2023 EXHIBITOR & SPONSOR PROSPECTUS

Conference: Nov. 30–Dec. 5
Expo: Dec. 3–5
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:
• LDInnovation Conference
• LDInstitute
• Young Career Professionals
• Battle of the Busk

Networking:
• Circle Bar
• New Tech Breakfast
• LDI After Dark
• Rise and Shine Sunday 5K

“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.

**ATTENDEE STATS**

- 25% of attendees hold a designer title
- 35% first-time LDI attendee
- 81% demo new gear
- 78% 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
- Theatrical/dance/operas
- Dealer/distributor/rental operations
- Architainment/architecture/installation

“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.”
Impactful Co-Locations & Interconnected Audience

LDI and DSE will be side by side in 2023! We are so excited to 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

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.

DSE

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.
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 at www.livedesignonline.com, webcasts, video interviews, social media, and e-newsletters.

**IMPACT MARKETING**
- Website Display Ads
- Video/Social Reels
- Newsletters
- Social Media Marketing
- Audience Amplification
- Targeted Emails

**STORYTELLING**
- Native/Sponsored Content
- 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 Entertainment/Sports Facilities
- Museums, Architainment
- Nightclubs/Hospitality
- Houses of 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
### Exhibit at LDI

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

<table>
<thead>
<tr>
<th>Type</th>
<th>Price per sq. ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline</td>
<td>$44.05/sq. ft.</td>
</tr>
<tr>
<td>Corner</td>
<td>$49.34/sq. ft.</td>
</tr>
<tr>
<td>Peninsula</td>
<td>$44.71/sq. ft.</td>
</tr>
<tr>
<td>Island Premiums</td>
<td></td>
</tr>
<tr>
<td>900 sq. ft. &amp; under</td>
<td>$44.71/sq. ft.</td>
</tr>
<tr>
<td>901-2,800+ sq. ft.</td>
<td>$35.28/sq. ft.</td>
</tr>
<tr>
<td>2801+ sq. ft.</td>
<td>$30.71/sq. ft.</td>
</tr>
<tr>
<td>Road Test Pavilion</td>
<td>starting at $3,500</td>
</tr>
<tr>
<td>Amplify Pavilion</td>
<td>$34.91/sq. ft.</td>
</tr>
</tbody>
</table>

#### 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.

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### Material Handling

All booths 800 square feet (74.32m) and larger will be charged a flat rate of $15.45 per sq. ft. for material handling for the LDI 2023 show – Questex/LDI will subsidize $3 per square foot and the exhibitor is responsible for flat rate of $12.45 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

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### 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 close of the show (also called drayage). For booths 800 sq. ft. and above, this service is now 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 come stand alone and weigh less than 50 pounds).
Sponsorship Opportunities
## Sponsorship Packages & Benefits (does not include booth)
High-profile marketing awareness to showcase your brand and stand out above the competition.

<table>
<thead>
<tr>
<th>DIGITAL INCLUSIONS</th>
<th>Backstage</th>
<th>Front Row</th>
<th>Loge Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo recognition as a sponsor on LDI’s social media, LDIShow.com, and LDI® Mobile App</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Sponsorship level recognition on LDI pre- and post-show promotional emails</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>(1) dedicated email to 10K names (General audience or targeted audience)</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

| ON-SITE ASSETS                                                                 |           |           |            |
| Logo included on on-site signage recognizing LDI sponsors                         | X         | X         |            |
| (2) 36” x 36” Floor graphics                                                      |           | 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          |

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<tbody>
<tr>
<td><strong>Price</strong></td>
<td>$18,000</td>
<td>$7,500</td>
<td>$4,700</td>
</tr>
<tr>
<td><strong>Available</strong></td>
<td>5</td>
<td>8</td>
<td>8</td>
</tr>
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</table>
Beverage & Snack Sponsorship

*NETWORKING POWER HOUR SNACK BREAK
Investment: $3,500/snack break
Snacks for conference and trade show attendees served Sunday or Monday.
Note: Snacks must be shelf stable.

