

2025 EVENT SOLUTIONS KIT

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



LDI 2025
DECEMBER 7-9
LAS VEGAS, LVCC WEST HALL

Navigate the **LDI 2025 Sponsorship Guide**

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- **Video + Social Amplification:** Meet the Exhibitor, FOMO Flash & More → [Go to Slide 16](#)
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- **Rigging:** RIGZ training, gear demos & networking → [Go to Slide 28](#)
- **Architectural Lighting Pavilion:** Exhibit + speak in a focused pavilion for designers & specifiers → [Go to Slide 29](#)
- **Need Help?:** Let's Create Something Custom → [Go to Slide 30](#)

Interested in Pro
Audio Pavilion
sponsorship?

→ Download the
prospectus here

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.

256,000+

Total audience reach

16,000+

Event attendees

49,000+

Newsletter subscribers

76,400+

Social followers

70,000+

Monthly page views

LDI buyers- Who they are



Content/Media Creators



Purchasing Managers



System Integrators



Corporate Executives



Directors/Producers



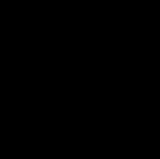
Riggers/Stagehands/Technicians



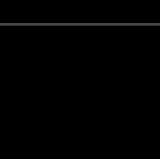
Lighting Designers



Event Managers



Production/Stage Managers



Programmers

Sales/Marketing Professionals

Buyers cover the full range of event experiences



Broadcast/Film/Video Production



Concerts/Special Events



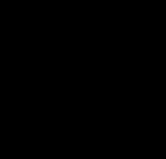
Corporate Events



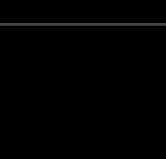
Dealer/Distributor/Rental Operations



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 LDInstitute 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



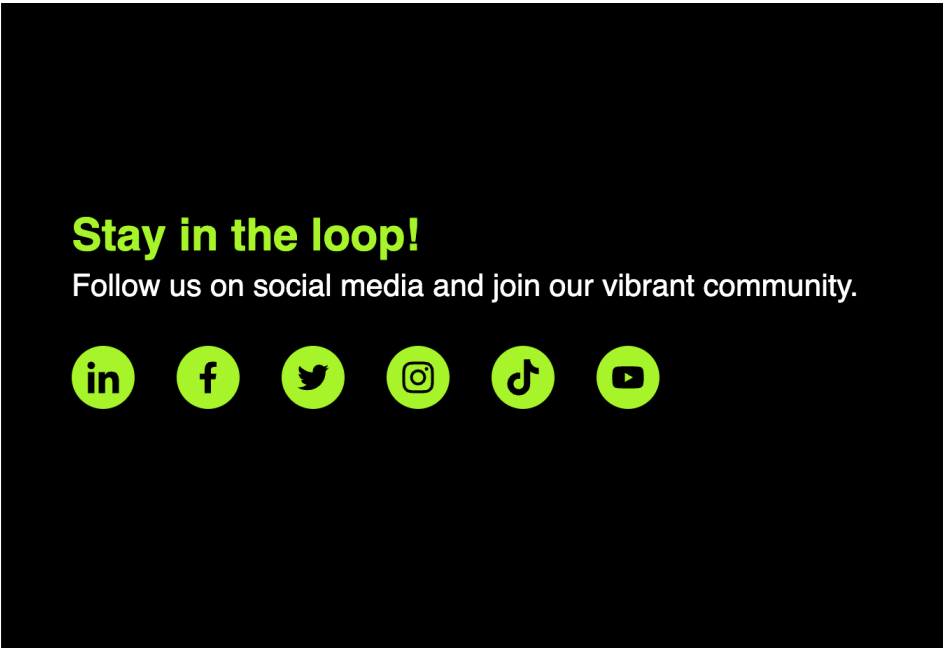
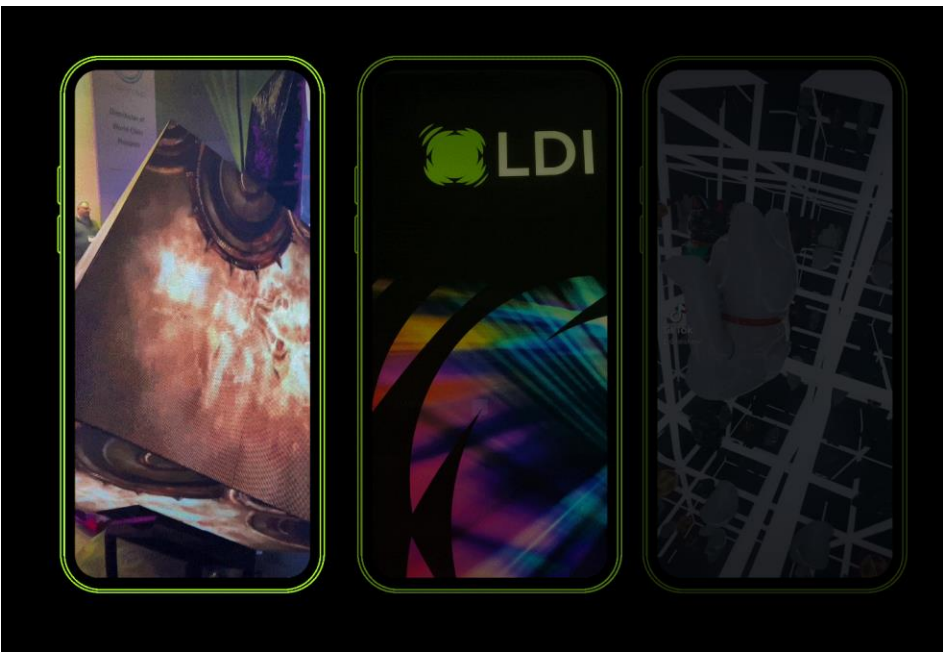
Based on real people.

