



2024 MARKETING SOLUTIONS KIT

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



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



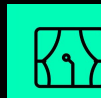
Event Managers

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

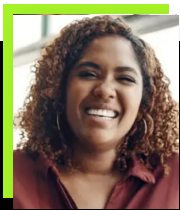


Venues

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



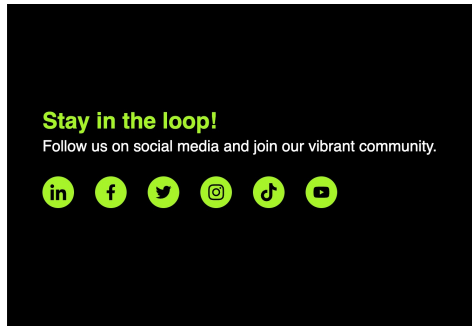
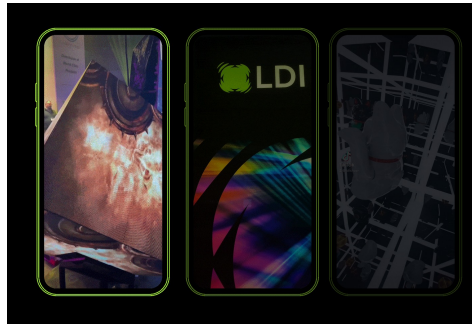
Based on real people.

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

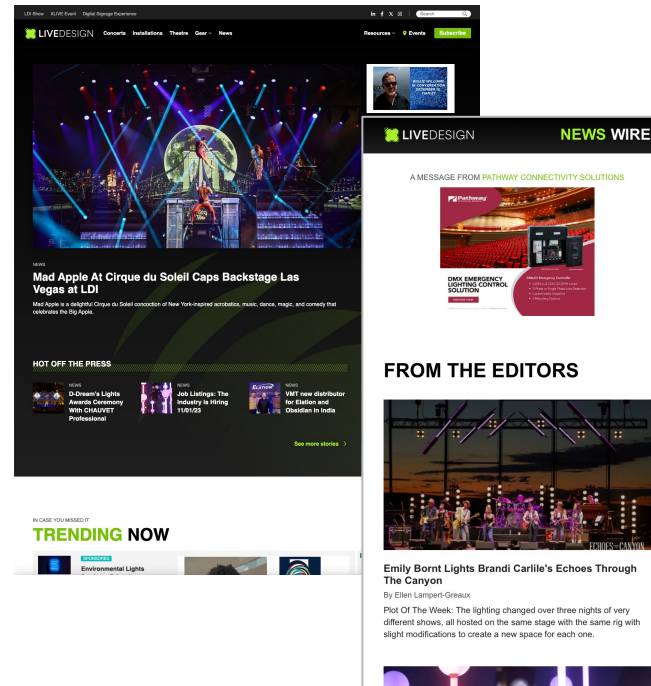
NETWORKING



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

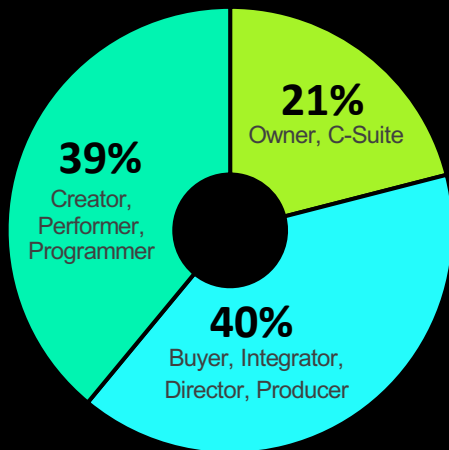
350+

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!

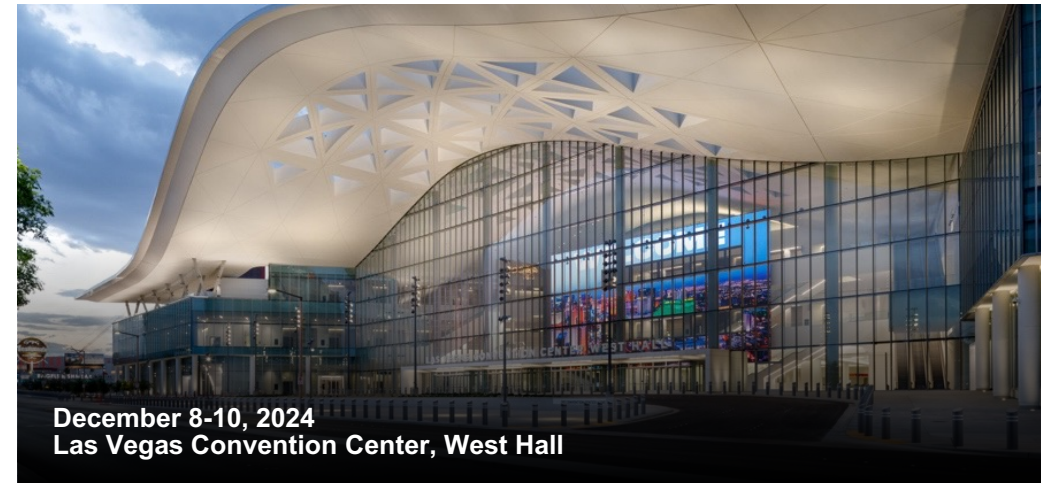
The cross-over expansion will provide even **more networking, more technology, more inspiration for a bigger experience.** The co-location will offer shared experiences, while maintaining separate expo and conference spaces.



