LEDucation 2020 Virtual Trade Show & Conference
Presented Opportunity for Lighting Industry

August 21, 2020, NEW YORK — The LEDucation 2020 Virtual Trade Show and Conference, recently held August 18-19, resulted in a worthwhile experience for exhibitors and their guests, along with webinar attendees. The virtual platform was created to provide lighting education in a safe format and to give 300+ LEDucation lighting and controls exhibitors an opportunity to demonstrate their products, services, and expertise in lieu of the in-person trade show.

“In this changing climate, we are delighted to have been able to provide educational opportunities and an alternative option to keep the lighting community moving forward,” said LEDucation Co-chairs and DLFNY members, Burt Grant and Caroline Rinker. “We want to extend our thanks to all involved—exhibitors, speakers, and sponsors, and to all others who managed to make this happen. We were pleased to see so much participation and received pleasant feedback from attendees, speakers and exhibitors.”

The LEDucation Conference was very well attended. Presenters offered a variety of accredited webinars with topics spanning across the board of lighting trends. LEDucation Presentation Co-chairs and DLFNY members, Wendy Kaplan and Craig Fox said, “We were very happy to be able to offer the educational portion of the show virtually. This enabled people from many parts of the country and the world to attend where they might otherwise not have been able. Perhaps this is a format we should use going forward in conjunction with our live show and programs to give greater access. We appreciate the huge attendance to the programs.”

Charles Cameron, Lighting Controls Manager at SDA and LEDucation speaker states, “I was excited that DLFNY found a new way to present LEDucation. I believe the conference program was of a higher quality than it’s ever been. I also enjoyed how some of the manufactures made very good use of the virtual booths to help us get information on the new products.”

Making the most out of the LEDucation virtual exhibition platform, Inter-lux hosted live chat rooms with their market and brand managers during the show. Vice President of Sales, Antonio Cuccoli stated “LEDucation has always been a very important event for Inter-lux and we were excited to see what a virtual trade show and conference would look like. The organizers at LEDucation did not disappoint! We were able to customize our virtual booth to allow inclusion of a link to the live chat we hosted on Zoom both days of the show. Our reps and customers appreciated the opportunity to view our new products and videos in our virtual booth and chat with us on Zoom to learn more about our tools for lighting.”

Samantha Gumieny, from Barn Light Electric said, “Though the travel arrangements have changed significantly in order to exhibit at our first ever "virtual" trade show, our team is extremely appreciative...
of those in charge of planning and facilitating the event! 2020 has been a year of challenges, but it's also introduced some incredibly innovative ideas and ways to persevere!"

The LEDucation Exhibition Hall will still be available through September 20, 2020. Click here to access.

The 2021 LEDucation Trade Show and Conference is slated to be held in New York City on March 16–17 at the New York Hilton Midtown pending improved conditions.

For news and updates, visit leducation.org

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**About LEDucation**

Introduced in 2007 and organized by the Designers Lighting Forum of New York, LEDucation is the ultimate marketplace for solid-state lighting innovations, giving industry professionals a chance to view new technologies as well as continue their education through a wide range of accredited seminars. LEDucation is a non-profit event, and its proceeds help stimulate future LED advancements by supporting a variety of grants, scholarships and lighting programs.