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

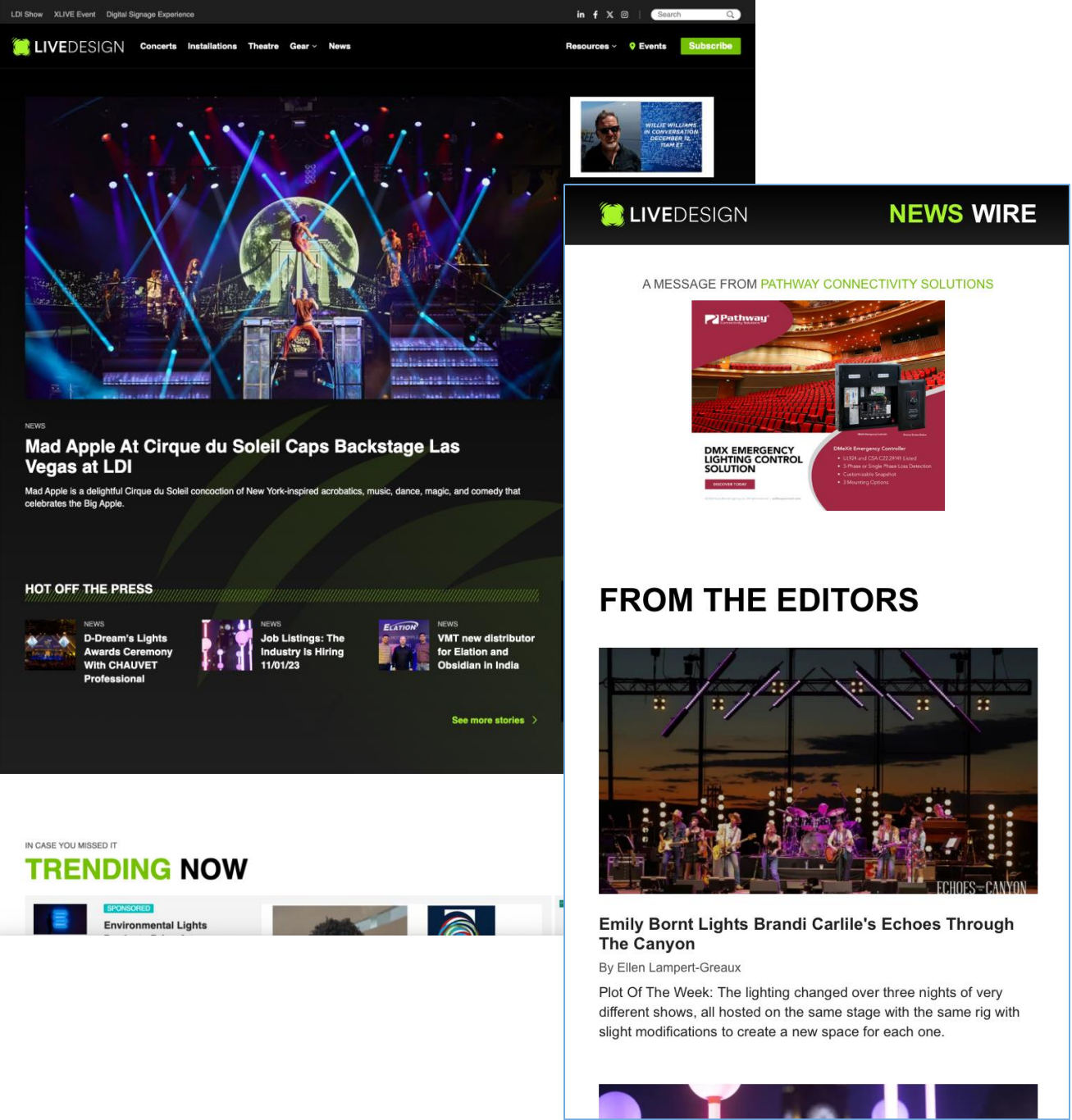
NETWORKING



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

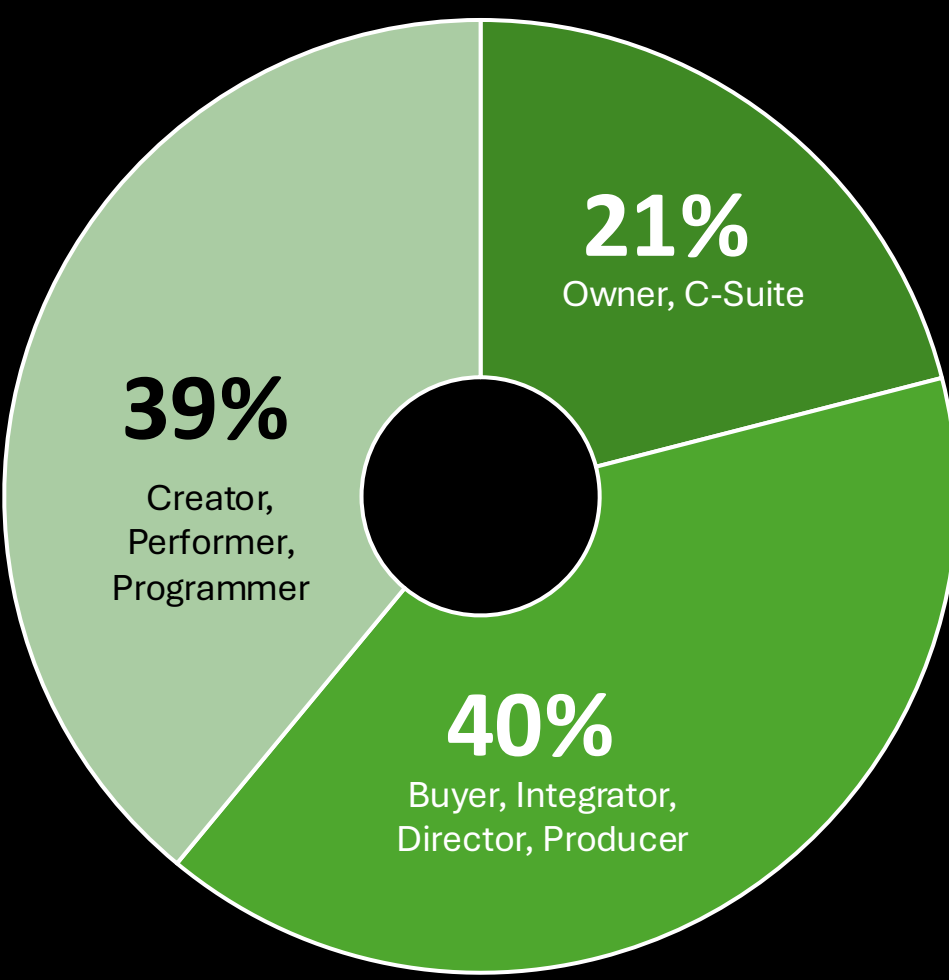
- Custom Webinar
- Content Syndication
- Social Contests
- Roadshow Roundtable
- 5-day Email Course

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

16,000+

Attendees

Meet with owners, buyers, directors and creators!



350+

Exhibitors

Attendees come to see, ask questions and buy!



81%
Demo New Gear



78%
Have Purchasing Power



69%
Source New Suppliers



35%
First-Time Attendees

“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



LDI 2025

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

Conference: December 3-9, 2025

Expo: December 7-9, 2025

Dec 7: 10:00 am - 6:00 pm

Dec 8: 10:00 am - 6:00 pm

Dec 9: 10:00 am - 3:00 pm

Las Vegas Convention Center – West Hall



16,000+

Attendees

350+

Exhibitors

75+

LDInstitute Sessions

125+

LDInnovation
Conference Sessions

200+

Speakers

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	\$50.00/sq. ft.
Corner	\$56.00/sq. ft.
Peninsula	\$53.00/sq. ft.
Island Premiums	
900 sq. ft. & under	\$53.00/sq. ft.
901-2,800+ sq. ft.	\$41.00/sq. ft.
2801+ sq. ft.	\$37.00/sq. ft.

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.

Material Handling

All booths 800 sq. ft. (74.32m) and larger will be charged a flat rate of \$16.70 per sq. ft. for material handling for the LDI 2025 show. Questex/LDI will subsidize \$3 per square foot and the exhibitor is responsible for flat rate of \$13.70 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

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.**

Sponsorship Packages & Benefits

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

DIGITAL INCLUSIONS	Front Row	Loge Level
Logo recognition as a sponsor on LDI's social media, LDIShow.com, and LDI® Mobile App	X	X
Sponsorship level recognition on LDI pre- and post-show promotional emails	X	X
(1) dedicated email to 10K names (General audience or targeted audience)	X	X
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	X	
	\$8,500 <i>5 available</i>	\$5,500

