



2024 MARKETING SOLUTIONS KIT

**Meet the decision  
makers creating live  
event experiences.**



**LDI**



**LIVEDESIGN**

**LDI 2024**  
DECEMBER 8-10  
LAS VEGAS, LVCC WEST HALL

# Connecting with customers is more complex than ever.

I need to understand my **buyers**

I want to **ramp up my sales**

I need to **get my technology** in front of more brands

I want to find new buyers **quicker** and **easier**

## We make it easy.



# Our followers are your customers: invest in solutions that elevate your brand to this community.

225,000+

Total audience reach

12,000+

Event attendees

45,000+

Newsletter subscribers

70,000+

Social followers

130,000+

Monthly page views

## LDI buyers- Who they are



Content/Media Creators



Purchasing Managers



System Integrators



Corporate Executives



Directors/Producers

Riggers/Stagehands/Technicians

Lighting Designers

Event Managers

Production/Stage Managers

Programmers

Sales/Marketing Professionals

## Buyers cover the full range of event experiences



Broadcast/Film/Video Production



Concerts/Special Events



Corporate Events



Dealer/Distributor/Rental Operations



Education



Hospitality/Nightclubs/Restaurants



Theatre/Dance/Opera



Sports Facilities/Indoor Entertainment



Venues



Worship Technologies

# We know them **by name** and **by interests**

It takes **up to 14 touchpoints with a brand** before a buyer takes action.  
We can help you make those connections, so that you get the sell.



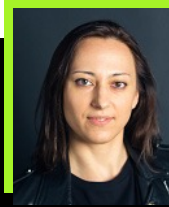
**Jules**  
**Lighting Designer**  
Self-employed

- Attends LDInsitute hands-on training
- Subscribes to Live Design News Wire
- Visits Live Design 5x - 15x per month
- Interests: consoles, fixtures, new products, mentoring, diversity, networking



**Jonathon**  
**Owner**  
Production Company

- Attends LDI trade show
- Subscribes to Live Design News Wire
- Clicked 12 email links in 30 days
- Interests: moving lights, consoles, staging, special effects, audio



**Laura**  
**Content Creator**  
Live Events, Concerts

- Attends LDI every year
- Follows Live Design on Facebook
- Visits Live Design 3x - 8x per month
- Clicked 8 email links in 30 days
- Interests: tech, gear, software, LED/screens, inclusion, training



**Robert**  
**Producer**  
Large Stadium

- Attends LDI
- Subscribes to Live Design News Wire
- Visits Live Design 3x - 10x per month
- Interests: LDInnovation Conference, new gear, networking,



CIRQUE DU SOLEIL



Gensler



FAMOUS GROUP

Google



MOMENT  
FACTORY

Based on real people.

