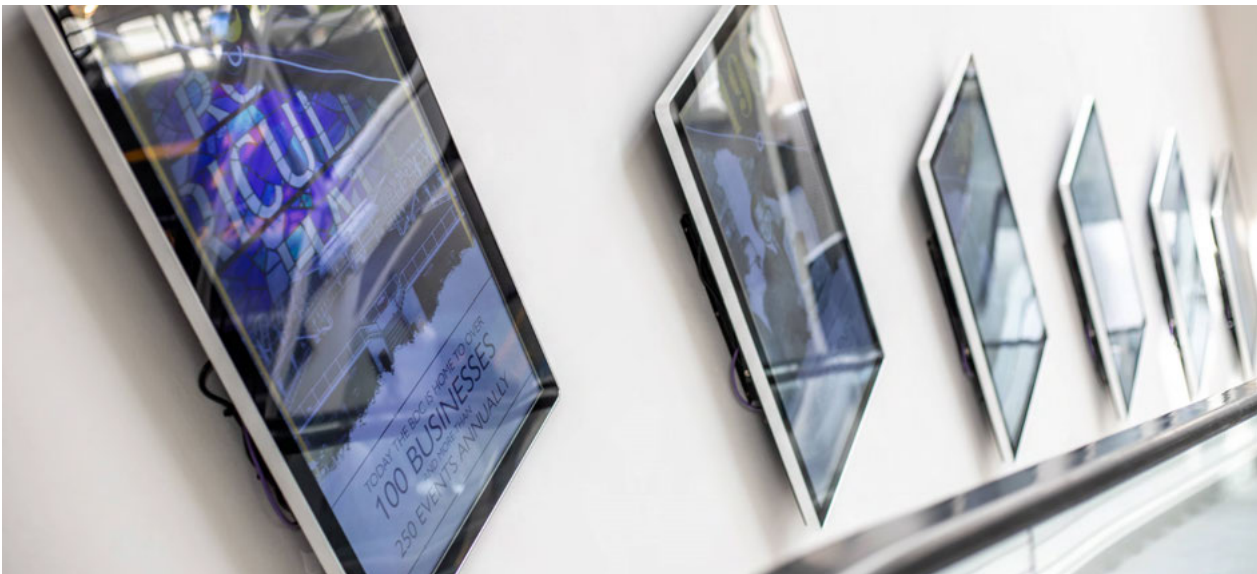
There are seven highly visible digital screens positioned equally up the escalator at the entrance/exit of the Business Design Centre.

The escalator screens can provide the perfect backdrop-message for your brand, or even include a set of advertisements at any one time.

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£790.00 + VAT per screen or **£4,900.00** + VAT for all 7 screens for the entirety of **LiGHT 25**.

This includes one change per day throughout **LiGHT 25**, and you can host up to five slides, or a video on each screen.





Jack's Restaurant

Cafe Area

Everyone will require a break at some point during their visit to **LIGHT 25** and we're offering you the unique opportunity to sponsor the area and engage with visitors when they are in a more casual and relaxed environment.

The main sponsor has this amazing opportunity to run their promotional video content on the screen projector and supply their own branded items, such as napkins, coffee cups, cup holders, as well as t-shirts and aprons for the restaurant team to wear.

Take advantage of a takeover for **£2000** + VAT per day.