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

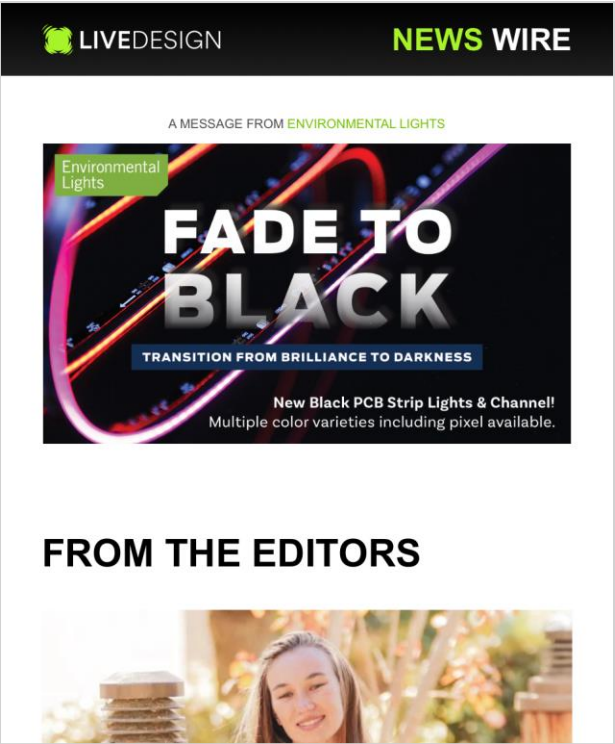
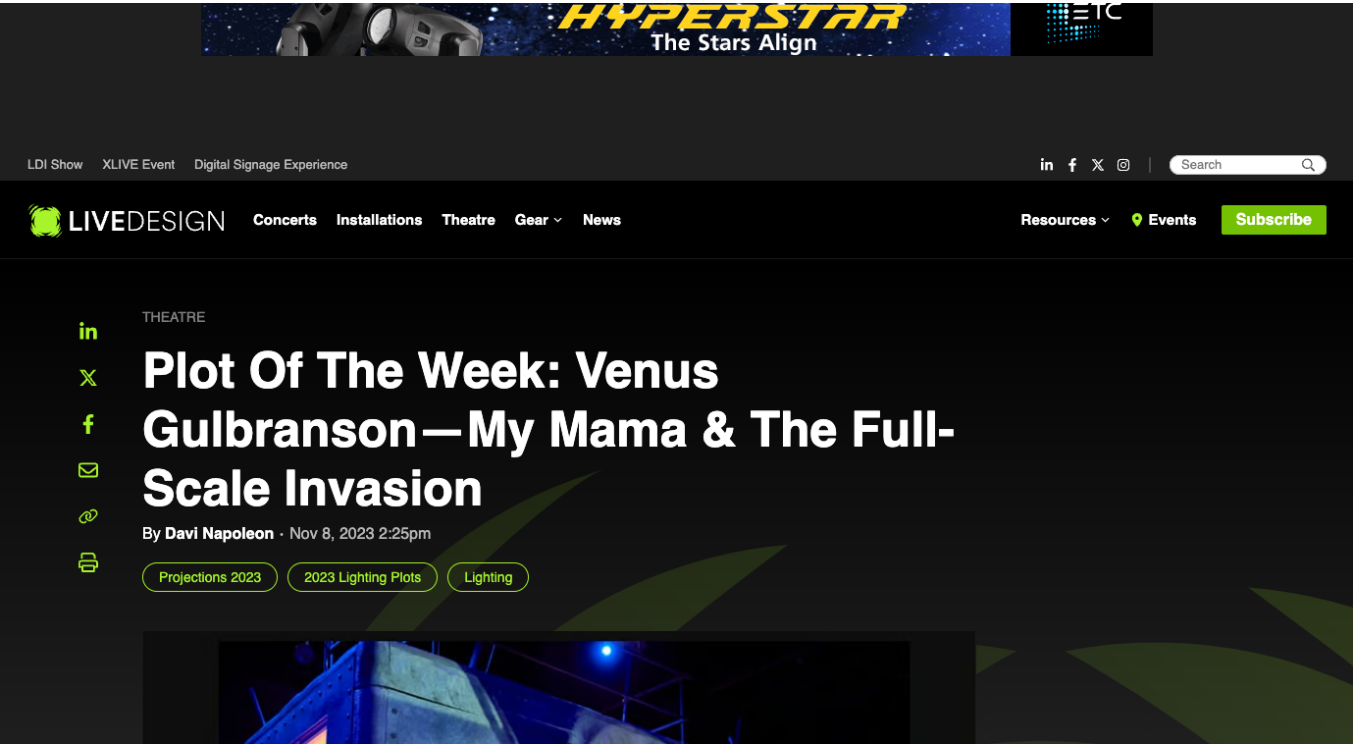
Investment: **\$5,400**

One-hour seminar or panel format.

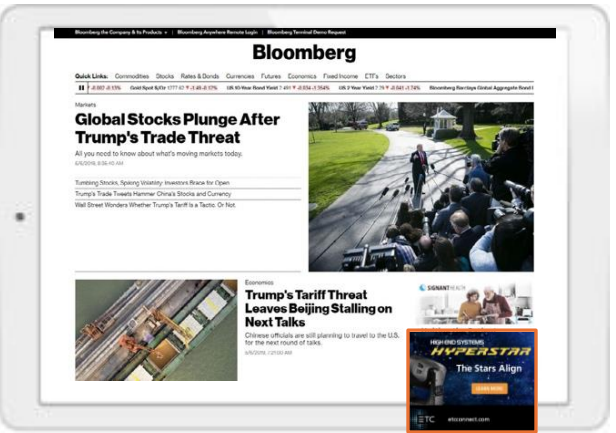
- Pre-show exposure in marketing materials; company name, logo, and seminar information will appear in marketing pieces targeted to attendees, and on the LDI Show.com website and social media.
- Includes standard AV set and dedicated lead retrieval device, for your staff to scan attendees
- Promotion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

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

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.

Investment:

Banner Name/Position	Size	Rate	Live Design Wire - Frequency	LDEYE Outlook - Frequency
Premier	600x500 or 1040x590	\$600 per NL	2x Week	1x Week
Top	600x500 or 1040x590	\$400 per NL	2x Week	1x Week
Integrated	600x500 or 1040x590	\$300 per NL	2x Week	1x Week

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.

Lead with brand marketing

The Live Design/LDI franchise has the largest email database in the industry

With over 211,000 qualified, third-party industry contacts this list can't be beat. Make the most of your existing content and campaigns with emails sent directly to targeted Questex audiences. We'll send your email to a selected list from our database of subscribers from newsletters, websites, events, etc. Leverage our team and our lists to set up and deploy email campaigns through single, or multi-touch email programs.

Includes

- Single email to a targeted list of data selects from the Live Design database. There is a minimum purchase of 1,000 subscribers.
- Targeting options: Job Function/Roles, Company Type, Location.
- Targeting available across specific email subscriber and event attendee lists.
- Post campaign reporting includes open rates and click-through rates to measure effectiveness

INVESTMENT:

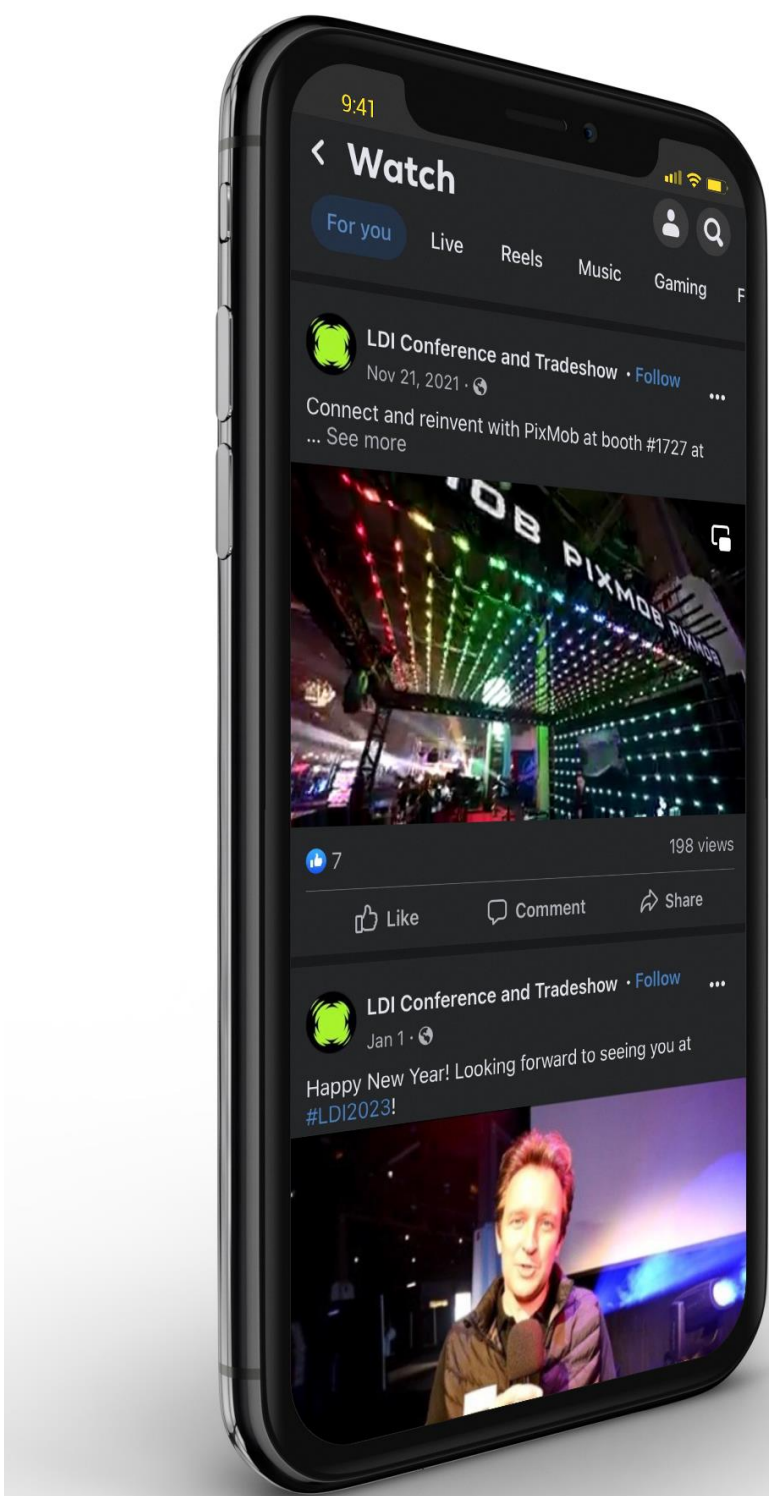
One time: \$300/CPM

Multi-touch: \$450/CPM



Lead with social engagement.

Meet the exhibitor

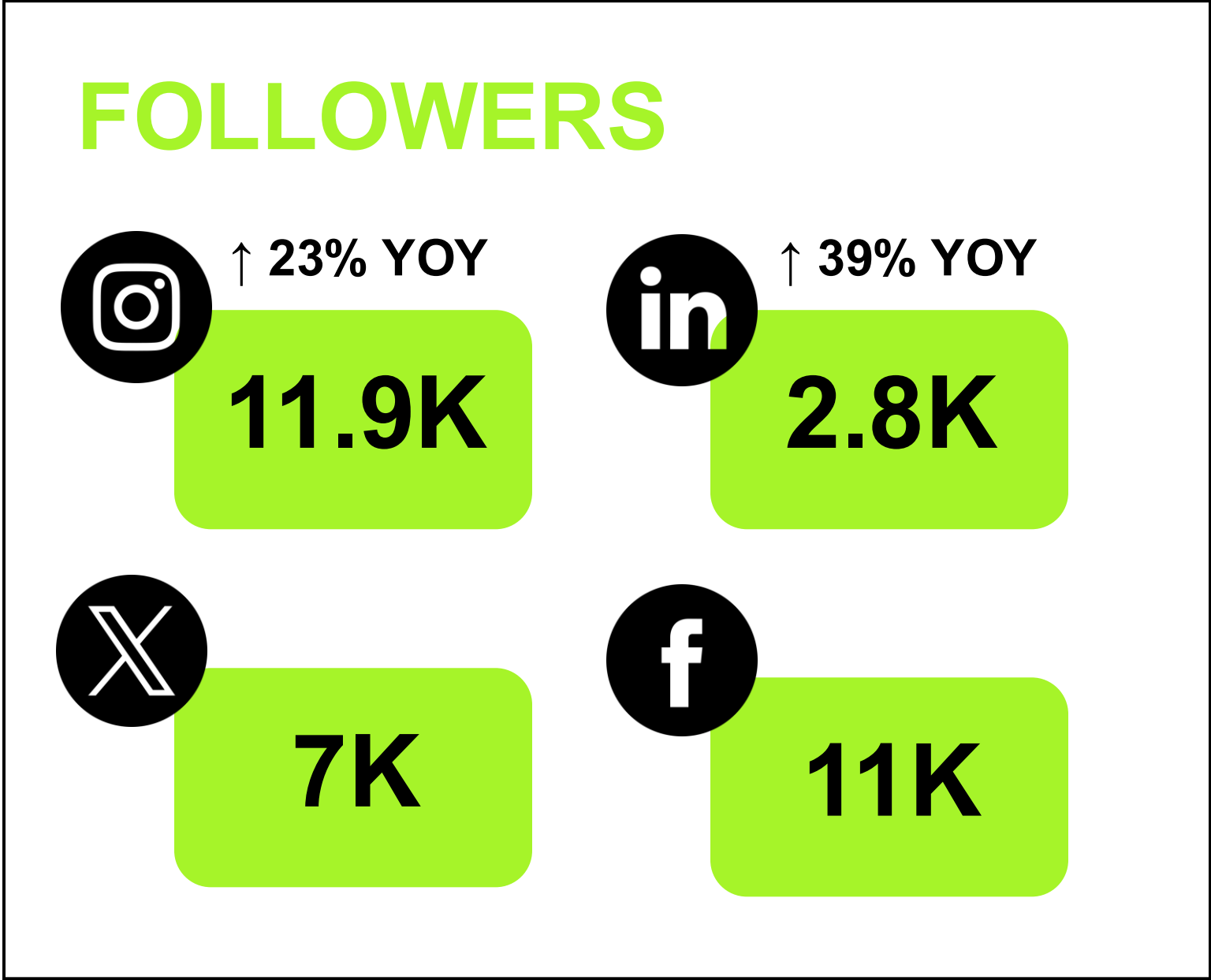


Looking to drive more traffic to your booth, promote a new product, or simply raise brand visibility, our customized approach will ensure that your message resonates with potential customers.

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. Our crew will film/edit a 50-second video clip that’s shared on social media channels.

***Limited Availability: 5 videos per day**

Platform	Recommended: Instagram Available: Twitter, LinkedIn, Facebook
Price	\$4,000
Audience	Live Design Magazine X LDI Followers



Lead with social engagement.

Geo targeted social audience amplification

Platforms: LinkedIn, Facebook/Instagram


Recommended: LinkedIn


LinkedIn AA		
CPM	Impressions (Thousands)	Cost
\$130	25	\$3,575
	50	\$7,150

Facebook/Instagram AA		
CPM	Impressions (Thousands)	Cost
\$80	25	\$2,200
	50	\$4,400

Boost your brand's appeal and impact purchase decisions with Geo-targeted Social Audience Amplification. By targeting our **show and media followers** with precision, we can direct them to your booth and website, extending your reach beyond the show floor and maximizing exposure to attendees.


Pre-Show

Live Design Magazine

Sponsored · 

...

The legend returns with VL5LED WASH! Modern features. Vintage styling. More possibilities.



WWW.VARI-LITE.COM/VL5LED
VL5LED WASH
The Vari-Lite VL5LED WASH is a compact, high o...
[Learn more](#)

Duration: 2 weeks

During

Live Design Magazine

Sponsored · 

...


The legend returns with VL5LED WASH! Modern features. Vintage styling. More possibilities at LDI 2023 at booth #1849




WWW.VARI-LITE.COM/VL5LED
VL5LED WASH
The Vari-Lite VL5LED WASH is a compact, high o...
[Learn more](#)

Duration: 5 Days


Post-Show

Live Design Magazine

Sponsored · 

...

Didn't catch us at LDI 2023? No worries, we've got you covered! The legend returns with VL5LED WASH! Modern features. Vintage styling.



WWW.VARI-LITE.COM/VL5LED
VL5LED WASH
The Vari-Lite VL5LED WASH is a compact, high o...
[Learn more](#)

Duration: 2 weeks

Lead with social engagement.

FOMO Flash

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

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

Includes boosted social posts to our database of subscribers and event attendees.

