

Lightpalooza 2022

Produced and Presented by HTSA
AHEAD OF THE CURVE

WEDNESDAY

1: WHERE AND HOW DO I START? QUICK START

Ready to get started in the lighting fixture category? There are many ways to get started; some are much easier than others. Hear dealers and manufacturers discuss low-cost startup strategies to start generating revenue fast. Find out how to get your toe in the door without disrupting the electrical contractors and learn what resources you will need to get going.

- MODERATOR: TBA
- PANELISTS: TBA

2: SIZING THE BRIGHT OPPORTUNITY

Just how big is the lighting fixture opportunity? Is it really going to be bigger than controls? Successful integrators are already generating significant revenue in fixture sales. Come hear how they made fixtures a key part of their business- and what they predict for the future of this emerging category.

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- PANELISTS: TBA

3: DELIVERING LIGHTING DESIGN

Will you learn how to become a lighting designer, bring one onto your staff, or outsource this critical component to professional designers? It pays to have a clear vision for the future, whether you intend to grow it, hire it, or outsource it. Our panelists will discuss options for filling in the skill gap needed to put the right light in the right place.

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4: TRADE PARTNERS: FRIEND OR FOE?

Lighting fixtures can quickly become a battleground, and that won't help your business in the long run. Learn who is already selling fixtures to the jobs, how to negotiate to get the sale, and how to build long term relationships with trade partners that will bring you a steady stream of projects.

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THURSDAY

5: SHOWROOMS: CORE CONCEPTS

Light and sound are both radiant energies better experienced in person- is your facility ready to show clients why they should buy fixtures from you? Hear how dealers are using their showrooms and learn how designers are crafting immersive experiences that will wow your customers. From small rooms to entire stores, come see how integrators are transforming spaces to grow sales.

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6: LIGHTING: YOUR COMPANY, ALL IN

So you're on board with fixture sales- is your team ready and excited? Get strategies for motivating your sales team that will jump-start sales and begin generating revenue quickly. Hear how integrators large and small are moving beyond pet projects to company-wide adoption through training, demos, education, and incentives.

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7: NEW PROJECT MANAGEMENT CHALLENGES

Lighting fixtures are a new ballgame; is your playbook ready? Successful project management will require a higher level of coordination with trades, new skills, and a deeper understanding of both the techniques and technologies of lighting. Join our panelists as they discuss solutions for framing conflicts, design changes, supply issues, and tricky trade partners.

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8: WHERE AND HOW DO I START? PRODUCT/VENDOR STRATEGIES

It took you years to get the perfect lineup of audio-visual suppliers, but it does not need to take that long with lighting fixtures. Hear which manufacturers play well with integrators and which don't, learn the essentials of building a focused linecard that will protect your sale and your customer's results at the same time.

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