Digital Directional Signage

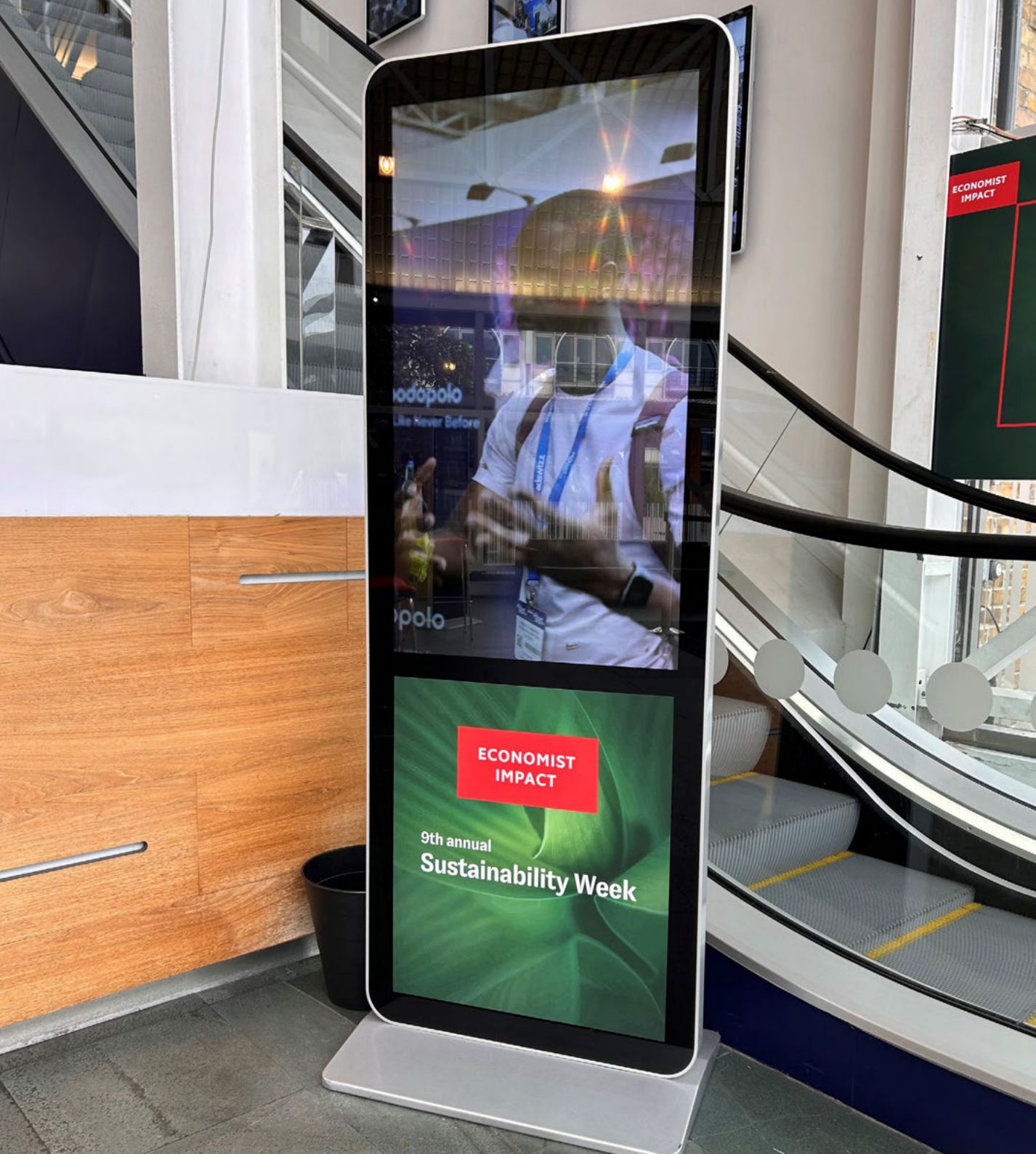
Screen Signage

Advertise on the high-resolution screens to direct visitors to your stand location and help increase awareness of your participation at **LIGHT 25**. Introduce products and even video content directly onto the screens. Make use of 2-5 slides per screen for the entire event.

Prices range between **£2,000** and **£4,500** for the entire event, depending on the screen's location / the combination of screens chosen.

A detailed location map and individual screen pricing can be provided on request.

For 6 + slides or multimedia, such as video, this will incur an admin fee of **£590.00** + VAT for the initial setup/configuration, and a further £190.00 + VAT per set of changes each day, should you require them.