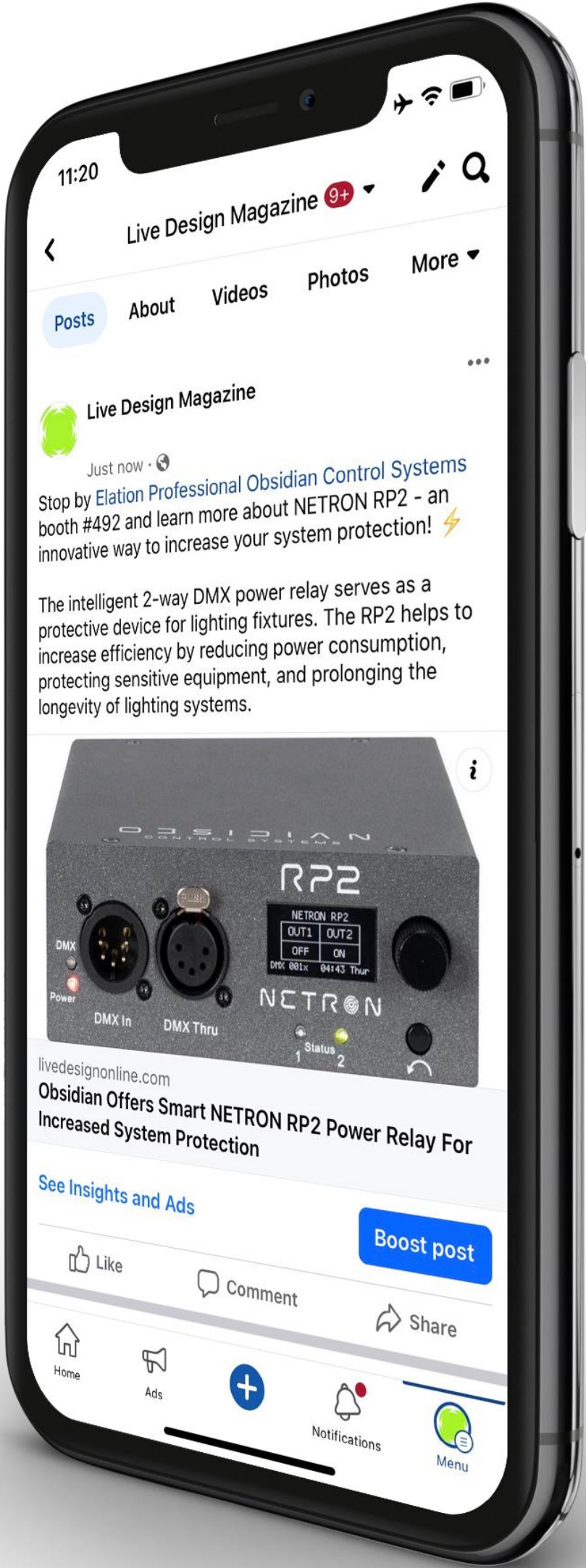
***Limited Availability: 10 posts per day**

Platform	Recommended: Facebook, Instagram Available: Twitter, LinkedIn
Price	\$3,000
Audience	Live Design Magazine X LDI Followers

INSTAGRAM: TWO POSTS + ONE STORY



FACEBOOK/TWITTER/LINKEDIN: THREE POSTS



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

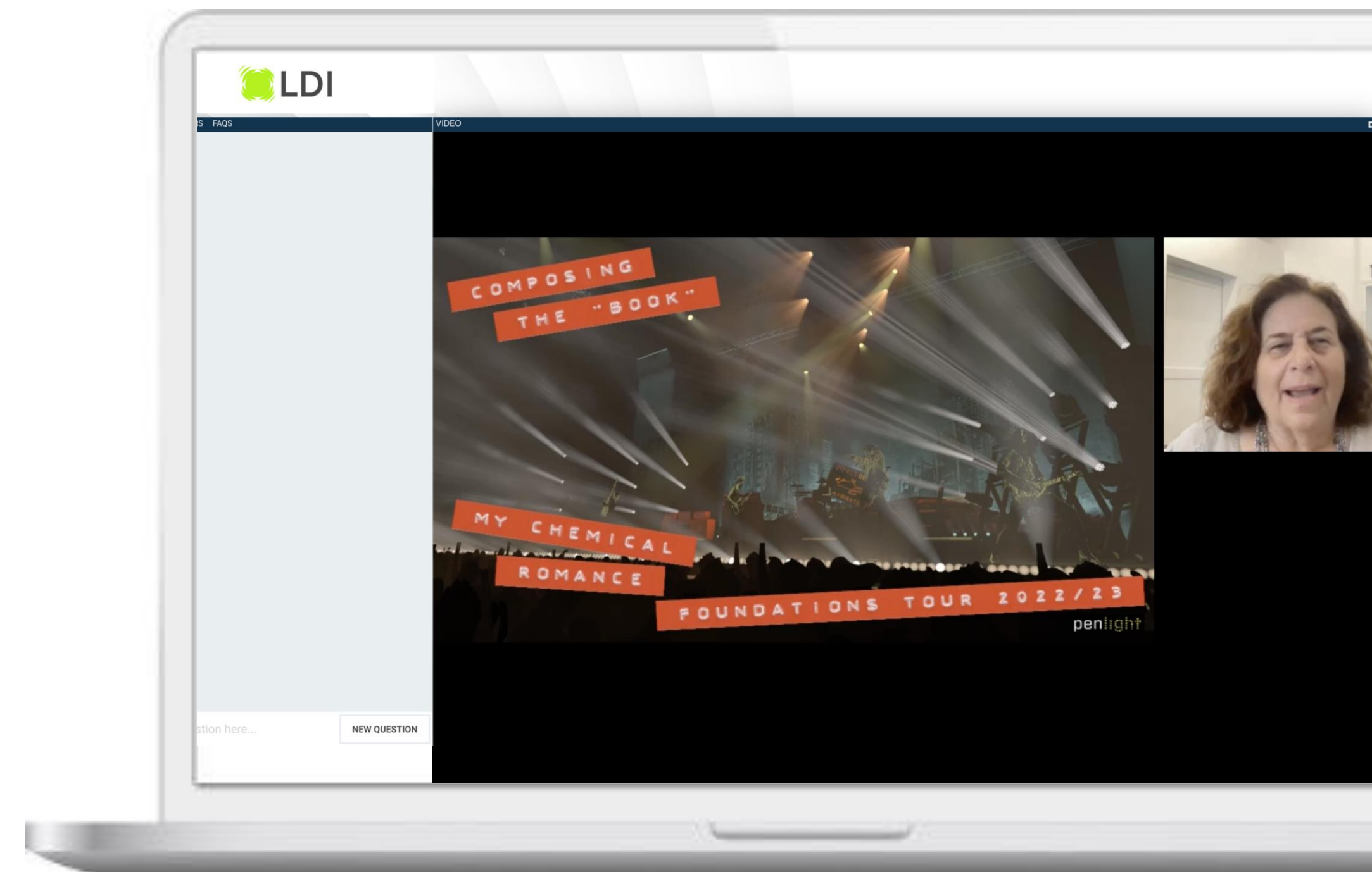
- Sponsors maintain full control over the topic, speakers and presentation.
- Sponsor provides promotional content.
- Questex will build and promote webinar.
- Program is fully supported by the Questex team and includes moderation and technical support.
- Questex will promote webinar until live date,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

Additional formats:

- Fireside Chat/Interview
- Panel/Roundtable

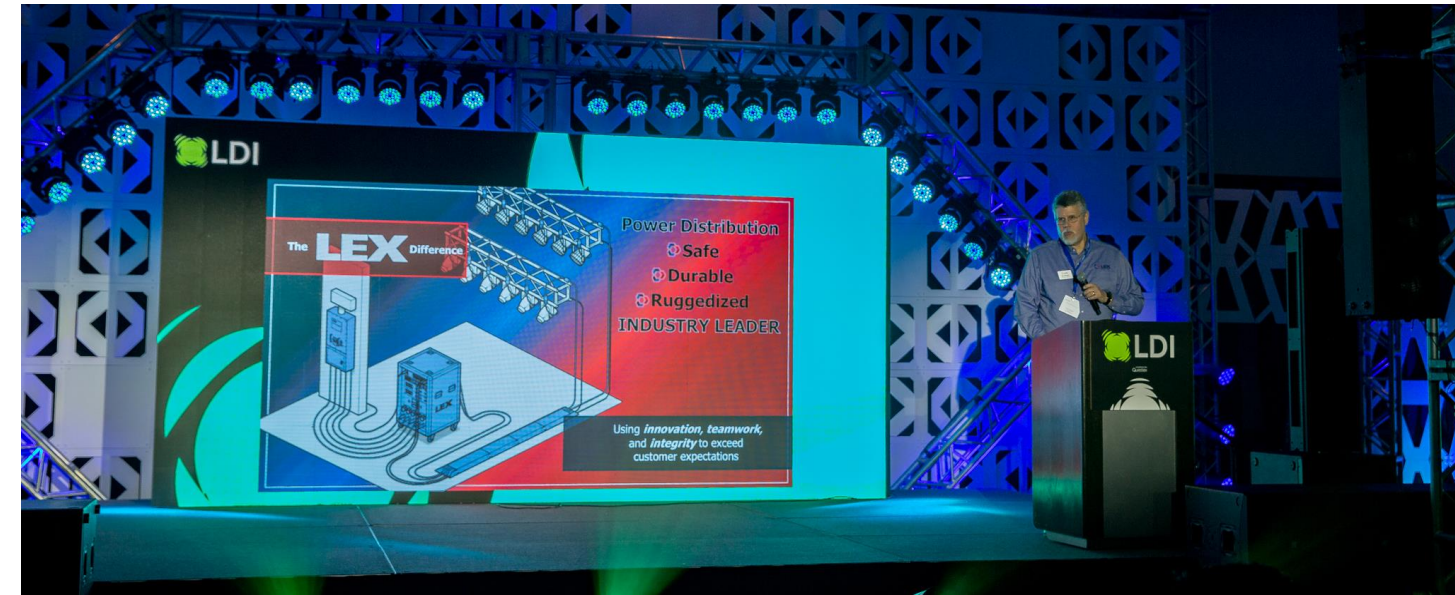
Custom Editorial Webinar Includes

- 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

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: \$2,000 - \$20,000 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 Breakfast + XLIVE
- Career Fair Expo Booth
- Behind the Scenes Wellness Lounge
- Loud Speaker Demo Room + Audio NTB
- LDInstitute and LDInnovation Conference Rooms
- Live Sound Stage

Las Vegas Backstage Tours

Investment: Ask sales team for rates

LDI 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.**



Headshot Sponsor

Investment: **20,000 part of Career Fair Sponsorship**

Everyone needs an updated headshot. Put your brand front and center of the event headshot lounge. You get onsite branding in the Career Fair booth and also in a post event email to each person that visited the headshot lounge. The follow-up email contains a link to each persons individualized portrait gallery with your branding and link back to your website included. Includes

- Branding on Career Fair Signage
- Post Event E-Mail with branding
- Leads provided at the end of the program
- Individual Branded Portrait Gallery

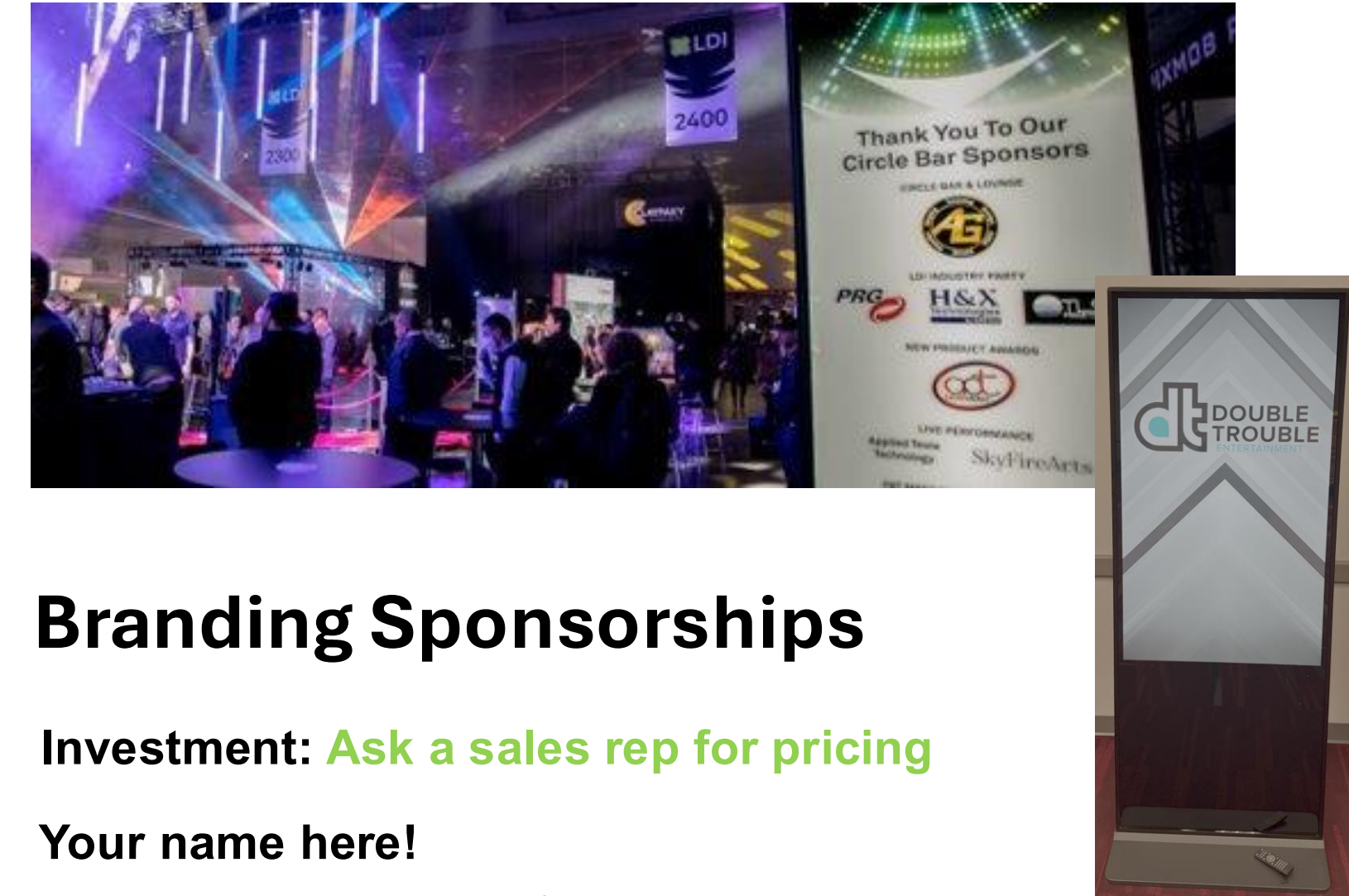


LD Industry Party

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

Investment: **Ask a sales rep for pricing**

Your name here!