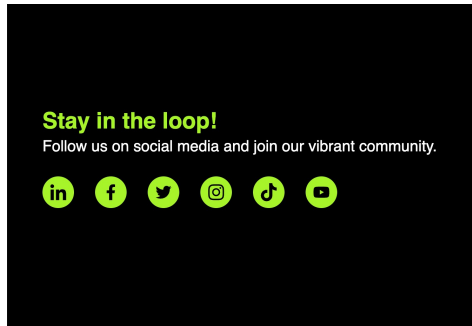


# And we reach them everyday at **Live Design online, LDI** and **across the web** throughout the year.

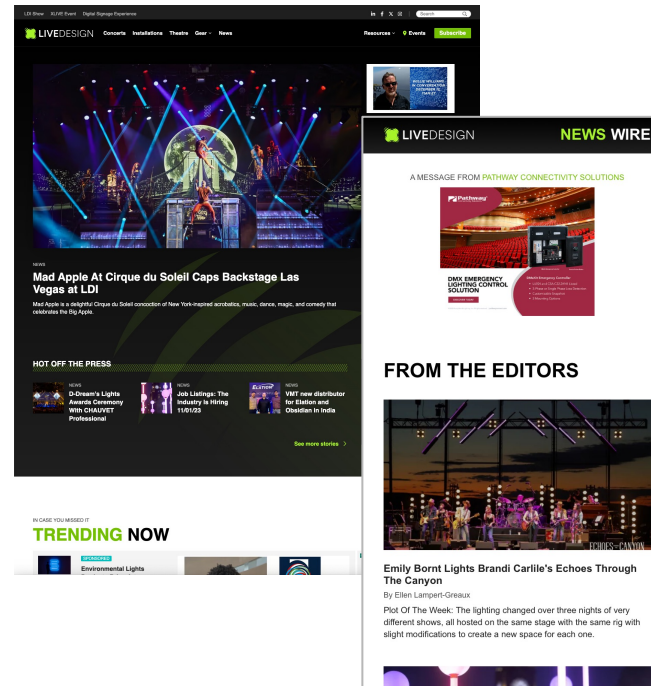
## NETWORKING



## CONTENT MARKETING



## CONTEXTUAL ADVERTISING



## MARKETING REACH FOR...

### IMPACT

- Website Display Ads
- Video/Social Reels
- Newsletters
- Social Media marketing
- Audience Amplification
- Targeted Emails

### STORYTELLING

- Sponsored Content/Native
- Social Stories
- Instagram Q&A
- Frontline Q&A Whitepaper
- Spotlight 3\*2\*1 Video Interview

### LEAD GENERATION

- Custom Webinar
- Content Syndication
- Social Contests
- Roadshow Roundtable
- 5-day Email Course

We rock the tech that rocks the party. **Everyone is here.**

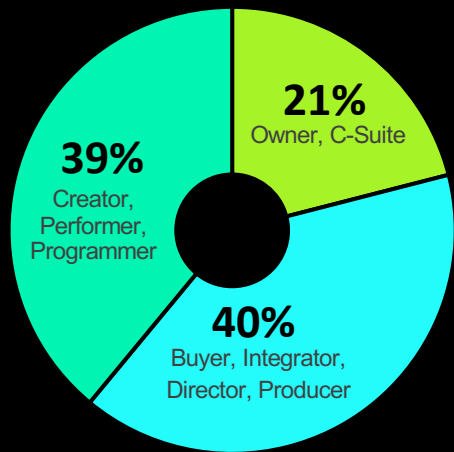


**12,000+**  
Attendees

**350+**  
Exhibitors

“I was able to **meet many of our reps** on the show floor and **get insight on new products** I wouldn't have otherwise looked into.”  
- Freelance Production Designer

Meet with owners, buyers, directors and creators!



Attendees come to see, ask questions and buy!



**81%**  
Demo New Gear



**69%**  
Source New Suppliers



**78%**  
Have Purchasing Power



**35%**  
First-Time Attendees



# LDI and DSE will be side by side again in 2024!

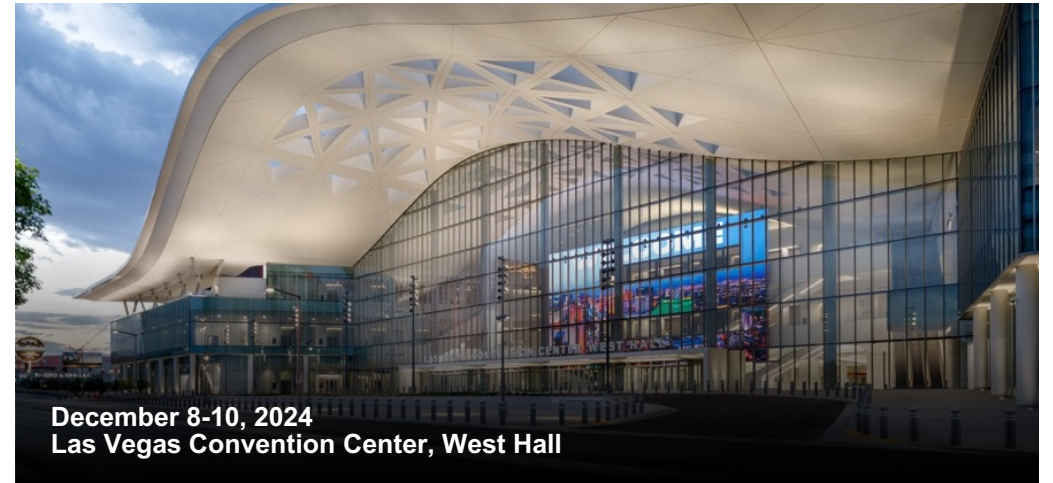
The cross-over expansion will provide even **more networking, more technology, more inspiration for a bigger experience.** The co-location will offer shared experiences, while maintaining separate expo and conference spaces.