*NETWORKING POWER HOUR BEVERAGE BREAK
Investment: $4,000/beverage break
Includes non-alcoholic beverage for conference and trade show attendees served Sunday or Monday.

*All Conference sessions will break at 3pm for this networking opportunity.

SHOW OPENING WELCOME COFFEE
Investment: $5,000
Coffee and tea will be available Sunday or Monday morning on arrival for all attendees.
Signage boards will denote your sponsorship of this early morning welcome coffee.
Exhibitor Sponsorships

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 mobile app 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 social media.

• Includes standard AV set

• Dedicated lead retrieval device, for your staff to scan attendees

• Promotion will begin once the contract is received

• Show management will determine appropriate meeting/presentation space details.

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

**FLOOR GRAPHICS**
Investment: $800 each or $3,800 for six (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.

**EXCLUSIVE BAG SPONSORSHIP**
Investment: $5,000
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.

**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.

**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!
Rise and Shine Wellness Lounge

Rest Up, Re-Charge and get Resources

Align your brand with purpose. And provide our community a place to recharge, sit relax, charge phones in a quiet and comfortable space.

In our Rise and Shine Wellness Lounge we are committed to shining a light on the stigma of mental health. In partnership with Behind the Scenes, the lounge will host sessions daily on Mental Health First Aid, Mental Health Resources, Staying Sober at the Bar, Sleep, Nutrition and eating better while on the road as well morning yoga sessions.

- Two (2) Chair Massage therapist massage and 4 Foot massage machine stations located in the lounge.
- Table for Collateral to be included
- Power and material handling charges included
- 4 full access access conference passes
- 15% on additional passes
- Attendee data (name, title, company) will be shared a week prior to the event Pre-show articles on Live Design Online
- Inclusion of articles in Live Design newsletters
- Promotion on LDI and Live Design websites with mention and logo

Investment $15,000
Diversity & Foster The Future Sponsorships

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

FOSTER THE FUTURE PACKAGE
Investment: $25,000

• Career Zone + Job Fair, Saturday–Open to all LDI attendees, sponsors will have a table with logo for 3 hours dedicated to hiring, networking, and open interviewing. Top of the hour buzz sessions on careers and hiring will take place.

• Career Day Snack and Beverage Break

• Tech Tour, Monday–All attendees with a young professional’s badge will be invited on a guided tour to your booth where you will have the pleasure of introducing your technology and company and meeting these bright young minds.

• Logo on all Career Day session signage

• Logo on Foster the Future Lounge – a dedicated lounge for these Young Professionals (YP) on the show floor. Built with two private areas for meetings/interviews

• Mentoring Meetups in the Foster the Future Lounge

• Speaking opportunity on a Career Day buzz session or keynote panel

• Recognition at Monday's Award Ceremony as a supporter

• Branded Wearables to all YP Badges (sponsor provides swag)

FOSTER THE FUTURE CO-SPONSOR PACKAGE
Investment: $12,000

• Logo on all Career Day session signage

• Logo on Foster the Future Lounge – a dedicated lounge for these Young Professionals (YP) on the show floor. Built with two private areas for meetings/interviews

• Mentoring Meetups in the Foster the Future Lounge

• Speaking opportunity on a Career Day buzz session or keynote panel

• Recognition at Monday's Award Ceremony as a supporter

• Branded Wearables to all YP Badges (sponsor provides swag)

À LA CARTE

• Monday Tech Tour $3,500

• Career Zone Saturday $3,500

• Networking Snack and non-alcoholic Beverage Break of your choice in the Foster the Future Lounge $4,000

• Coffee/Donuts, Lemonade/Cookies, Ice cream Bar or Networking Lunch for all YP Badges (100+) $6,000

• Networking Lunch for LDI Production Assistant Intern Team (30+) $4,000
DIVERSITY & Foster The Future Sponsorships

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

DIVERSITY IN DESIGN EXCLUSIVE

Investment: $25,000 Exclusive
Each year LDI presents the Pat MacKay Diversity in Design Scholarships to undergraduate students in lighting, video/projection, and sound design. Inviting these students to LDI offers them an invaluable experience to hone their craft at the pro level and the opportunity to be immersed in the LDI community as they further their careers. By sponsoring this initiative, we move the future forward together.