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.



12,000+

Attendees

300+

Exhibitors

100+

Sessions

80+

Pro Training

4

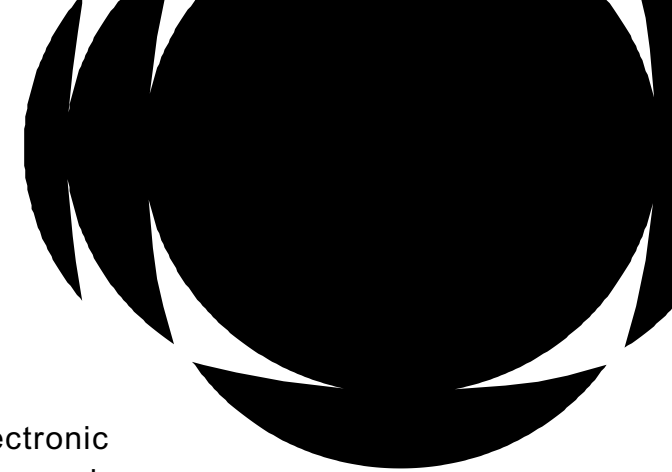
Keynotes

Unlimited

Networking

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

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.

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
- 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: Young Career Professionals 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.

- Branding coverage as a Foster the Future Sponsor
- Logo placement on the Young Career Professionals (YCP) laminate badges
- Young Career Professionals Orientation Breakfast Sponsor
- Career Day Sessions and Keynote Lunch Sponsor
- Branded wearables to all YCP Badges (sponsor provides swag)
- Thought leadership, mentor, and speaking opportunities
- Recognition at Crew Up + Connect Industry Party as a supporter
- Dedicated F+B opportunities available; lunches, snack breaks, dinners, and more
- Lead generation and recruitment
- Booth Tour networking opportunities available



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
- Thought leadership and speaking opportunity on inclusion in live events
- Showcased as sponsor at the award ceremony breakfast.
- Year-round Mentorship, Internships, and engagement encouraged by all sponsors.

Investment: **\$15,000 Exclusive**

Upgrade your sponsorship by inviting these students to LDI; offering them an invaluable experience to hone their craft at the professional level. Sponsoring the opportunity to be immersed in the LDI community as they further their careers. By sponsoring this initiative, we move the future forward together.

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

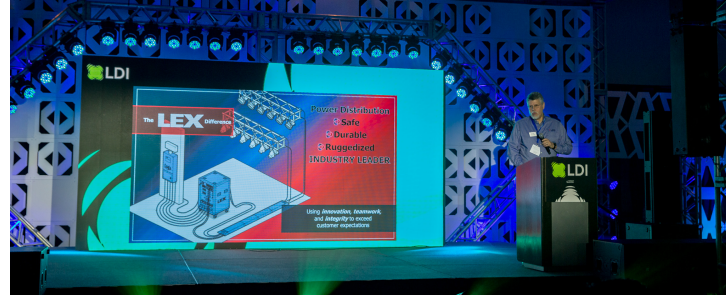


Battle of the Busk

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, Stage, Drapery, Special Effects, Scenic Décor, Sound System, FOH, etc.
- LDInnovation Conference sessions on the Battle of the Busk Stage with topics focused on showcasing sponsored products, designs, and capabilities. Open to all attendees. Speaking opportunities and additional demo time are available.