LDI connects the entire entertainment, design, and technology community with manufacturers of state-of-the-art gear, and professional training from industry leaders.



Digital Signage Experience (DSE) explores every aspect of digital and interactive display technology, from concept and design to content and analytics.



**15,000+**

Attendees

**550+**

Exhibitors

**100+**

Sessions

**50+**

Pro Training


**8+**

Activations

**Unlimited**

Networking

**Exhibitor presence  
means making a lasting  
impression that extends  
beyond just knowing  
your name.**

A graphic of several stylized, overlapping green leaves or petals, positioned on the right side of the slide, partially overlapping the text area.

# Exhibit at LDI

## Cost to Exhibit (price per sq. ft. unless otherwise notated)

Inline	\$47.00/sq. ft.
Corner	\$53.00/sq. ft.
Peninsula	\$51.00/sq. ft.
Island Premiums	
900 sq. ft. & under	\$48.00/sq. ft.
901-2,800+ sq. ft.	\$38.00/sq. ft.
2801+ sq. ft.	\$33.00/sq. ft.
Amplify Pavilion	\$34.91/sq. ft.

### Island Premiums

### Material Handling

All booths

800 square feet (74.32m) and larger will be charged a flat rate of \$15.90 per sq. ft. for material handling for the LDI 2024 show

—

Questex/LDI will subsidize \$3 per square foot and the exhibitor is responsible for flat rate of \$12.90 per square foot (billed directly by GES, LDI's general show contractor). Standard material handling rates will apply to booths 799 sq. ft. and smaller.

\*Off target shipments will incur additional surcharges

## Exhibit Space Includes:

- Exhibit space on the show floor
- Exhibitor listing in printed and electronic promotional materials, mobile app, and [www.ldishow.com](http://www.ldishow.com)
- Unlimited promotional codes for your best prospects and clients for FREE admission to the LDI Expo Hall
- Five expo hall passes per 100 sq. ft. for your booth personnel.
- Total of two exhibitor conference passes (does not include LDInstitute™ or LDIntensives™)
- Unlimited sponsorship opportunities

For details on other exhibitor services fees (i.e. electrical, rigging, lead retrieval, furnishings, etc.), please contact your sales rep.

### What Is Material Handling?

\*The unloading of your shipment, transporting it to your booth, storing and returning your empty crates and cartons, and reloading your shipment at the show's close (also called drayage). For booths 800 sq. ft. and above, this service is automatically added to your bill (invoiced directly by GES). Shipping/logistics costs are separate and are not included in material handling rates.

\*This flat rate material handling package will include warehouse, special handling, uncrated or small packages (boxes that stand alone and weigh less than 50 pounds).



**Impact branding means  
no one leaves the show  
without knowing your  
name.**

# Branding that **leads with a giving heart!**



## Foster The Future Sponsorships

**Investment:** **Ask sales team for rates**

LDI is committed to helping foster the future of the live events industry by helping young professionals advance their careers through scholarship opportunities, hands-on real-world training, internships, and connection with the leaders and mentors of our community.

- **Speaking opportunity** on a Career Day buzz session or keynote panel
- **Career Day brand coverage** with a branded table to meet with LDI attendees, logo on all session signage and sponsorship of the snack and beverage break
- **Guided tech tour to your booth**
- **Mentoring Meetups** and branding in the Foster the Future Lounge
- **Recognition at Award Ceremony** as a supporter
- Branded Wearables to all YP Badges (sponsor provides swag)



## Pat MacKay Diversity in Design Scholarships

**Investment:** **\$7500 Co-Sponsor, \$5000 goes directly to the scholars**

Founded in 2019, and funded by LDI and Live Design, the goal of these unique Diversity In Design scholarships is to support underrepresented and unique voices in the field of entertainment design. Each year 3-8 recipients are awarded scholarships in lighting, video/projection and sound design.

- Logo on Live Design promotions, video wall/screen, all diversity signage
- **Speaking opportunity** on inclusion in live events
- **Showcased as sponsor** at the award ceremony night.
- Mentorship, Internships and engagement encouraged by all sponsors
- Participation in the **Mentor Meet up Snack Break**

# Branding that puts the **spotlight on technology and products.**



## Battle of the Busk

**Investment:** Ask sales team for rates

The Battle of the Busk will comprise teams of LDI attendees for hands-on, intensive training culminating in the epic Battle Of The Busk competition between teams!