Free Standing Screens

For Static Branding

Elevate your brand and support your participation at **LIGHT 25** on up to six of the freestanding digital directional screens around the show, by advertising on the lower 40% of the screen space with static poster placements.

Charged at **£500.00** + VAT per screen for the two days. Price includes print and install.

For the screen locations, please request from jp.etchells@mondiale.co.uk



Outside Space

Lower Forecourt*

Why not extend your stand space to the exterior area and hire the lower forecourt area?

This is available for **£3,000.00** + VAT per open day and provides a wonderful place to locate a creative installation or further exhibition space.

* Subject to availability





External Branding

Billboard Sites*

First impressions count!

Your customers are coming, do not miss this opportunity to reach them effectively.

A genuinely exciting advertising opportunity to impress visitors to **LiGHT 25** in the form of eye-catching billboards. Your advertisement(s) can work on various levels depending on your strategy.

Prime location

Facing incoming and outgoing visitors to **LiGHT 25**.

Think smart!

Aligning the Billboard advertisement(s) to your current campaigns inside arc or darc magazines; especially in the issues circulated at the show will inspire awareness of your brand and products during **LiGHT 25**.

Reach visitors with your stand number on the Billboard(s) to help navigate them on the floorplan to your stand location.

Charged at **£3,350.00** + VAT per site.

* These are subject to availability



Tote Bag Branding

Promote Your Brand Logo

Who doesn't love a tote bag? Distributed at various high traffic points throughout the show, including the registration desk, main staircases, LiGHT WORK co-working space, and the Associations Lounge, promote your brand logo alongside the LiGHT 25 logo to thousands of visitors by sponsoring our high quality tote bags. A minimum of 500 will be made available for visitors to take away and reuse time and time again.

The cost for branding these starts at **£3,000** + VAT.

LiGH**T**25

**YOUR LOGO
HERE**

STAND #00

Name

Job Title

Company



VISITOR

Badge Branding

Promote Your Brand Logo and Stand Number

SOLD

Have your brand logo (in colour) and stand number visible on all badges, in the top right-hand corner.

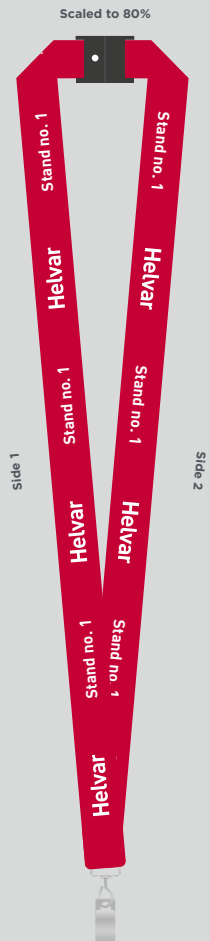
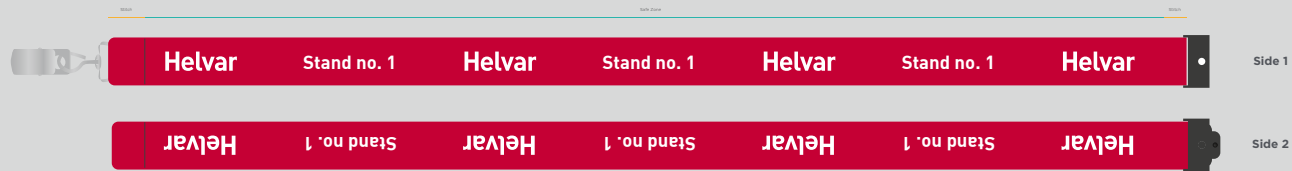
Visitors will be able to print their badge off before arriving to the show, allowing for your brand logo and stand number to be visible in advance.

Your logo and stand number will be fixed to the lanyards of visitors for two days, as they move around the exhibition.