- Branded wearables \$3,500
- Double-sided lightbox \$4,500
- Digital Sign NEW* Aspect ratio is 1920 x 1080p, sponsor provides USB for continuous looping. \$4500
- Attendee Bags \$5,500
- Floor Graphics \$1,000 each or \$5,000 for 5
- Entrance Unit
- Onsite Banners and Signage

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

Branding opportunities to showcase your technology and products

Schedule and Details (** schedule may be subject to change)

NEW TECHNOLOGY BREAKFAST ROOM

Saturday: XLIVE Concert Touring Sessions, Dining with Dinosaurs

Sunday: Lighting and Lasers NTB

Monday: Projection, Special FX, Staging and Rigging NTB

Tuesday: LDI Booth and Product Awards, Diversity in Design Scholarship Ceremony, Women in Tech Keynote and Panel

LIVE SOUND AND AUDIO ROOM

Sunday: Loudspeaker Demos – Round Robin Format

Monday: Audio NTB

CAREER FAIR BOOTH

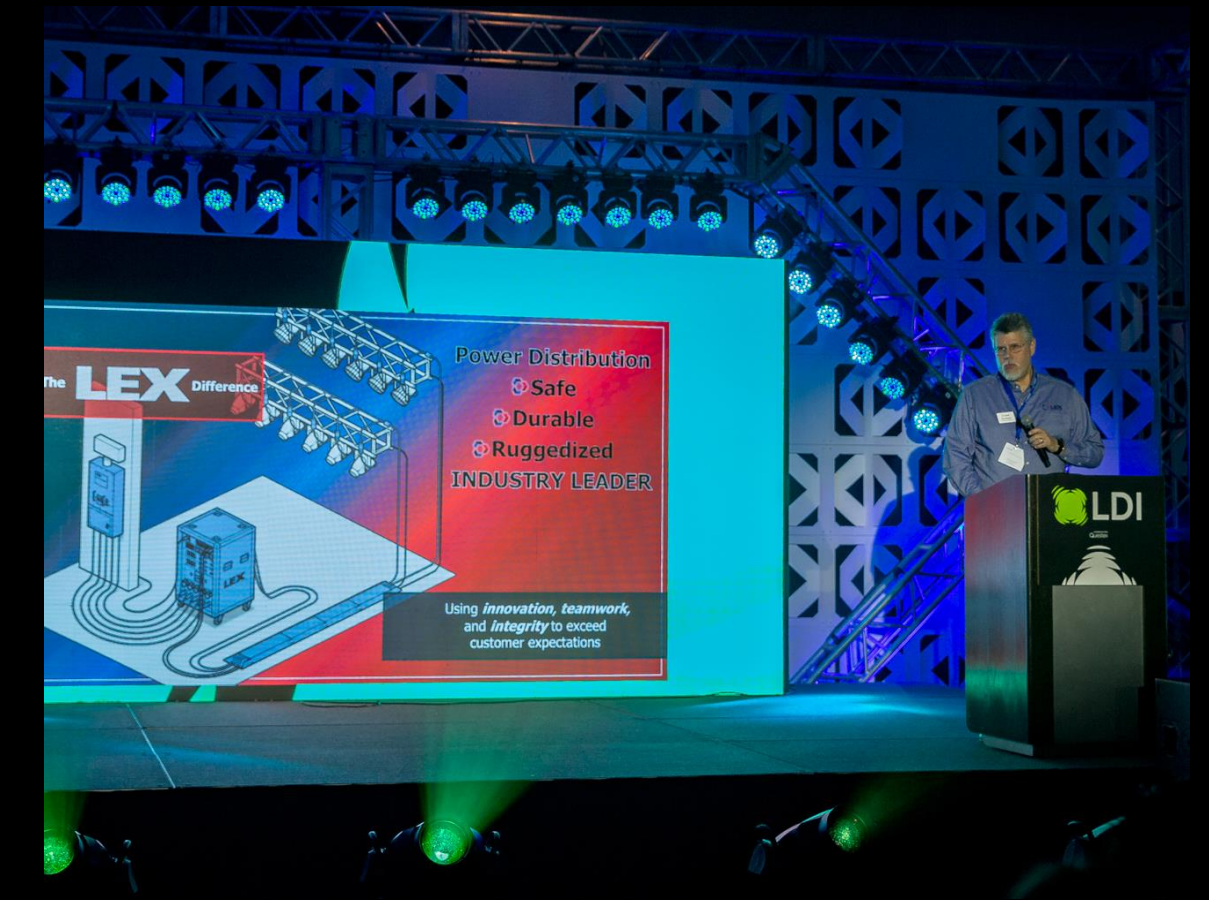
Sunday – Tuesday: Recruitment and Hiring sponsors, Career Coaching Corner, Giveaways, Mentoring Meet up, URTA

BEHIND THE SCENES WELLNESS LOUNGE (expo floor)

Sunday–Tuesday: LDInnovation Conference Sessions in partnership with BTS

LDINSTITUTE AND LDINNOVATION CONFERENCE MEETING ROOMS

Wednesday–Tuesday: LDInstitute Trainings, RIGZ Intensive, LDInnovation Conference Sessions



INVESTMENT: DEPENDENT ON PRODUCT AND EXCLUSIVITY

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

- Logo recognition as a 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 to up to 10K names from the LDI pre- or post-show list
- 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 attendees (sponsor to provide items)
- Product and gear showcased on the rig of sponsored location

* Schedule based on availability

XLIVE CONCERT TOURING SPONSORSHIPS

Saturday, December 6, 2025

XLIVE: The Touring Sessions @LDI

A one-day event, moderated by Jake Berry and Marcel Fairbairn, where you will immerse yourself in the wisdom, experiences, and lessons of live event industry legends as they share their expertise with seasoned professionals and newcomers alike. From set and lighting design to management, logistics and more, this conference bridges generations, offering unparalleled insights for anyone in—or aspiring to join—the world of live entertainment production. **Speakers include*** *Bob Boniol, Butch Allen, Opie, Roy Bickel, Patrick Dierson, Anders Rahm, Emily Malone, Forrest Hunt, Cort Lawrence, Josh Kaufman, Emilio Sa Colorado*

Dining with Dinosaurs - A Fossil-Fueled Night with Industry Giants

Following a successful launch at LDI 2024, Geezers of Gear returns with another pack of epic dino legends. The evening will include a dino-studded all-star panel, a Golden Dino award presented to a lifetime achiever, and of course, round table discussions with mega dino-stars of the live events industry. And yes, there will be food, and drinks as well!

An event built to engage and support the next generation and young career professionals by sharing stories and insights with industry veterans with rotating roundtables.

Participating Dinos:



Jake Berry

Production Manager
Jake Berry Productions



Roy Bickel

Rigger
Rock and Roll



Scott De Vos

Owner
De Lux Productions



Marcel Fairbairn

Founder
Gearsource.com



Bob Harmon

Owner
Eggshell Lighting



Seth Jackson

Lighting & Production
Designer
Seth Jackson Creative



Peter Morse

Lighting/Production
Designer



Jeff Ravitz

Lighting Designer
Intensity Advisors



Howard Ungerleider

Owner
Production Design
International



John Wiseman

Executive Vice President,
Worldwide Sales
PRG

Schedule*

10:00am – 5:00pm | XLIVE Sessions

*includes a one-hour networking lunch

5:30 – 6:00pm | Dining with Dinosaurs
Welcome Networking (Food and
Beverage included)

6:00 - 6:50pm | Introduction of Dinosaurs
and Sponsors + Panel

6:50 - 7:00pm | Golden Dinosaur Award
(Lifetime Achievement)

7:00 - 9:00pm | Sponsored/ Dinosaur/
Mentor Rotating Roundtables –
Dinosaurs stay at tables, attendees and
sponsors rotate

9:00 - 9:30pm | Post-Event Networking

• *subject to change*

XLIVE CONCERT TOURING SPONSORSHIPS

Inclusions:

- Logo + Brand Recognition on all related signage and LED screens
- Sponsor Project XLIVE Video looping during lunch (30-60 sec slot)
- 6 staff or customer passes to XLIVE with Dining with Dinosaurs Reception
- Logo Branding on all Roundtables and Dining with Dinosaurs Swag (Dinosaurs stay at tables, attendees and sponsors rotate)
- Attendee Lead Lists
- Sponsored swag (optional for sponsors)

Marketing and editorial promotion for sponsors includes:

- Pre-show articles on Live Design Online.
- Inclusion of articles in Live Design newsletters
- Promotion of XLIVE Concert Touring on LDI and Live Design websites with mention and logo for all sponsors.
- Targeted emails blasts to promote XLIVE Concert Touring to LDI attendees.