- Showcase your product technology at the Circle Bar showdown: Lighting Consoles and Fixtures, Video Media Servers, LED Walls, Mobile or Climber Stage, Drapery, Special Effects, Scenic Décor, Sound System, FOH
- Sponsors receive additional dedicated demo times during show hours



## New Tech Breakfasts

**Investment:** \$1,800 - \$6,000 depending on product and exclusivity

Activate your brand with featured products on LDI's keynote New Tech Breakfasts stage (stage, lighting, video, sound, effects, etc)

- Opening five-minute presentation during reception to speak to audience about your gear and company
- Branding online, mobile app, pre-show promotions and
- (1) dedicated email to up to 10K names
- Optional distribution of promotional swag



## Las Vegas Backstage Tours

**Investment:** Ask sales team for rates

LDI & DSE will take 50 attendees on a full day tour through some of Las Vegas' most innovative and coolest venues. Align your brand by joining the experience at the various stops along the way, during meal and snack breaks, on the shuttled transportation, and in all marketing and conference coverage assets of the tour.

Ask the sales team for details on sponsorship assets, inclusion and cost.



# Branding that puts the **spotlight on technology and products.**



## Special Event Sponsorships

**Investment:** **Ask sales team for rates**

Elevate your brand as a pioneer by enhancing one of LDI's most attended events!

- LDI VIP + DSE Crossover Keynote Lunch
- Designer Roundtables and Keynote Lunch
- Meet the Manufacturers' Reception
- Women in Tech Keynote Lunch
- LDI Awards Ceremony Breakfast - Booth, Product and Project awards
- Rise and Shine 5K and Yoga
- Diversity Chats
- Mental Health and Wellness Sessions
- Custom Option: want to host an event at the LVCC during the show – inquire with the sales team



## Crew Up + Connect Party

**Investment:** **Ask sales team for rates**

This is a must-attend after-hours industry party to kick off LDI!

- Exclusive branding on signage, cocktail napkins, pre-show promotions, and LDI Mobile App.
- Option to deliver welcome remarks and distribute logo-branded swag at attendees.
- VIP reserved area
- Add-on options available



## Branding Sponsorships

**Your name here!**

- Branded wearables \$3,000
- Double-sided lightbox \$4,000
- Attendee Bags \$5,000
- Floor Graphics \$800 each or \$3,800 for 6
- Conference Speaker Gifts \$2,000
- Sustainable Reusable Water Bottles
- **Ask the sales team for rates**
- Onsite Banners and Signage
- **Ask the sales team for rates**

# Lead with education!



## Demo/Meeting rooms

**Investment:** Ask sales team for rates.

Run of Show or single day options. Private space to hold meetings, demo gear, hospitality.

- Rooms will have standard tables and chairs, key (if applicable), wastebasket, and one 22"x28" sign outside of room
- Location listed in the mobile app
- Additional services such as food & beverage, audio-visual, wi-fi, extra power ordered directly through designated show vendors.



## Exhibitor presented session

**Investment:** \$5,400

One-hour seminar or panel format.

- Pre-show exposure in marketing materials; company name, logo, and seminar information will appear in marketing pieces targeted to attendees, and on the LDIShow.com website and social media.
- Includes standard AV set and dedicated lead retrieval device, for your staff to scan attendees
- Promotion will begin once the contract is received

When your trade show booth space isn't enough, reserve a demo room for run-of-show or single day – great for product training, dealer meetings, hospitality, private product showings, etc.



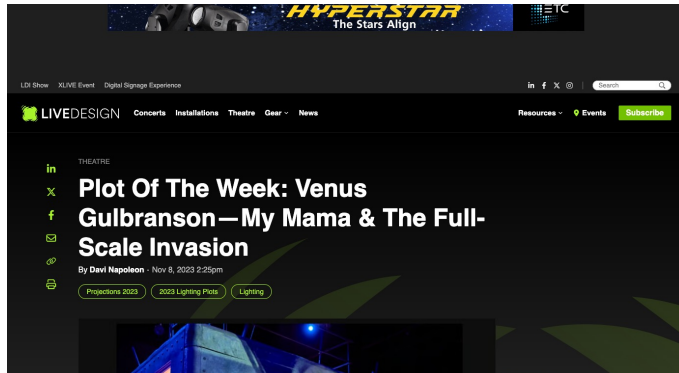
# Sponsorship Packages & Benefits

High-profile marketing awareness to showcase your brand and stand out above the competition.