Product and Innovation

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

Activate your brand with featured products on one of LDI's most visible locations (stage, lighting, video, sound, effects, etc)

- New Technology Breakfasts and Keynote Room
- ConNEXTions Café in the grand lobby
- Behind the Scenes Wellness Lounge
- XLIVE, AI and XR Studio
- LDInstitute and LDInnovation Conference Rooms
- TechTalks Stage
- DSE Main Stage



Las Vegas Backstage Tours

Investment: Ask sales team for rates

LDI & DSE will take attendees on full-day and half-day tours 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: [\\$8500 co-sponsor](#)

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

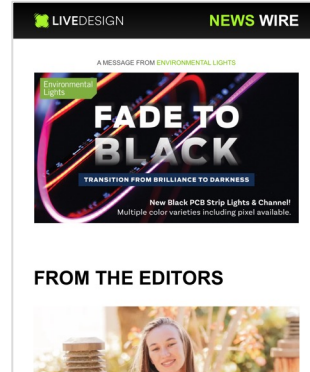
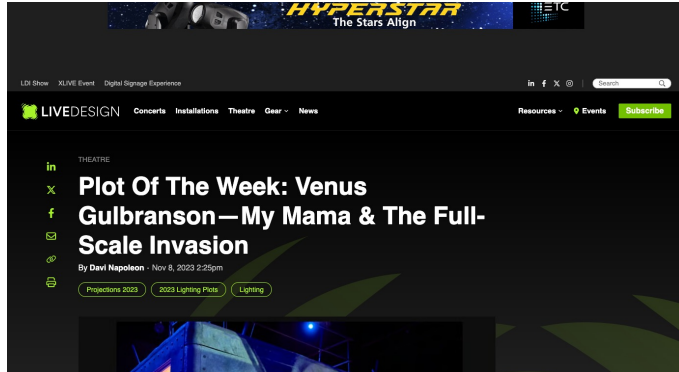
When your trade show booth space isn't enough, reserve a demo room for run-of-show or single day – great for product training, dealer meetings, hospitality, private product showings, etc.

Sponsorship Packages & Benefits

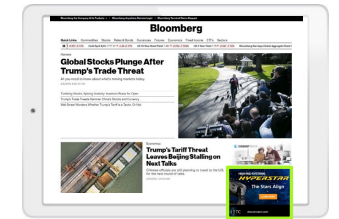
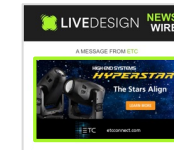
High-profile marketing awareness to showcase your brand and stand out above the competition.

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		
	\$18,000 <i>5 available</i>	\$8,000 <i>8 available</i>	\$5,000

