



 **LDI**  **LIVEDESIGN**

**2025 MARKETING SOLUTIONS KIT**

**PRO AUDIO PAVILION**  
**+ LIVE SOUND**

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

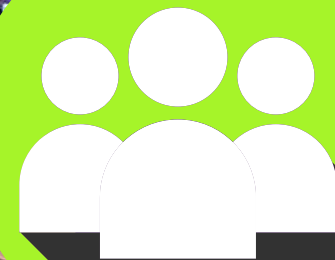


# AUDIENCE PROFILE

Audio is a rapidly growing interest and key buying market within the LDI community. Committed to advancing the future of the live events industry, LDI prioritizes Pro Audio training and product access as essential components for both the event and the marketplace.



**16,000+**  
Attendees  
Expected at  
LDI 2025



**50%** of audience use or specify audio

**70%** of those audio attendees have purchasing power for audio products and services

**75%** plan to incorporate audio within the next 1-3 years

**81%** want to demo new gear 

**69%** source new suppliers

**67%** Plan to attend LDI this year



# PRO AUDIO FOCUS ON DIGITAL MIXING CONSOLES

**69%**

Interested in  
seeing/evaluating mixing  
consoles

**50%**

Plan to purchase digital  
consoles in the next 12  
months.

**70%**

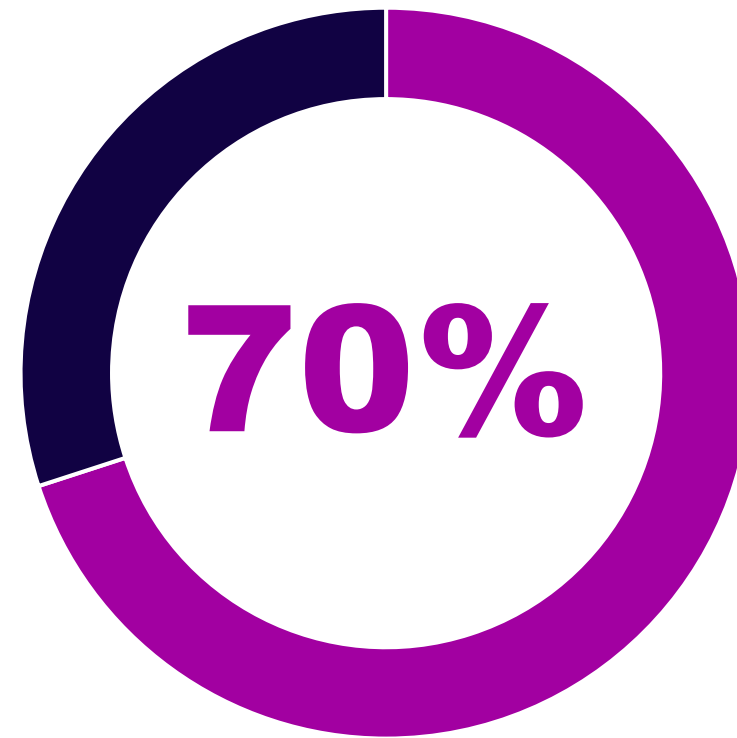
Have final purchasing  
authority and/or specify  
product purchases