DIGITAL INCLUSIONS	Backstage	Front Row	Loge Level
Logo recognition as a sponsor on LDI's social media, LDIShow.com, and LDI® Mobile App	X	X	X
Sponsorship level recognition on LDI pre- and post-show promotional emails	X	X	X
(1) dedicated email to 10K names (General audience or targeted audience)	X	X	X
ON-SITE ASSETS			
Logo included on on-site signage recognizing LDI sponsors	X	X	X
(2) 36" x 36" Floor graphics	X	X	
Ability to send push notifications via the event mobile app	2		
Conference passes	4		
Hosted Buyer Luncheon - curated lunch for 30ppl	X		
Access to Backstage VIP section in the Circle Bar	X		
OFF-SITE ASSETS			
Business and Bottles - Dinner for 12 at one of our TAO hospitality restaurants followed by a VIP table with two complimentary premium liquor bottles and mixers at the adjacent TAO hospitality nightclub.	X		
	<b>\$18,000</b> <i>5 available</i>	<b>\$8,000</b> <i>8 available</i>	<b>\$5,000</b>

# Lead with brand marketing:

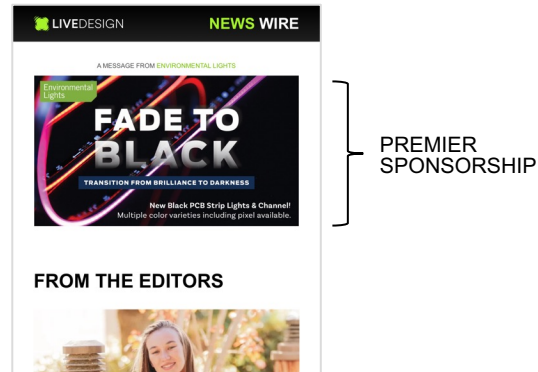
## Keep your products in front of buyers all year long



## Digital Rich Media

Investment: **Ask sales team for rates.**

Rich media campaigns offer in-read formats, video and high impact display units, prominently placed across Questex's trusted brand sites.



## Newsletters

Investment: **Ask sales team for rates.**

Message to the inboxes of engaged audiences.

Capitalize on our loyal audiences to build awareness and generate demand for your brand. Capture share of voice with limited advertising space in each newsletter.



## Audience Amplification

Investment: **Ask sales team for rates.**

Interest doesn't stop when your audience leaves our sites, and neither should your advertisement.

Amplify your reach and frequency with targeted advertising on brand-safe websites such as CNN, WSJ, USA Today and more.

# Native Content

## Simple and effective way to get in the conversation.

Native Content allows you to run your article seamlessly into Live Design website, giving your brand visibility and 100% share of voice.

### Includes

- 100% share of voice on article page with exclusive banner ads – leaderboard, half page and rectangle
- Promoted in newsletter and on homepage for a week
- Lives on site indefinitely

### Content types

- Articles, Videos, Galleries, Listicles
- Custom article can be written by Questex, 600 to 800 words or sponsored supplied article up to 800 words