- Premiere sponsor of the Shaking Things Up: A Case for Diversity chat (*exclusive only)
- Lunch with recipients on Saturday, Sunday, or Monday (*exclusive only)
- RT airfare, 3 nights hotel, per diem, and full LDI access for all recipients.
- Logo on Promo Announcement of Scholars
- Logo On video wall/screen
- Logo on all session signage
- Speaking opportunity on inclusion in live events
- Showcased as sponsor on the Scholarship award ceremony Monday night.

DIVERSITY IN DESIGN CO-SPONSORSHIP

Investment: $5,000 Co-Sponsor (7 available *sponsors 1 recipient)

- RT airfare, 3 nights hotel, per diem, and full LDI access for 1 recipient.
- Logo on Promo Announcement of Scholars
- Logo On video wall/screen
- Logo on all session signage
- Speaking opportunity on inclusion in live events
- Showcased as sponsor on the Scholarship award ceremony Monday night.

À LA CARTE- $5,000

Host a breakfast or lunch with these thriving young (and hungry) scholars.
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 & Lasers:** $3,500 exclusive/ $1,800 share

Everyone at LD I® 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 two per category.

**Digital & Advertising Assets:**

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

**On-site Assets:**

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

* Schedule based on availability

**NTB GOBO**

**Investment:** $600

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

**NTB PRODUCTION GEAR SPONSOR**

**Investment: Contact Sales Team**

Showcase your product/gear on the rig or in the room during NTB!
Networking, Media & Live Activation Sponsorships

Crew Up & Connect Industry Party Co-Sponsor*
Be a 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 at attendees.
- VIP reserved area
- Add-on: Custom beverage tickets/napkins - Sponsor has the option to work directly with Center Plate catering to purchase certain quantity of beverage tickets that can be redeemed at the Circle Bar during the event and purchase additional food items. Show management will print designated quantity of branded beverage tickets so sponsor can distribute to guests.

Custom Product & Live Activation*
- 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 show. Pitch your idea to the team and let's collaborate to create a memorable experience together.
- Expand the reach and demonstration of your product's technology and capability by showcasing your product on the circle bar structure and/or surrounding environment

Backstage Las Vegas Installation Tour*
- 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.

Podcast, Blog, Fireside Chat, Webcast Sponsor*
- Align your brand with the official media lounge featuring industry bloggers, fireside chats, webcasts or podcasts. Multiple custom sponsorships available.
- Every year LDI hosts many industry pod-casters. Help us take this to the next level allowing live streaming with our exclusive Streaming Sponsor.

*Please contact sales team for investment information.

LDI® is the time-honored tradition of gathering as an industry at the "Circle Bar" on the show floor – Home to LDI Crew Up & Connect Industry Party, Battle Of The Busk, LDI Booth & Product Awards, and Diversity In Design Scholarships Ceremony. Offering multiple ways to align your brand during the show. Sponsor gear, host a bar, or provide a custom-experience activation.
HOSTED BUYER LUNCHEON
Investment: $6,000
Let us curate a lunch seated with 30ppl customized to your company goals.

BRANDED NETWORKING LOUNGES
(Production, Immersive, Solutions and/or Recruitment Lounges or other creative ideas)
Investment: $30,000
Does a traditional exhibit booth not meet your goals? Are you a production, immersive, solutions company? Do you have a need for recruitment? Align your brand in one of our turnkey networking lounges. A space providing brand recognition, meetings, and networking.

20x20 Booth, with carpet, lounge furniture, basic power
- Name your space! Activate your real estate to attract the LDI community
- Networking Continental Breakfast 100ppl
- Speaking opportunity aligned with your company goals.