The cost for branding these is **£6,000** + VAT.

FULL COLOUR LANYARD

20x900mm



Lanyard Branding

Promote Your Brand Logo and Stand Number

With more than 5,000 visitors expected to walk through the Business Design Centre doors during LiGHT 24, there are few better ways to strengthen your brand visibility than by sponsoring our badge lanyards, which will be available for visitors to collect at the registration desks.

The cost for branding these is **£6,000** + VAT.



Bar Sponsorship

The Decorative & Design exhibitors space, will host just one of two dedicated bars at **LIGHT 25**. Refreshments and light lunch options can be served throughout the day, with alcoholic options made available during the late-night.

As a sponsor, you will receive:

- Branding across all on-site signage relating to the Interiors Bar
- Branding of the bar itself and back walls
- Branding across all marketing, press release content, and social media posts surrounding bar specific content
- At least one dedicated email to [d]arc media's database promoting the bar as a special feature at the show
- Product placement above the bar / on the bar walls
- 2 x members of staff on-site to assist with any visitor enquiries
- Photos of the bar for marketing purposes following the show

Cost: **£6,000** + VAT

- Cocktails available during late-night opening for an additional cost





Associations Lounge Sponsorship

The Associations Lounge is the shared home of lighting associations IALD, ILP, the LIA, SLL and DALI Alliance. The associations utilise this space to host existing and potential new members. They will also take part in and help promote a small secondary talks programme in the lounge.

For 2025, the space will also host a drinks event on the opening day as well as a networking lunch on the second day of the show.

This will be a key meet-up point for visitors during LiGHT 25.

As a sponsor, you will receive:

- Branding across all on-site signage relating to the Associations Lounge
- Branding across all marketing, press release content, and social media posts surrounding the Associations Lounge
- At least one dedicated email to [d]arc media's database promoting the Associations Lounge as a special feature at the show
- Product placement within the Associations Lounge
- Brochure placement within the Associations Lounge
- Photos of the Associations Lounge for marketing purposes following the show

Cost: **£10,000** + VAT



LiGHT WORK Sponsorship

LiGHT WORK is a dedicated area for anyone who needs to complete office tasks during the two-day show, so they don't have to worry about being out of the office. On the Gallery Level of the Business Design Centre, visitors will find a remote office space complete with dedicated wi-fi, charging points, co-working desk space, and complementary coffee to keep those energy levels up, there's no need for them to leave the exhibition to get the job done, we have everything they need on site.

As a sponsor, you will receive:

- Branding across all on-site signage relating to LiGHT WORK
- Branding across all marketing, press release content, and social media posts surrounding LiGHT WORK specific content
- At least one dedicated email to [d]arc media's database promoting LiGHT WORK as a special feature at the show
- Product placement within LiGHT WORK
- Brochure placement within LiGHT WORK
- 2 x members of staff on-site within LiGHT WORK to assist with any visitor enquiries
- Photos of LiGHT WORK for marketing purposes following the show

Cost: **£10,000** + VAT

LiGHT25

[d]arc media

[d]arc media has an intimate knowledge of the lighting specification market, publishing magazines and online content as well as organising dedicated events targeted at lighting designers, architects, interior designers and specifiers.

arc and **darc** magazines are the leading international publications for architectural and decorative lighting specification.

[d]arc awards is the only peer-to-peer awards programme for the lighting design profession since its inaugural event in 2015.

[d]arc sessions is a new networking event bringing suppliers and specifiers together in the relaxed surroundings of international resorts.

LiGHT builds on the success of the much-loved **ARC Show**, which ran from 2004 to 2009 at the Business Design Centre. **LiGHT** is a new offering for lighting design built on [d]arc media's knowledge and experience of the lighting specification market.

Contact

For more information about the opportunities available please get in touch on the details below:

Sales Manager

John-Paul Etchells
jp.etchells@mondiale.co.uk

lightexpo.london