

2023 EXHIBITOR & SPONSOR PROSPECTUS

Conference: Nov. 30 – Dec. 5

Exhibits: Dec. 3-5

Las Vegas Convention Center, West Hall



The LDI Show: December 3-5, 2023
Las Vegas Convention Center - West Hall

Welcome to the ultimate sandbox for live event gearheads, creatives, and innovators.

Attendee Engagement



81%

Demo New
Gear



69%

Source New
Suppliers



78%

Have Purchasing
Power



35%

First-Time
Attendees

Attendee Snapshot

- **10,000+ Attendees**
- **250+ Exhibitors/Brands**
- 83 Countries Represented
- 23% have over \$10 Million in total annual sales
- 32% have an annual AV budget of over \$1 million

Top Job Titles of Attendees

- **21%** Owner, President, CEO, Partner
- **41%** Buyer/Estimator, Purchasing Manager, Systems Integrator, Director, Producer
- **39%** Artist, Content, Media Creator, Designer, Performer, Costume/Scenery/Stage, Programmer

Connect with the designers, programmers and technical professionals that operate within this immersive industry all year long through www.livedesignonline.com and www.ldishow.com

More Access to More Business

Professional Training:

- LDIInnovation Conference
- LDIInstitute
- Young Career Professionals

Networking:

- Circle Bar + Lounge
- New Tech Breakfast
- LDI After Dark

“As a buyer, I go to see new products and maintain relationships. I accomplished my goal at LDI.”

“Happy to be back at a physical show. Great products. Great atmosphere! I love the variety of companies that exhibit.”

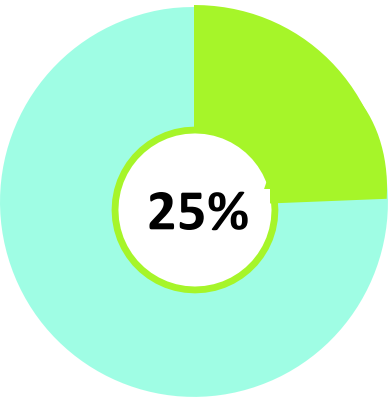


Meet Qualified Buyers

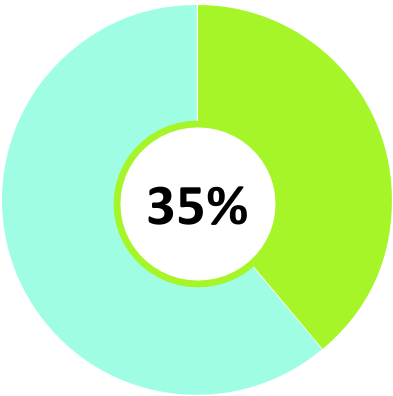
Attendees come to LDI to see and test out new gear and technologies, meet new vendors, and learn about new industry trends.

“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.”

