FACILITY TOUR
Conyers Center for Light & Space
1400 Lester road
Conyers, GA 30012

Twenty-four miles east of Atlanta housed in the Acuity Brands Corporate Campus, the Conyers Center for Light & Space features multiple classrooms and product display areas including industrial, outdoor, commercial, residential and various retail settings. Visitors will walk through the center and experience real world applications, hear from and visit with the Product Marketing teams as well as members of the Sr Management Team from Acuity who will share insight on the business environment, the company and its strategic direction.

GENERAL SESSIONS
Josh Linenberger, Vice President of Atrius Applied Solutions at Acuity Brands is presenting our two General Sessions.

IoT Overview – How it Works, Who are the Players and How do I Fit In? Josh will give an overview of the IoT Ecosystem including the different pieces of the IoT Ecosystem: who they are and what they do, how IoT intersects the lighting world, how Acuity fits into the system and what we're doing and finally, how NALMCO members can plan in the space.

IoT Applications – Segments Capitalizing on the Technology. Josh will discuss applications of IoT including Asset Tracking and Way Finding and include examples from segments such as airports and retail that are monetizing the value of the technology.

Josh Linenberger has 22 years in the electrical field with experience in manufacturing, rep, distributor, and contractor positions. Key focus on emerging technologies in the lighting and controls space: power-line communications, POE, IOT, RDM. The last two-and-a-half years have been spent solely on IoT platforms and SaaS analytics. Josh drives the IoT initiative for Acuity as its VP of Atrius Applied Solutions.

LEARNING LABS
Lighting Industrial and High Demand Spaces with LED Technology *Acuity Brands, Inc.*
Jacob Palombo, director of product management-industrial, will examine typical industrial and high demand spaces and the types of lighting products used. He also will talk about considerations in the spaces to yield properly lit and dependable lighting solutions for customers including when utilizing LED components.

Emergency LED Lighting *Aleddra LED Lighting*
LED lights have been used for retrofitting existing lamps and fixtures extensively. However, the existing emergency ballast was not designed to work to the LED lights, or more accurately, the LED drivers. This has caused NALMCO members some headache on providing a suitable energy-efficient upgrade for emergency lighting. Using a large battery pack to power an LED driver in full capacity is costly, whereas installing a separate LED emergency lighting system is both labor-intensive and expensive. Recent development on emergency LED lighting technology offers a new and more cost-effective alternative and would benefit the end user as well as NALMCO members on energy-efficient emergency lighting upgrade. This presentation reviews the background information on emergency lighting standard, goes over the LED emergency lighting options, and compares different emergency LED T8 designs as a case study. The attendees will walk away with a Frequently Asked Questions list on Emergency LED Lighting.

Wireless Controls for Light Intensity and Colors *Espen Technology*
This session will delve into the affect lighting intensity and color can have on humans, including tools that are available to control lighting for a positive human experience.

Micro-learning: Driving Learning with Gamification *Lighting Resources*
This session will guide participants through the science behind gamification and micro-learning, while guiding them through the process of creating a gamified learning module. This concept has broad applicability, from marketing and sales to training reinforcement and certification programs.

In this session, you will:
1. Gain understanding of gamification as a broad concept.
2. Receive an introduction of strategies that harness the impact of micro-engagements.
3. Get a firm grasp of the principle that lead play to engagement, which leads to concrete results.

The Compelling Case for Wireless Bluetooth Mesh Lighting Control *Linmore LED*
Lighting controls generally increase a project's payback period even when including the increased energy savings and reduction in maintenance expense. Bluetooth mesh lighting controls reduce the material expense, increase the speed of implementation and deliver the interoperability and granular luminaire control that make wireless lighting controls attractive. This session will provide an understanding of the use case for Bluetooth mesh lighting control.

In this session, you will:
1. Review wireless lighting control systems.
2. Understand cost/benefit relationship of lighting controls.
3. Discover why Bluetooth mesh lighting controls improve that cost/benefit ratio.
4. Illustrate a basic Bluetooth mesh lighting control system layout and capabilities.

Controls and the IoT – We all have to be better! *Luminance Brands*
In a price-driven environment, supported by a race-to-the bottom sales philosophy, our clients are susceptible to making decision that place them in a "no-win" situation as we continue to approach the coming IoT-Future – we all have to be better! As professionals we must stop this practice of proposing the cheapest option and get back to the practice of "being" the solution for our client-base. NOW is the time to invest in this practice and begin to leverage the future opportunities that follow. In this presentation we will discuss potential traps that are being set and how we can all support the industry through a commitment to selling the right solution rather than the cheapest. I look forward to seeing all of you at NALMCO's Spring Conference!