\*Based on a recent Live Design audience survey

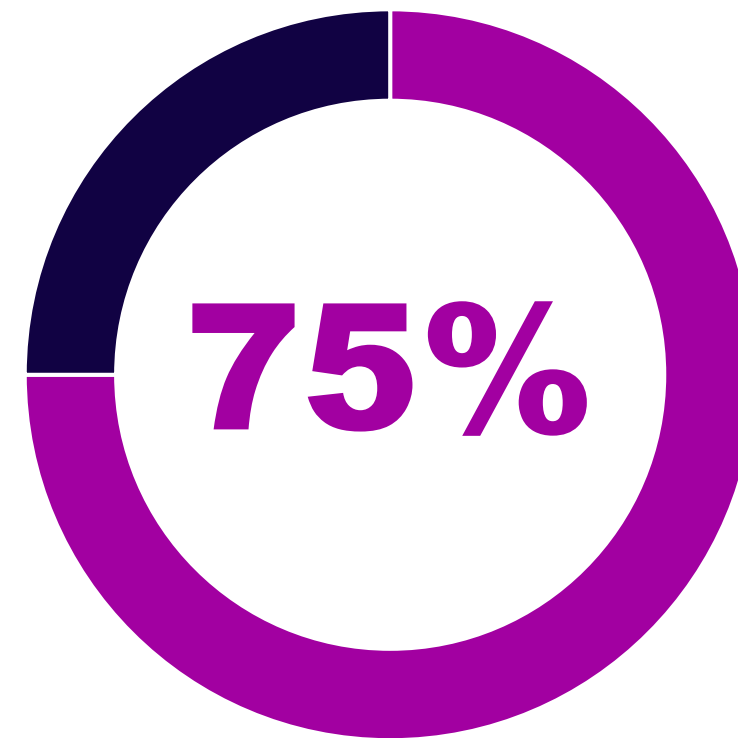




LDI HELPS  
YOU REACH  
NEW  
CUSTOMERS!



**DO NOT attend  
Infocomm**



**DO NOT attend  
NAMM**

\*Based on a recent live design audience survey



# PRO AUDIO FOCUS ON LOUDSPEAKERS



**60%**

Interested in  
seeing/evaluating  
full-range  
loudspeakers

**36%**

Plan to purchase 2-3  
way loudspeakers in  
the next 12 months.

**30%**

Plan to purchase  
loudspeakers in the  
next 12 months.

**70%**

Have final purchasing  
authority and/or  
specify product  
purchases

\*Based on a recent Live Design audience survey



# PRO AUDIO FOCUS ON MICROPHONES



**70%**

Interested in  
seeing/evaluating  
microphones

**32%**

Plan to purchase  
wired microphones in  
the next 12 months.

**49%**

Plan to purchase  
wireless microphones  
in the next 12 months.