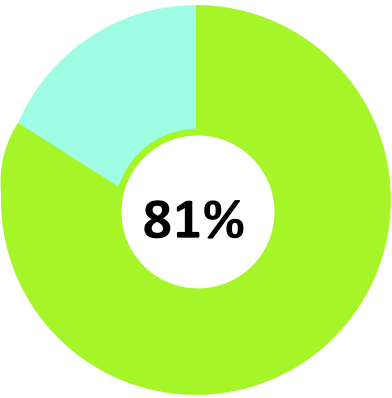
ATTENDEE STATS



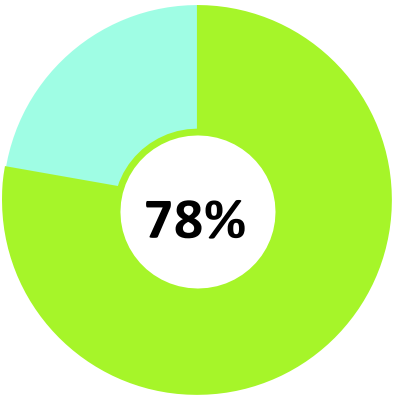
OF ATTENDEES
HOLD A DESIGNER TITLE



FRIST-TIME
LDI ATTENDEE



DEMO NEW
GEAR

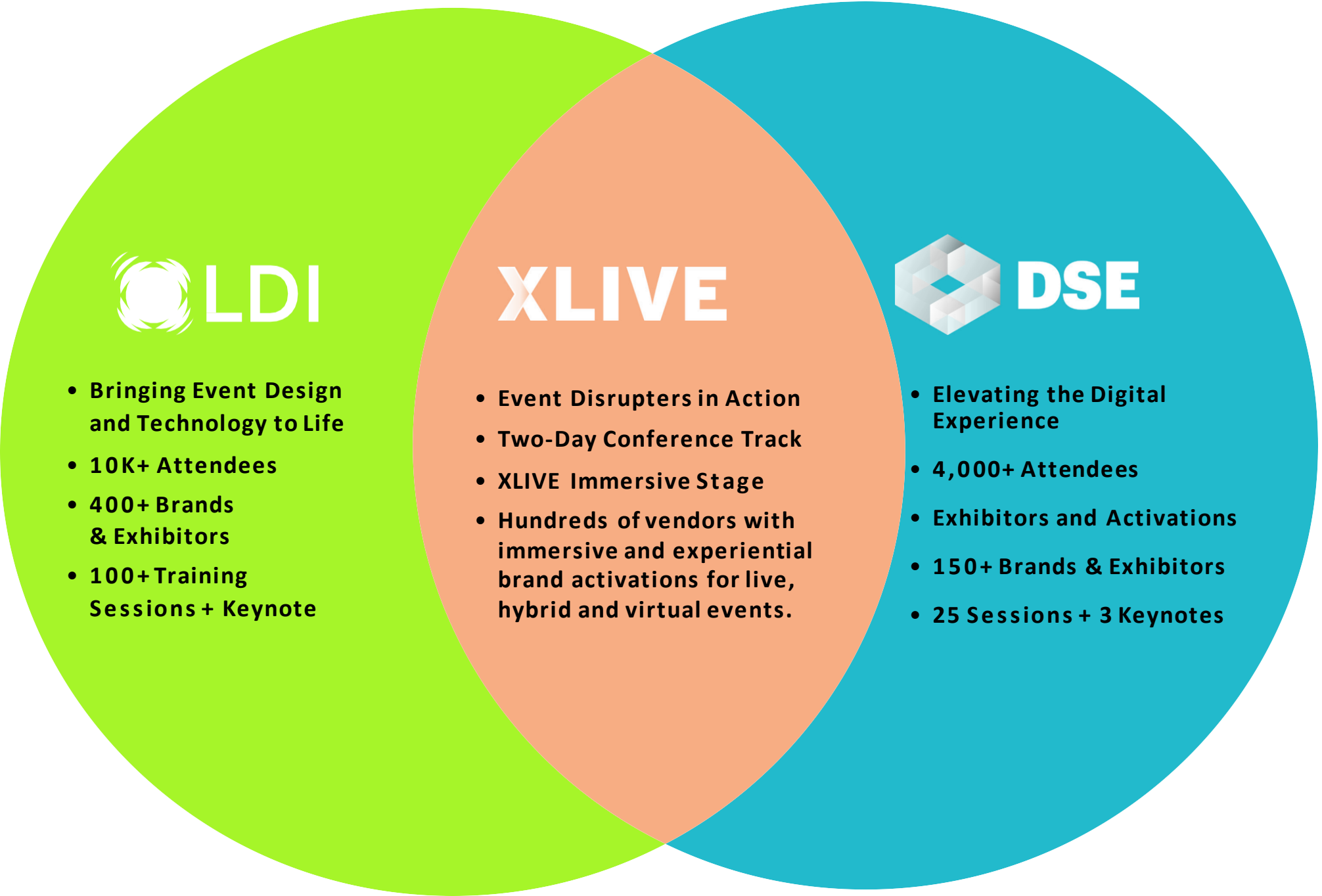


HAVE PURCHASING
AUTHORITY

TOP 5 PRODUCTS USED OR SPECIFIED BY ATTENDEES	
	LIGHTING
	STAGING, TRUSSING, AND/OR RIGGING
	PROJECTION VIDEO
	AUDIO
	AUTOMATION, SOFTWARE, AND/OR SOFT GOODS

TOP 5 AREAS OF BUSINESS	
	CONCERTS & SPECIAL EVENTS
	CORPORATE EVENTS
	THEATRE/DANCE/OPERA
	DEALER/DISTRIBUTOR/ RENTAL OPERATIONS
	ARCHITAINMENT/ ARCHITECTURE/ INSTALLATION

Impactful Co-Locations & Interconnected Audience



December 3-5, 2023

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



December 3-5, 2023

Two-day conference track at LDI, an XLIVE Immersive Stage, exhibitors, and activations.