Doing More with Less (Lumens) *MaxLite*
What good do your lumens do if they're not usable? You already know that replacing HID with LED saves energy and money, but high efficacy does not necessarily equate to high quality when it comes to outdoor lighting. Learn the difference between total lumens vs. usable light and why it matters to your outdoor lighting projects. By sharing case studies and best practices, we'll arm you with the knowledge you need to create effective lighting layouts that eliminate lumen waste and help your customers choose the most energy- and cost-efficient LED solution to meet their lighting needs and budgets.

In this session, you will:
1. Gain a deeper understanding of light distribution in order to more effectively evaluate and recommend outdoor lighting solutions to your customers.
2. Learn the difference between usable and wasted light, and its importance to lighting layouts and product evaluation.
3. Understand optic control efficiency and its impact on lumen loss.
4. Learn about the latest in LED outdoor lighting trends.

Using Networked Control Lighting Systems and IoT to Increase Service Revenue and Win More Projects *Retrolux*
Network Controlled Lighting Systems and IoT are critical to winning more projects and Increasing service revenue lost as more sockets transition to LEDS with longer lifespans. Network control lighting systems and IoT both will add more devices in each building that will require maintenance over the life of the system. Plus, when fixtures, lamps, control and sensors are connected to the internet, it creates a new opportunity for service revenue since many of those devices will be considered critical to the applications running on them, meaning outages will require near immediate maintenance. Learn how to leverage software to take advantage of this tremendous opportunity to position your business for growth and market leading position. Finally, hear a case study from a national account implementation and how software is dramatically reducing the time and complexity for commissioning a network-controlled lighting system with indoor positioning IoT system.

Expressing the True Value of Energy Projects Using Your Customers' Own Yardsticks
Selling Energy
There is now a wealth of empirical evidence connecting the dots between intelligently specified lighting and highly desirable business outcomes that extend far beyond lower utility bills. Properly presented, that evidence can reveal the perils of specifying "lowest first cost;" debunk "split incentives" between developers, landlords, and tenants; and much more. This fast-paced session will explore examples taken from several market segments and demonstrate how enhanced lighting and control can drive core business benefits for all stakeholders. Learn how to "connect the dots" as you approach your own customers, regardless of the segment. Reframing the benefits of your solutions using the correct jargon, yardsticks and sound bites will facilitate cross-selling and up-serving, get new proposals approved, and revitalize previously ignored or rejected ones.

Finding New Market Opportunities in 2020 and Beyond: How Software and Online Marketplaces are Becoming a Growth Driver for the Retrofit Business *Snapcount*
In an industry facing challenges such as a labor shortage and a general struggle to differentiate from competition, lighting retrofitters must find new avenues to grow their businesses. This session will provide insight on how software and online marketplaces, like those of Salesforce.com and Amazon, will completely transform the speed and reach of lighting retrofit players and prepare your business for this massive change that's already underway.

In this session, you will learn how to navigate and grow your business in the digital shift with the use of software and online marketplaces.

Benefits of Networked Lighting Beyond Energy Savings *Synapse Wireless*
The largest reason for implementing Networked Lighting Controls used to be for energy savings with the luminaire. Today the reasons for Networked Lighting Controls goes way beyond energy savings of the luminaire and a two-year ROI payback. There are over 50 reasons for Networked Lighting. Some of the key areas of focus are IoT (Internet of Things), IIoT (Industrial Internet of Things), Energy monitoring of machines, luminaire health, luminaire asset information for generating work orders, DLC requirements, Energy Standards and safety; just to mention a few.

This session will share examples of real installations and applications the industry is working towards. Several large luminaire OEMs are working on these applications today. In the next two years the applications will explode and become available to the entire industry. Networked Lighting Controls will become a must have for lighting jobs of the future.

This session will:
1. Show how Networked Lighting Controls can provide additional value.
2. Show use cases for diverse applications.
3. Discuss DLC requirements for Version 4 Networked Lighting Control.
4. Discuss Energy Standards and requirements.

Lighting Trends in the Retrofit Market *TechBrite*
How you approach lighting trends very much changes the way you install, price and package a job. The session will explore two or three top lighting trends in the retrofit market and how those trends impact the installation process, quoting process and end user. You will be better able to present solutions, begin the process of creating value and become a trusted advisor to clients by being knowledgeable on industry trends and how the client can/will be impacted. Examples (case studies) will be provided to support the content.