**70%**

Have final purchasing  
authority and/or  
specify product  
purchases

\*Based on a recent Live Design audience survey



# PRO AUDIO BUYERS' PRIMARY AREAS OF BUSINESS

Live Entertainment Production/Live Sound Market



Systems Design



Front of House



Systems Installation



Education/Instructor

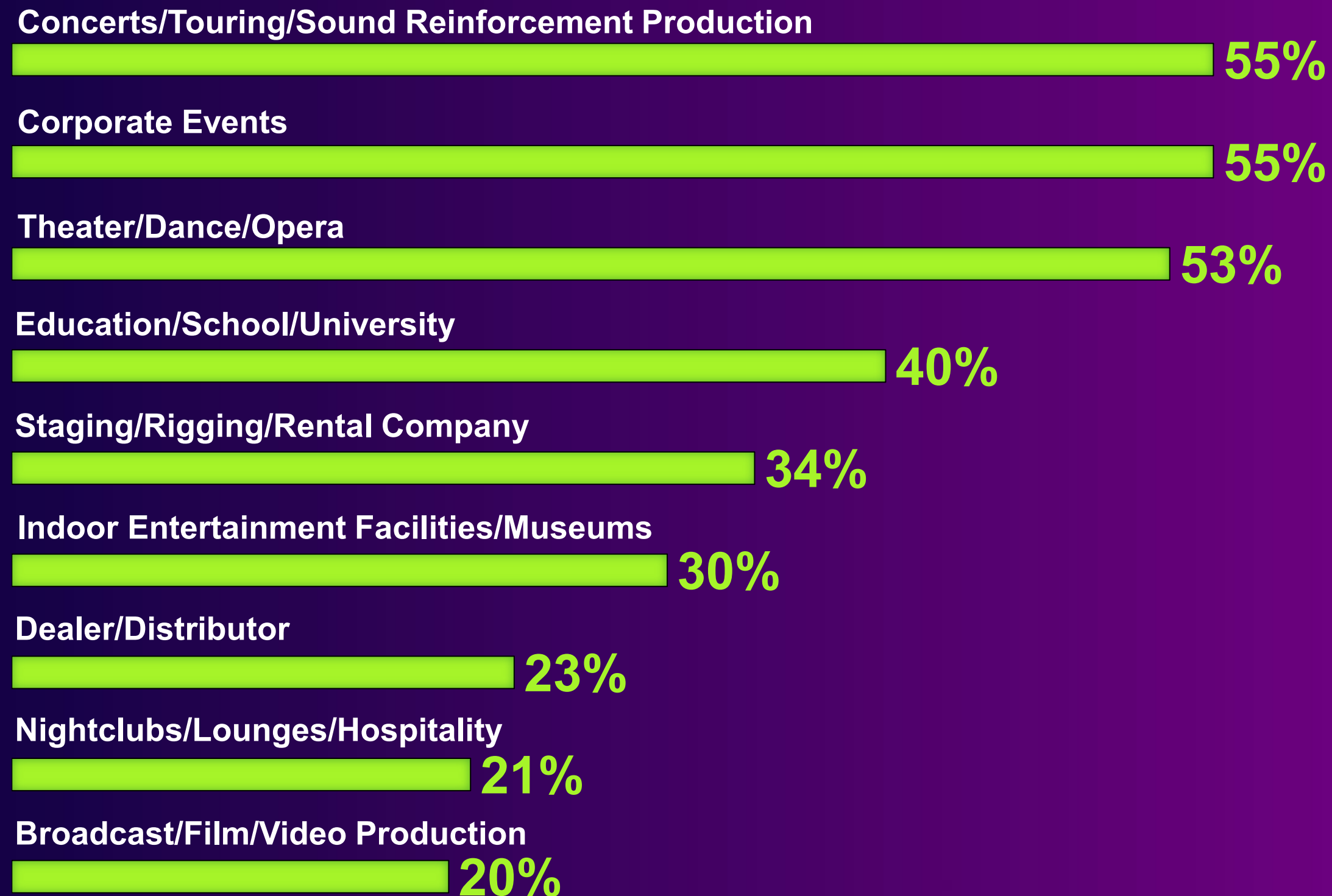


Sound Department Head





# TOP 8 BUSINESS SEGMENTS OF THE LIVE SOUND MARKET (multiple answers)





OUR  
COMMUNITY  
ARE  
SAYING...

“**Invite more  
audio companies**

“**There needs to  
be more of an  
audio presence**



# OUR CUSTOMERS ARE SAYING...



**LDI was a cool opportunity for us to connect with key buyers and decision-makers in the live event and pro audio industry.**

The show floor was hoppin' and we saw great results from our interactive training and audio mixing demo space. We were pleased to see a highly qualified and engaged crowd that spanned audio expertise levels and points in the purchase cycle. LDI is certainly on our list as we look at where we need to be to meet our customers in the field and interact in meaningful ways.



**Jeff Hawley, Marketing Director Allen & Heath USA**  
**American Music & Sound**

**Exhibiting at LDI has been a game-changer for us in the pro-audio industry.**

The event connected us with high-quality buyers, industry leaders, and decision-makers actively looking for the latest audio solutions. The energy on the show floor was incredible, and the opportunity to showcase our products in a hands-on environment has led to meaningful conversations and valuable business relationships. LDI is the place to be if you want to reach the right audience and elevate your brand in pro audio!