December 4-5, 2023

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



LIVEDESIGN Full scale market reach

Our audience reach offers the deepest penetration into businesses that serve the entertainment production industry to reach a highly qualified audience of engaged influencers and buyers. From concerts to theatre, houses of worship to clubs, theme parks to corporate events, Live Design is the leading digital resource for live event production technology, featuring new online content daily here at livedesignonline.com, webcasts, video interviews, and e-newsletters.

Live Design Community

120,000

Monthly website page views on
livedesignonline.com

59,000

Monthly Unique Visitors

62,000

Newsletter Subscribers

238,000+

Qualified Circulation

IMPACT MARKETING

- 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

238,000+ Qualified Circulation within these immersive environments:

Broadcast/Film/Video Production
Concerts/Special and Corporate
Events
Theme Parks
Indoor Ent/Sports facilities
Museums, Archtainment
Nightclubs/Hospitality
Worship Technologies
Theatre/Dance/Opera
Manufacturer/Supplier
Dealer/Distributor/
Rental Operations
Education

76,400 social media followers



14,000
Instagram



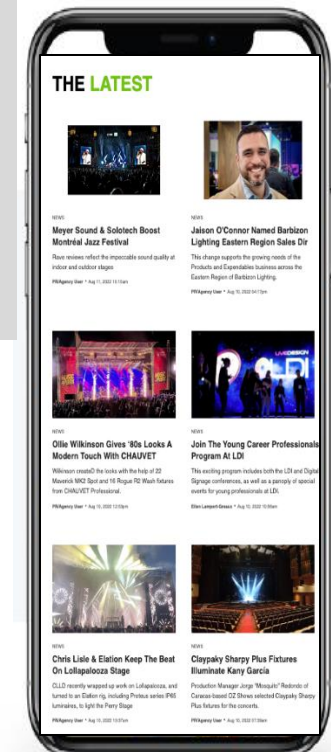
18,000
Twitter



42,000
Facebook



2,400
LinkedIn





Exhibitor Opportunities



Cost to Exhibit (price per sqft unless otherwise notated)	
Inline	\$44.05/sq. ft
Corner	\$49.34/ sq. ft
Peninsula	\$44.71/ sq. ft
Island Premiums	
900 sq. ft & Under	\$44.71/ sq. ft
901-2,800+ sq. ft	\$35.28/ sq. ft
2801+ sq. ft	\$30.71/ sq. ft
Road Test Pavilion	starting at \$3,500
Amplify Pavilion	\$34.91/ sq. ft

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

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
- 5 expo hall passes per 100 sq. ft. for your booth personnel.
- 2 exhibitor conference passes (does not LDInstitute™ or LDIntensives™)
- Unlimited sponsorship opportunities



Sponsorship Opportunities



Sponsorship Packages

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

FRONT ROW

Investment: \$7,500

Digital Inclusions:

- Logo recognition as a sponsor on LDI’s social media, LDIShow.com, and LDI® Mobile App
- Logo on the front of the LDI pre-show mailer and show guide along with those of up to four other Front Row Sponsors
- Sponsorship level recognition on LDI pre-and post-show promotional emails
- (1) dedicated email to 10K names (General audience or targeted audience)

Onsite Assets:

- Logo included on onsite signage recognition of LDI sponsors
- (2) 36” x 36” Floor graphics

LOGE LEVEL

Investment: \$4,500

Digital Inclusions:

- Logo recognition as a sponsor on LDI’s social media, LDIShow.com, and LDI Mobile App
- Sponsorship level recognition on LDI pre- and post-show promotional emails
- (1) dedicated email to 10K names (General audience or targeted audience)

Onsite Assets:

- Logo included on onsite signage recognition of LDI sponsors



EXCLUSIVE BAG SPONSORSHIP

Investment: \$6,300

Imagine a sea of bags that all say your company's name! Bag sponsorship means that your name travels everywhere – in the convention center, hotels, restaurants and more – both during and after the show. Thousands of bags will be distributed to attendees at the registration and information booths.