Lead with brand marketing: Keep your products in front of buyers all year long



PREMIER SPONSORSHIP



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

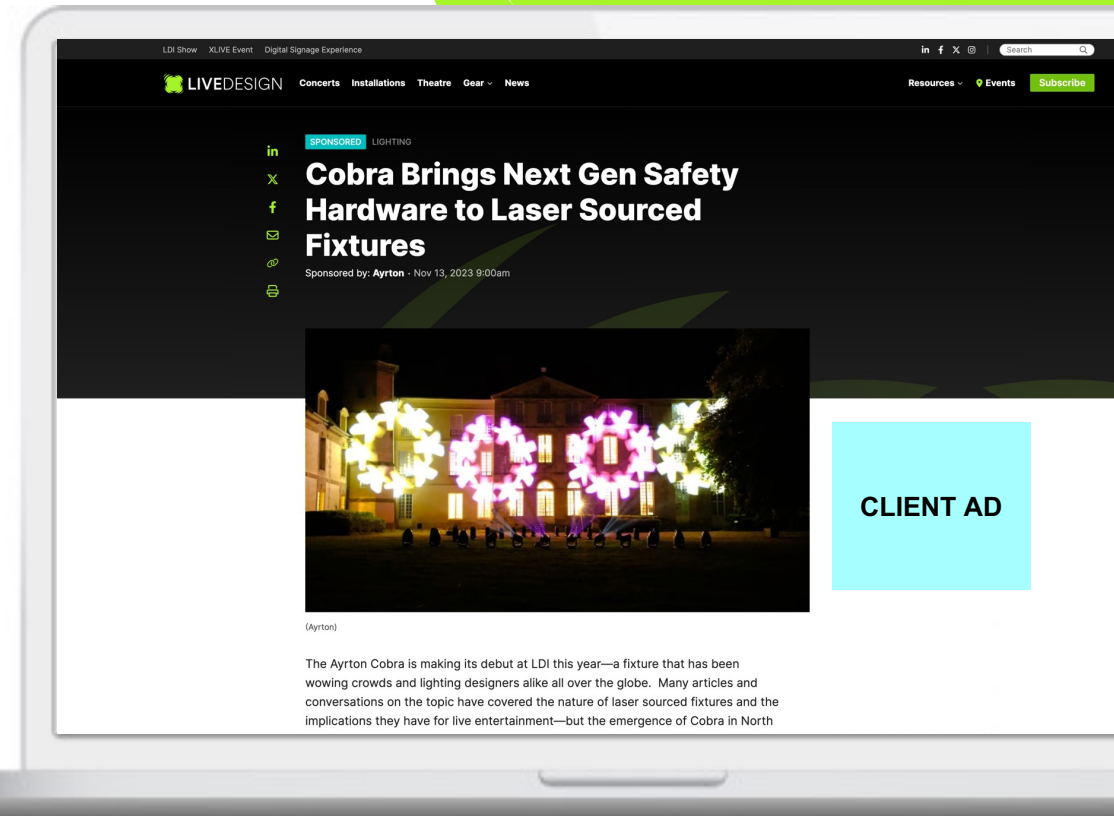
NEWSLETTER LISTING



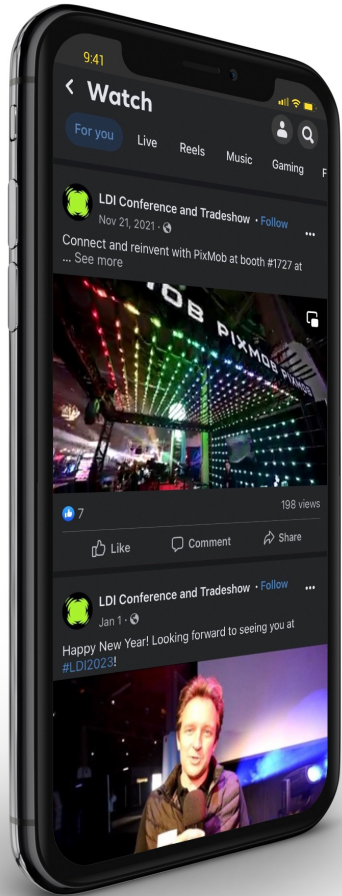
Cobra Brings Next Gen Safety Hardware to Laser Sourced Fixtures

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

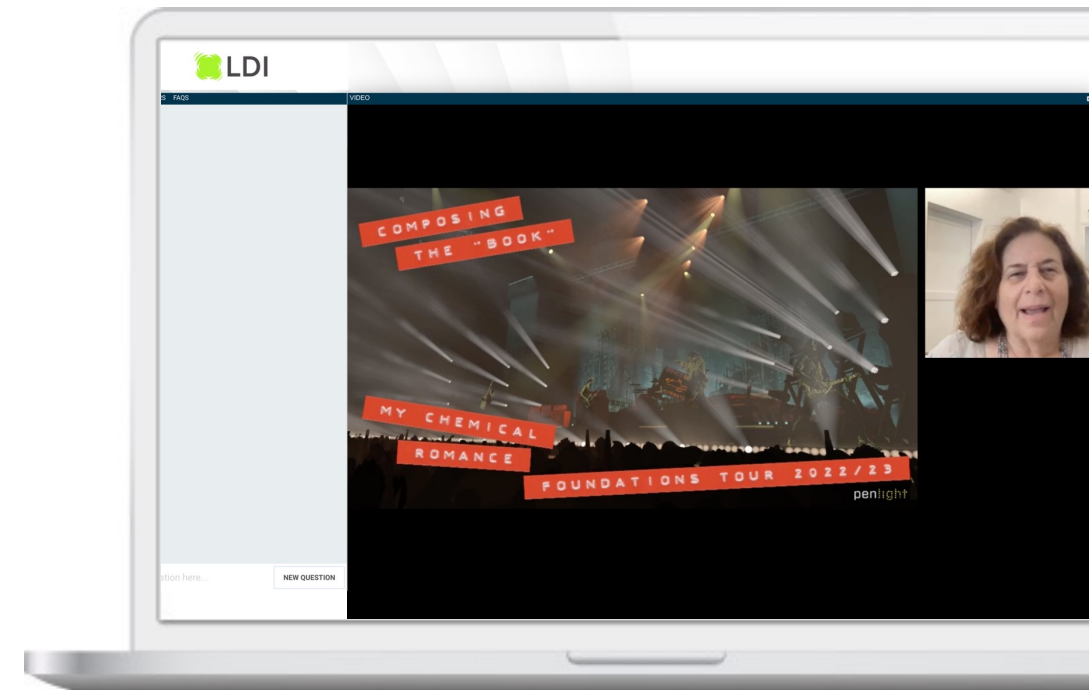
- Sponsors maintain full control over the topic, speakers and presentation.
- Sponsor provides promotional content.
- Questex will build and promote webinar.
- Program is fully supported by the Questex team and includes moderation and technical support.
- Questex will promote webinar until live date, 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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Don't see a
sponsorship
opportunity that you're
interested in?

Let's make it happen.

Join our top tier sponsors