Production Touring Sponsorship:

\$6,000 exhibitor rate | \$12,000 non-exhibiting rate

Upgrades

- \$1500 Golden Dinosaur Lifetime Achievement Award
- \$1500 Sponsored VIP Table at LDI After Dark. Invite 12 guests to join your hosted table with Bottle service (two bottles/mixers) and VIP access. *gratuuity not included (TAO Venue TBD)
- \$1500 Dedicated Bar Sponsor for one of the bars in the event – structure/branding/napkins



BATTLE OF THE BUSK

PRODUCT ACTIVATION SPONSORSHIPS



Investment Opportunities

The Battle of the Busk experience is back!

Designed to give your products ultimate visibility and promotion. Located on the show floor in the LDI Circle Bar and Battle of the Busk Stage.

Formatted as a three-day course in the LDInstitute, Friday, Saturday, and Sunday. The Battle of the Busk will comprise 4-6 teams consisting of 4 LDI attendees on each team (2 on a lighting console / 2 on a media server), and 2 sponsored trainers

(1 lighting / 1 video).

Taught and Hosted by Luther Frank and Visual Art Form.

Competition Format: The teams will have two days of dedicated training followed by one day of “practice time” prior to the actual competition, which will take place before the LDIndustry party on Sunday and the winning project showcased before the LDI Awards Ceremony Tuesday morning.



Sponsorship Deliverables

- Product participation and sponsor recognition as part of the team during all practices and performances. *Sponsor provides equipment and installation specifications in conjunction with the show management AV vendor.
- Branding on all preshow and onsite signage for The Battle of the Busk, and all related communications via digital, social media, and mobile app.
- Opportunity to present a programmer of choice to lead the training on the sponsor's gear.
- 30 min dedicated slot for either sponsor demo time or speaking session Sun, Mon or Tues .
- Recording of performance—post-event social media alignment on LDI and Live Design websites.
- Option to sponsor a prize for competition winners.
- Post event Lunch with all buskers, judges, trainers and sponsors on Monday in the circle bar.

Marketing and editorial promotion for sponsors includes:

- Pre-show articles on Live Design Online.
- Inclusion of articles in Live Design newsletters
- Promotion of The Battle of the Busk on LDI and Live Design websites with mention and logo for all sponsors.
- Targeted emails blasts to promote The Battle of the Busk to LDI attendees.
- Product news articles on Live Design Online for new products being launched by sponsors with link to The Battle Of The Busk
- Post show promotion of the results of the competition and online videos

BATTLE OF THE BUSK

PRODUCT ACTIVATION SPONSORSHIPS



Training Schedule

LDIntensive

Friday + Saturday, 9 AM – 5 PM

- Hands-on Training
- Programming and Busking

Rehearsal Day

Sunday, 11 AM – 5 PM

Teams work together to apply hands-on training knowledge to create a seven-minute busking performance. 90 min or 2x 45 min time slots for rehearsal will be assigned.

Battle of the Busk Contest

Sunday, 6 PM

As the opening event of the LDIndustry Party, each team will perform their project for the audience. A camera will capture the busking with playback on a screen for the audience to see. Teams will be voted on by the LDI audience for the Viewer's Choice Award. The performances will be uploaded to LDI's social media accounts for a virtual vote for the People's Choice Award.

Sponsored Buskers Post Event F&B Reception

Monday, 12 PM

VJ Challenge

Monday, 5 PM

LDI Booth, Debuting Products, and Busking Awards

Tuesday, 9 AM

Sponsorship opportunities

(FOR EXHIBITORS ONLY)

- Lighting Console (ideally 2 consoles, 1 for Previs and 1 for FOH) and a Programmer (6 available at \$5,500 each)
- Media Server (ideally 2 consoles, 1 for Previs and 1 for FOH) and a Programmer (2 available at \$10,000 each)
- Lighting Rig with Moving Lights 10-15 fixtures to include Spot, Profile/Beam, Wash and Special FX units, or a combination of all four. A lighting rig design will be provided late summer. All fixtures will need to be shipped to the AG Warehouse by Nov. 24 for pre-show tour prep. (6 available at \$5,500 each)
- Lasers, Fog, Pyro, Special Effects, Wearables (available at \$5,500)
- FOH + Back of House Networking/Cable Gear (available at \$5,500)
- Live Camera Feed (1 exclusive \$5,500)
- DJ Desk + Gear (2 available \$5,500)
- Headphones (1 exclusive \$5,500)
- Seating, Lounge, Scenic Decor (available at \$5,500).



RIGGING SPONSORSHIPS

Professional Training Schedule:

WEDNESDAY (MEETING ROOM)

Entertainment Rigging Fundamentals - Day 1

THURSDAY (MEETING ROOM)

Entertainment Rigging Fundamentals - Day 1

FRIDAY (MEETING ROOM + EXPO FLOOR)

Rigging 101 – Hands-on Truss Structure and QAQC

SATURDAY (MEETING ROOM)

- RIGZ: An LDI Rigging Intensive – Day 1
- LDI Networking Event
- Sunday (meeting room + expo floor)
- RIGZ: An LDI Rigging Intensive – Day 2
- Intro to Rope Access Talks

MONDAY (EXPO FLOOR)

SPRAT Work-at-Height Certification with Rigging International Group (RIG) - Day 1

TUESDAY (EXPO FLOOR)

SPRAT Work-at-Height Certification with Rigging International Group (RIG) - Day 2

**Additional courses TBD

Sponsorship Investment \$5,500

Upgrade - Climbing Wall Sponsor \$8,000

Sponsorship fee does not include exhibit space. Please ask account executive for exhibit rate options.

Elevate your company's visibility by aligning your brand with the industry's top professional rigging training across six days at LDI.

- Sponsor recognition at all LDI Rigging training events and courses
- Showcase your product by activating the RIGZ sessions meeting room, RIGZ In-depth breakout rooms, and/or expo floor training structure with your branded gear (optional choices; truss, hoists, helmets, gloves, chains, ropes, shackles, bolts, LED walls, Lighting, Audio)
- Sponsorship level recognition on LDI pre- and post-show emails and Live Design editorial coverage
- One (1) dedicated email with up to 10K names from the LDI pre- or post-show list
- Logo recognition as a sponsor on LDI's social media, LDIShow.com, and the LDI Mobile App
- Presentation time slot at the New Technology Breakfast: Projection, Special FX, Staging, Rigging Monday, Dec. 8 at 8am
- Option to distribute promotional swag or branded wearables to attendees/training participants (sponsor provides items)
- Lead generation on attendees for all rigging courses and sessions
- Two (2) passes for RIGZ sessions and networking lunches
- Two (2) passes for the RIGZ Networking Event, Saturday, December 6 from 6-8pm (venue TBD open bar served)
- Recruitment, Thought Leadership, Mentor Opportunities

8,300+

Job titles are electrician, engineer, rigger, stagehand, technician.

4,000+

Attendees specify for staging, trussing, and rigging.

200+

Attendees expected to sign up for LDI 2025 rigging training courses.



LDI ARCHITECTURAL LIGHTING PAVILION SPONSORSHIP

LDI has added a special focus on architectural lighting, marketing the special pavilion on the show floor to a database of 40,000 designers and architects who influence or specify architectural lighting products for diverse projects.

The architectural lighting products on the show floor are paired with dedicated conference sessions that look at the field from a new angle.

Investment: 10x10 \$5,800 | 10x20 \$11,600

Exhibit Space Includes:

- Exhibit space on the show floor (10x10 minimum) up to 20x20 booth
- Drapery, carpet, 10-amp electrical outlet (per 10x10)
- Exhibitor listing in printed and digital promotional materials, show signage, mobile app, and website
- 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 (2) exhibitor conference passes (does not include LDInstitute™)
- Participation in New Technology Breakfast
- Dedicated conference track focused on architectural lighting, as well as additional sessions for demos and speaking opportunities
- Unlimited sponsorship opportunities
- Eligibility for the debuting Architectural Lighting Product Award
- **Reach 40k+ designers and architects**
- LDInstitute Training courses and LDInnovation Conference sessions for architectural lighting professionals



Let's Talk!

Don't see a sponsorship opportunity that you're interested in?
Let's make it happen.



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