Up to 10,000 custom-made bags to be produced and shipped to show by sponsor.

BAG INSERT/REG GIVEAWAY

Investment: \$975

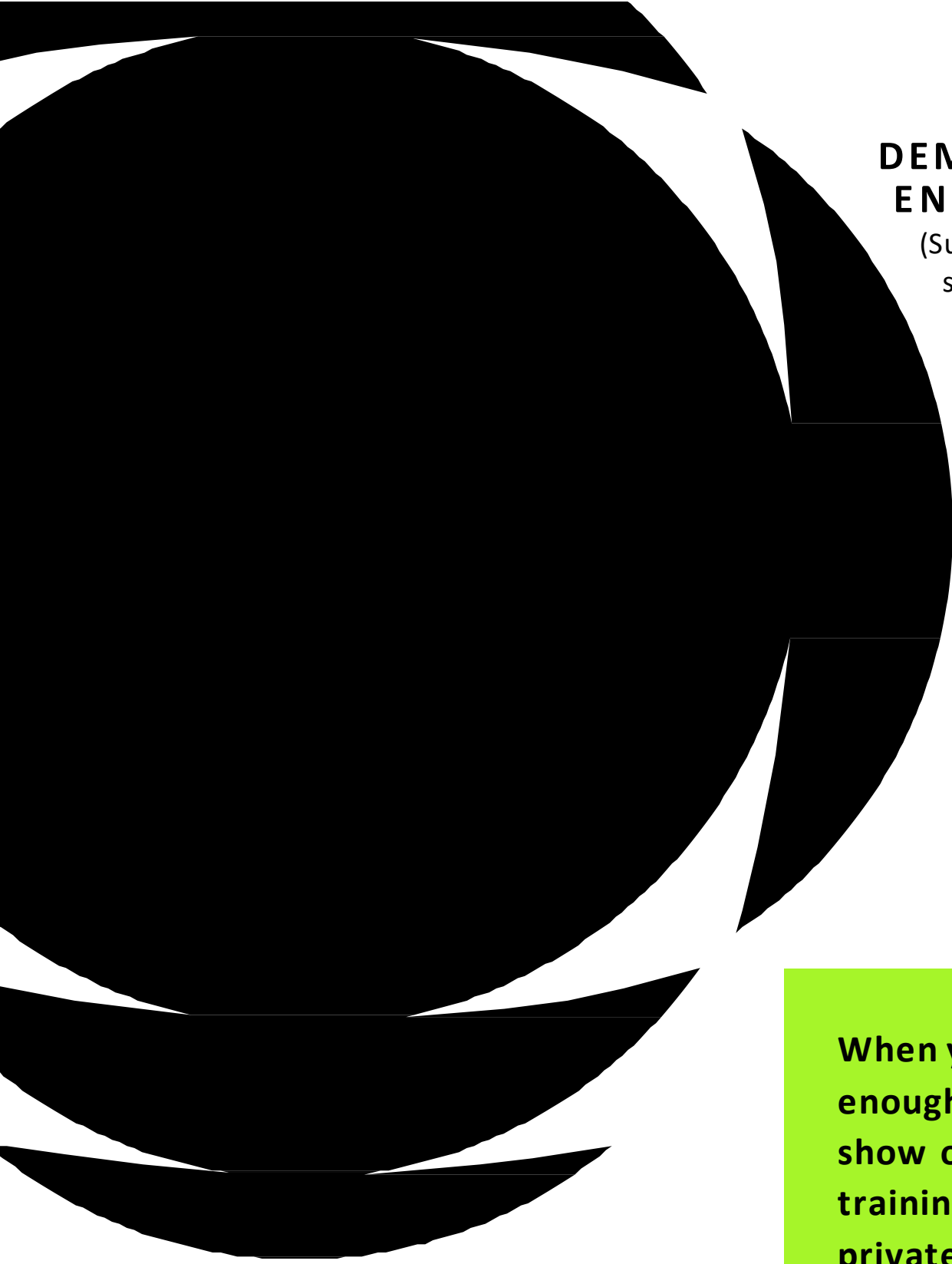
- Marketing materials should be no larger than
- 8.5 x 11 inches
- Samples must be 2 oz. or smaller
- Quantity of bags is approximately 10,000
- Limited quantity available