BUSINESS AND BOTTLES
Investment: $5,000
(include in the Backstage Package sponsorship pg. #9)

Experience networking Vegas style.
- Invite up to 12 people to enjoy dinner in one of our Tao Hospitality restaurants followed by a VIP table in one of the hottest Vegas nightclubs.
- A $1,000 credit will be applied to the dinner. (Additional charges are the sponsor’s responsibility)
- Two complimentary premium bottles and VIP expedited access. (Additional charges, tax, and tip are the sponsor’s responsibility)
- Two push notifications during the show

After Dark schedule for restaurant and nightclub events, specific nights are based on a first-come, first-serve basis.
- Thursday 11/30 - Hakkasan + Hakkasan Restaurant, Friday 12/1 – Tao + Tao Restaurant
- Saturday 12/2 - Marquee + Beauty Essex Restaurant
- Sunday 12/2 – Omnia + Stanton Social Prime Restaurant
- Monday 12/4 – Jewel + Cathédrale Restaurant

LDI
WWW.LDIshow.com | WWW.LIVEDESIGNONLINE.COM
On-site Banners

Make a powerful impact as you brand and reinforce your brand image with a highly visible on-site banner sure to be seen and remembered by thousands of industry professionals ready to buy. Secure a premium position now! Contact your Sales Rep for pricing.

Level One – LDI + DSE Exhibit Hall Entrances, West Hall Atrium + Registration

W1-036
540”w x 120”h (1 panel) 540”w x 80”h (1 panel)
Banners / Wall cling
Main lobby west side of LED screen

W1-037
540”w x 120”h (1 panel) 540”w x 80”h (1 panel)
Banners / Wall cling
Main lobby east side of LED screen

W1-016
57” w x 174” (11 panels) 41.5” w x 174” h (1 panel)
57” w x 52.5” h (2 panels)
Window clings
Glass windows to the right of the main entrance doors

W1-014 (3 available)
60” w x 105” (2 panels) 55” w x 116” h (2 panel) - 4 sets for a total of 8 panels each
Window clings
Side of main glass doors to main entrance

W1-042 (2 available)
203”h x 153” w
Wall cling
Outside entrance to Café east side

W1-053
234”h x 127” h
Column wrap
Level 1 main lobby west side column 1

W1-035
151.5” w x 3 stories high
Column wraps
Main lobby column 7 (moving west to east)

W1-034
144.75”w x 151.5” h
Column wraps
Main lobby column 6 (moving west to east)
On-site Banners

The sponsor is responsible for providing artwork. Show Management is responsible for production and hanging. Options include hanging banners, column wraps, window clings, West Hall escalator clings, and customizable packages.

Secure a premium position now! Contact your Sales Rep for pricing.

Level One – Near Registration

- **W1-049**
  - 254" w x 233" h (each panel is 60" wide - 9 panels)
  - Wall cling
  - 100 meeting room lobby south wall (east side)

- **W1-051**
  - 288" w x 167.25" h (60" panels - 4 / 48" panel - 1)
  - Wall cling
  - 100 Meeting room lobby wall

- **W1-009**
  - 64" w x 176.25" (12 panels) 45" w x 176.25" h (1 panel)
  - Window Clings
  - Glass windows facing east of the 100 Meeting Rooms Lobby

Level Two – Conference and Institute Areas

- **W2-015**
  - 59.25" w x 37" h (11 panels facing stairs)
  - Clings mounted to the glass of the stair rail.
  - Located on level 2 west side

- **W2-013**
  - 59.25" w x 37" h (4 panels facing escalator) 51.75" w x 37" h
  - (5 panels facing lobby)
  - Clings mounted to the glass of the stair rail.
  - Located on level 2 base of west side escalator

- **W2-011**
  - 59" w x 37" h (13 center panels) 45" w x 37" h (left panel)
  - 45" w x 37" h (right panel)
  - Clings mounted to the glass of the stair rail.
  - Located on level 2 below LED screen

LDI

WWW.LDISHOW.COM | WWW.LIVEDESIGNONLINE.COM
West Hall Digital Takeover

- The giant LED and all West Hall Atrium digital screens.
- Starting at $7,000

Contact your Sales Rep for more details.
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!