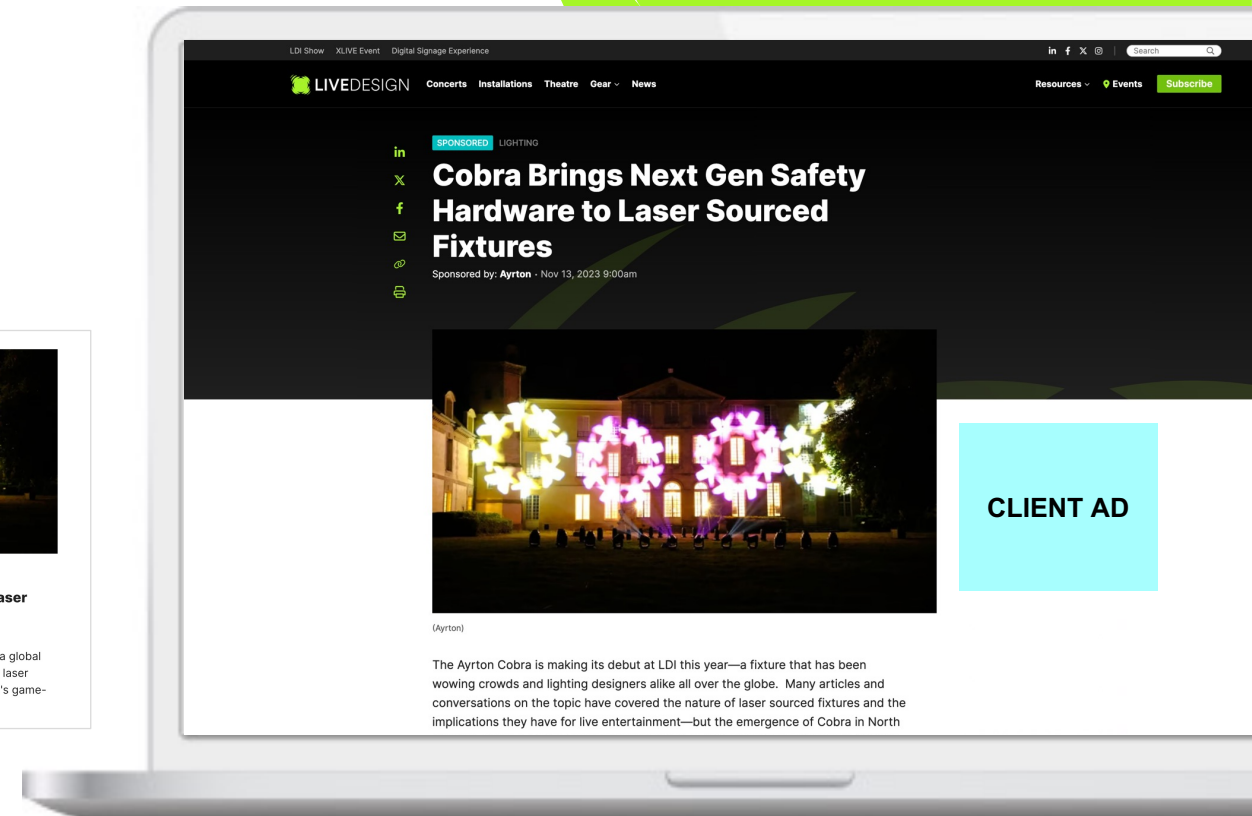
### NEWSLETTER LISTING



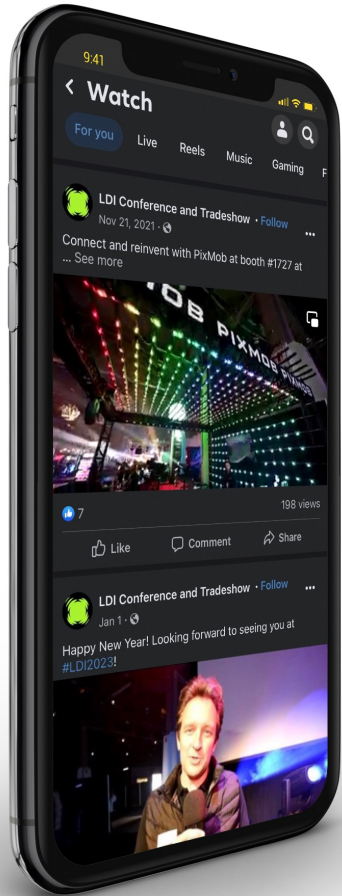
#### **Cobra Brings Next Gen Safety Hardware to Laser Sourced Fixtures**

Sponsored by Ayrton

Don't miss the Ayrton Cobra's debut at LDI! This fixture is a global sensation, reshaping live entertainment with cutting-edge laser technology. Dive into the latest article and discover Cobra's game-changing approach to fixture management.



# Lead with Social Engagement



## Meet the exhibitor

**Price: \$3,850**

Looking to drive more traffic to your booth, promote a new product or simply raise brand visibility, our customized approach will ensure that your message resonates with potential customers.