BRANDED WEARABLE

Investment: \$3,500

Sponsor-provided logo t-shirts, hats, coffee mugs, or whatever else your heart desires. Worn by interns, registration staff, floor managers, etc. Wearables provided by sponsor.





DEMO/MEETING ROOMS - ENTIRE SHOW*

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

DEMO/MEETING ROOMS -SINGLE-DAY*

Rooms will have standard tables and chairs, key (if applicable), wastebasket and one 22"x28" sign outside of room and location listed in the mobile app (if requested) * based on availability

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.

EXHIBITOR PRESENTED SESSION

Investment: \$5,000

One-hour seminar or panel format. Space is limited and timeslots are sold on a first come, first-served basis. All session content must be pre-approved by LDI conference management.

- 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 LDiMobile App
- Includes standard AV set
- Dedicated lead retrieval device, for your staff to scan attendees
- Promotion will begin once the contract is received

***Meeting room availability limited and assigned on a first come, first-served basis.**

FLOOR GRAPHICS

Investment: \$800 each or \$3,800 for (6)

Create your own fun and personalized message to attract buyers from the entrance of the exhibit floor to your booth – print your logo, image, products, or whatever else you want to attract attendees to your booth! Please contact your sales rep for sizes and details. Placement in exhibit hall determined by company preference and selected size/quantity.

DOUBLE-SIDED ILLUMINATED BILLBOARD

Investment: \$4,000

Includes electricity, installation and removal. Limited premium locations available on a first come, first-served basis. Sponsor provides artwork and collaborates with show management operations on show floor placements.

BEVERAGE BREAK FOR CONFERENCE ATTENDEES

Investment: \$4,000

Includes non-alcoholic beverage to conference attendees on Friday and Saturday and (1) post-show email to attendees.

CONFERENCE SPEAKER GIFT

Investment: \$2,000

Get in front of LDI's esteemed speaking faculty by adding your logo to LDI® speaker gifts! You provide the logo... We'll do the rest!

SHOW OPENING WELCOME COFFEE

Investment: \$5,000

Coffee and tea will be available Friday morning on arrival for all attendees. Signage boards will denote your sponsorship of this early morning welcome coffee.

SNACK BREAK FOR CONFERENCE ATTENDEES

Investment: \$3,500/snack break

Snack to be served Friday afternoon and Saturday morning. Note: must be shelf stable. You will receive logo recognition on LDI website, onsite signage and LDI Mobile App.



LIVE PERFORMANCE

Investment: Contact Sales Team

Sponsor live music on one of the stages and designated food service areas. (LDI® Circle Bar and Lounge + New Technology Breakfasts)

LDI MEDIA SPONSORSHIP – BLOG, FIRESIDE CHAT, WEBCAST, PODCAST

Investment: Contact Sales Team

Align your brand with the official media lounge featuring industry bloggers, fireside chats, webcasts or podcasts. Multiple custom sponsorships available.

CUSTOM PRODUCT ACTIVATION

Investment: Contact Sales Team

Double down on your investment and extend brand presence beyond your booth space. Stand out above the rest with a product or experience activation during the event. Pitch your idea to show team and let's collaborate to create a memorable experience for show attendees.



Diversity & Foster The Future Sponsorships

SHAKING THINGS UP – A CASE FOR DIVERSITY CHAT

Investment: \$5,000

Speaking opportunity on inclusion in live events.
Recipients of Diversity Scholarships to join the conversation

- Logo on video wall/screen on stage
- Logo on all stage session signage

DIVERSITY SCHOLARSHIPS

Investment: Contact Sales Team

Sponsor one or all the diversity scholarship recipients to attend LDI and help foster the future of the industry! Showcased as sponsor for ceremony and diversity sessions (prior to awards)

- Logo included on onsite signage recognition of LDI® sponsors
- Scholarship recipients receive flight, 3 nights hotel and per diem

LDI DIVERSITY SCHOLARSHIP AWARDS AND LDI BOOTH & PRODUCT AWARDS

Investment: Contact Sales Team

Sponsor this prestigious awards ceremony in the Live Design Networking lounge, on Saturday, Nov. 19. Receive exclusive Branding on signage, cocktail napkins, pre-show promotions, and LDI Mobile app.

Includes:

- F&B
- Option to deliver welcome remarks and distribute logo-branded swag to attendees
- VIP reserved area
- Custom drink tickets/napkins: Sponsor has option to work directly with Center Plate catering to purchase certain quantity of drink tickets that can be redeemed at the Circle Bar during event and purchase additional food items. Show management will print designated quantity of branded drink tickets so sponsor can distribute to guests.

FOSTER THE FUTURE ROUNDTABLE RECEPTION

Investment: Contact Sales Team

Be a patron to the next generation of production professionals by sponsoring the reception. Receive exclusive branding on signage, pre-show promotions, and LDI Mobile App.

Includes:

- F&B
- Option to deliver welcome remarks and distribute logo-branded swag to the Young Career Professionals (25 years old and under)



New Technology Breakfast Sponsorships

NEW TECHNOLOGY BREAKFASTS (NTB)

Investments:

**Lighting & Projection: \$6,000 exclusive/
\$4,000 share**

**Audio, Rigging & Staging: \$3,500 exclusive/
\$2,000 share**

**Special Effects & Laser: \$3,500 exclusive/
\$1,800 share**

Everyone at LDI® starts their day with a hot coffee and pastry at the New Technology Breakfast. Present your latest gear and software solutions to a captivated audience. Sponsor up to 2 per category.

Digital & Advertising Assets:

- Logo recognition as a New Technology Breakfast sponsor on LDI's social media, LDIShow.com, and the LDI Mobile App
- Sponsorship level recognition on LDI pre- and post-show emails
- (1) dedicated email up to 10K names from the LDI pre- or post-show list

Onsite Assets:

- Opening five-minute presentation during reception to speak to audience about your gear and company
- Onsite recognition with logo inclusion on relevant signage
- Optional Distribution of promotional swag to NTB attendees (sponsor to provide items)

* Schedule based on availability

NTB PRODUCTION GEAR SPONSOR

Investment: Contact Sales Team

Showcase your product/gear on the rig or in the room during NTB!

NTB GOBO

Investment: \$250

Have your gobo projected on the New Technology Breakfast walls! Open to all exhibitors participating in the NTB (advance sign-up required).



Networking Sponsorships

LDI® is recreating the time-honored tradition of gathering as an industry at the “Circle Bar” on the show floor – offering multiple ways to align your brand during the show. Sponsor gear, host a bar, feature a talk, or provide a custom-experience activation!

CREW UP & CONNECT INDUSTRY PARTY CO-SPONSOR*

Be part of this must-attend after-hours industry party to kick off LDI 2023! Receive exclusive branding on signage, cocktail napkins, pre-show promotions, and LDI Mobile App. Includes:

- Option to deliver welcome remarks and distribute logo-branded swag to attendees
- VIP reserved area
- Add-on: Custom drink tickets/napkins: Sponsor has option to work directly with Center Plate catering to purchase certain quantity of drink tickets that can be redeemed at the Circle Bar during event and purchase additional food items. Show management will print designated quantity of branded drink tickets so sponsor can distribute to guests.

LDI CIRCLE BAR + LOUNGE PRODUCT*

Expand the reach and demonstration of your product's technology and capability. Showcase your product in this multi-use, experiential environment on the show floor.