Meet the Exhibitor showcases your brand in a unique and engaging way, helping to generate buzz and increase brand awareness across our media and event pages. Whether you're looking to



## Show engagement pack

**Price: \$2,500**

Showcase your latest product or bestseller and create visibility, FOMO, and awareness for your products.

Our Show Engagement Pack generates buzz before, during, and after the show to our show and media followers.

**Platforms:**

**Recommended** – Facebook, Instagram  
**Available** – X, LinkedIn

**Audience:**

Live Design Magazine and LDI

# Lead with thought-leadership and content expertise: Webinars

**Elevate your experts, generate qualified leads and maximize ROI.**

Position your company as an industry expert and connect with prospects who are actively looking for education on a key topic or solution to their challenge. Our webinar solutions include project management, promotion, lead capture and technical execution.

## Custom Webinar Includes

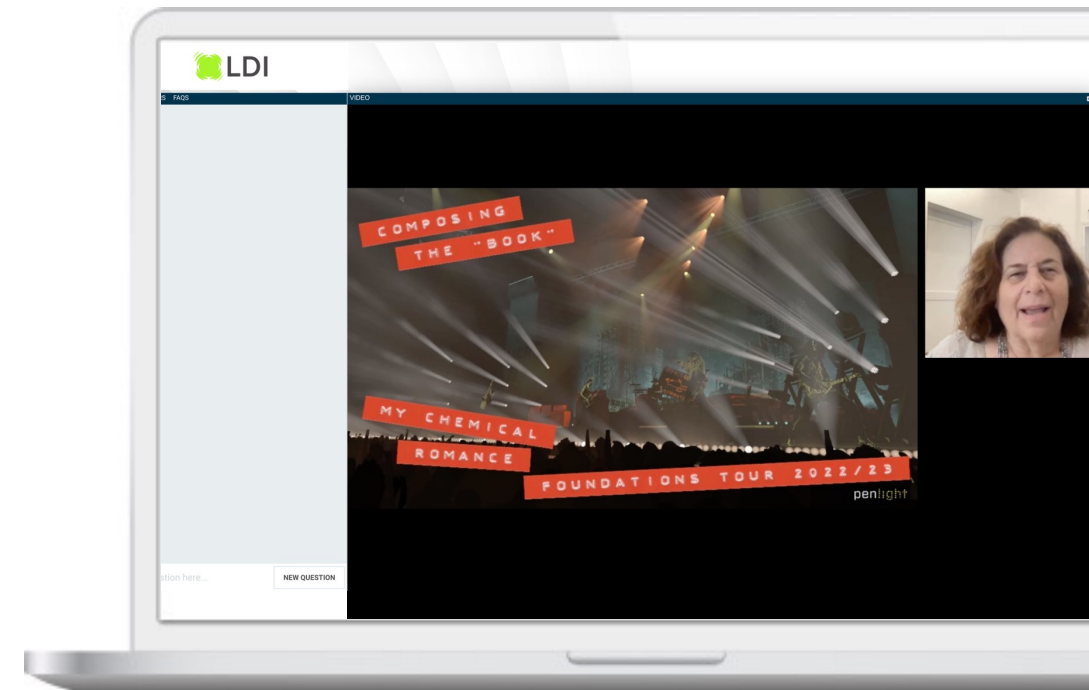
- Sponsors maintain full control over the topic, speakers and presentation.
- Sponsor provides promotional content.
- Questex will build and promote webinar.
- Program is fully supported by the Questex team and includes moderation and technical support.
- Questex will promote webinar until live date, recommend 6-weeks for promotion.
- Includes lead generation.

## Additional formats:

- Fireside Chat/Interview
- Panel/Roundtable

## Custom Editorial Webinar Includes

- Topic, content and speaker recruitment is driven solely by Questex editorial staff.
- Recruited speakers will present for a portion of the 1-hour webinar.
- Questex expert will moderate discussion and Q&A.
- Webinar sponsors may present for 3-5 minutes prior to Q&A.
- Questex will promote webinar until live date, recommend 6-weeks for promotion.
- Includes lead generation.



REAL-TIME VIEW OF AUDIENCE EXPERIENCE



# Let's Talk!



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O 212.895.8406

Don't see a  
sponsorship  
opportunity that you're  
interested in?

Let's make it happen.

## Join our top tier sponsors