FIRESIDE CHAT LOUNGE*

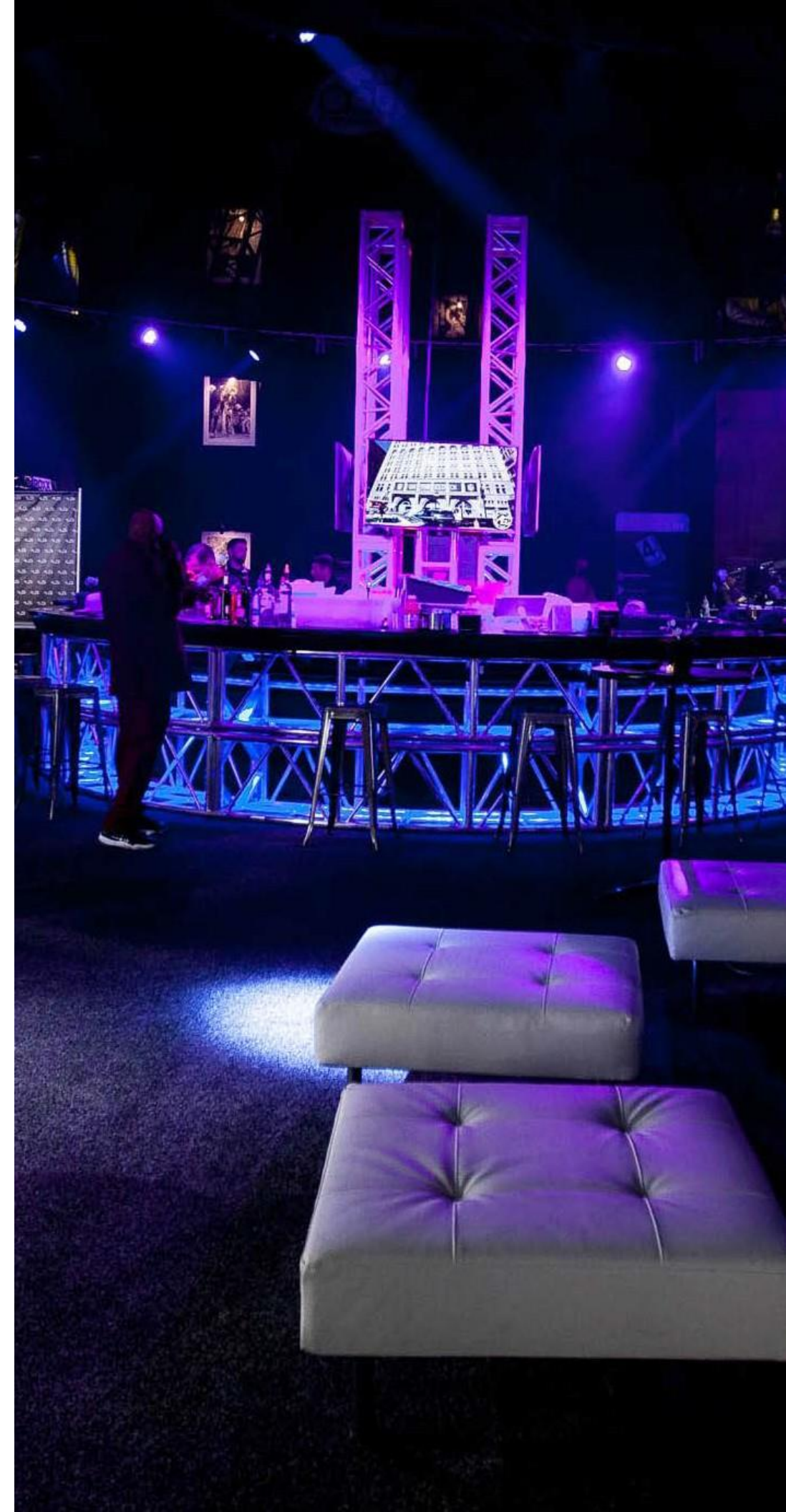
Align your brand messaging by sponsoring one of the show floor content/networking lounges designed around specific content focus areas.

LDI AFTER DARK OR LDI INSTALLTION TOURS*

Align your brand messaging with the participating Vegas night clubs and/or specific LDI installation tours venue throughout the week. Inquire with the sales team on ways to elevate your brand presence with fun, engaging activations for LDI registrants.



***Please Contact Sales Team For more information including rates**



Meet the Sales Team



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Don't see a sponsorship opportunity that you're interested in? Let's make it happen. Please contact your LDI® sales rep to create a custom sponsorship activation that fits your needs!