**Robert Hofkamp, Business Development Consultant, U.S.**  
**Funktion-One**



# AUDIO ATTENDEE PROFILE

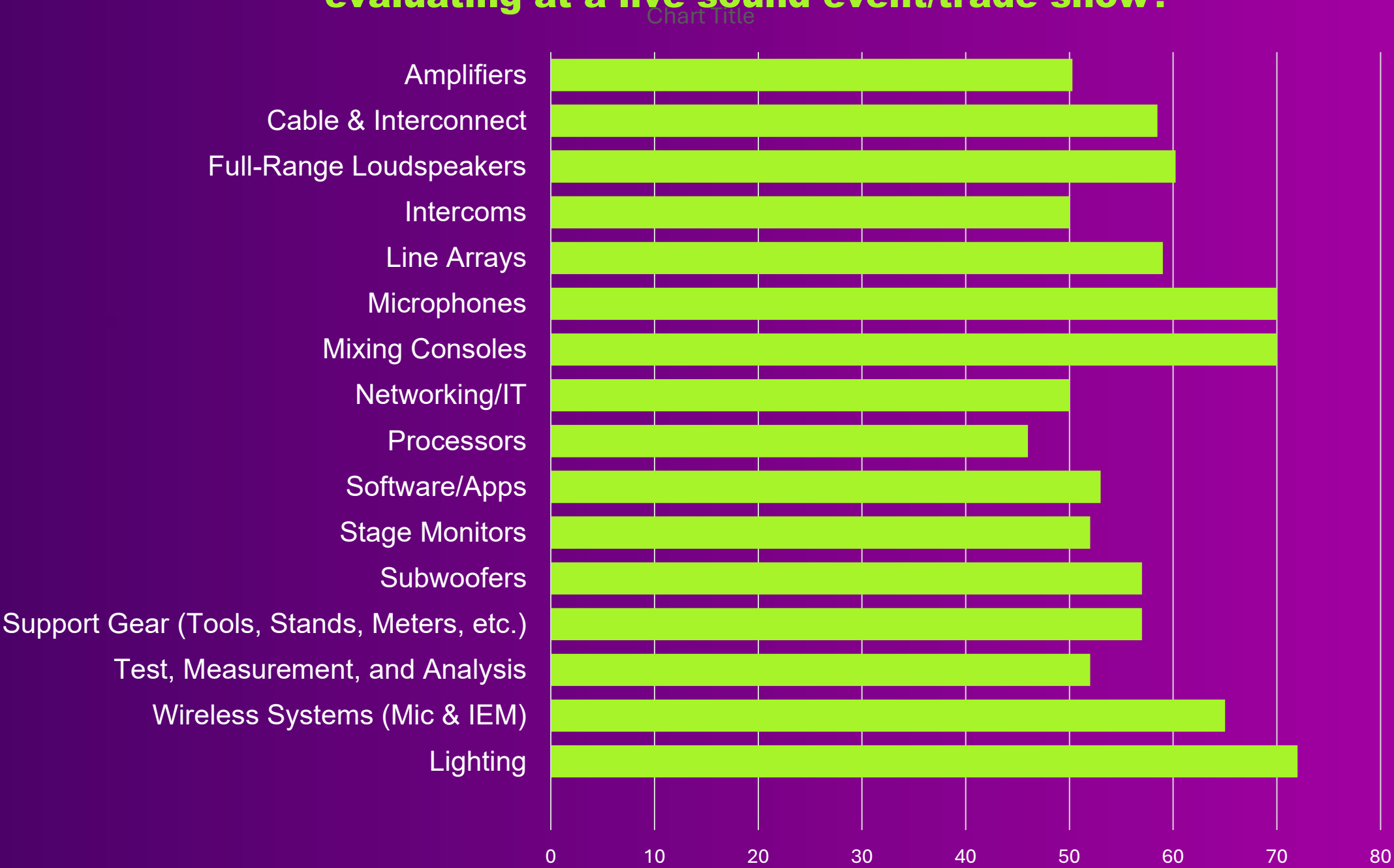
## Annual Revenue



## Annual AV Budget



**\*What types of equipment/gear would you be interested in seeing and evaluating at a live sound event/trade show?**



\*Attendees can select multiple products

\*Data collected from LDI Audience Surveys and Registration Data



# AUDIO ATTENDEE PROFILE

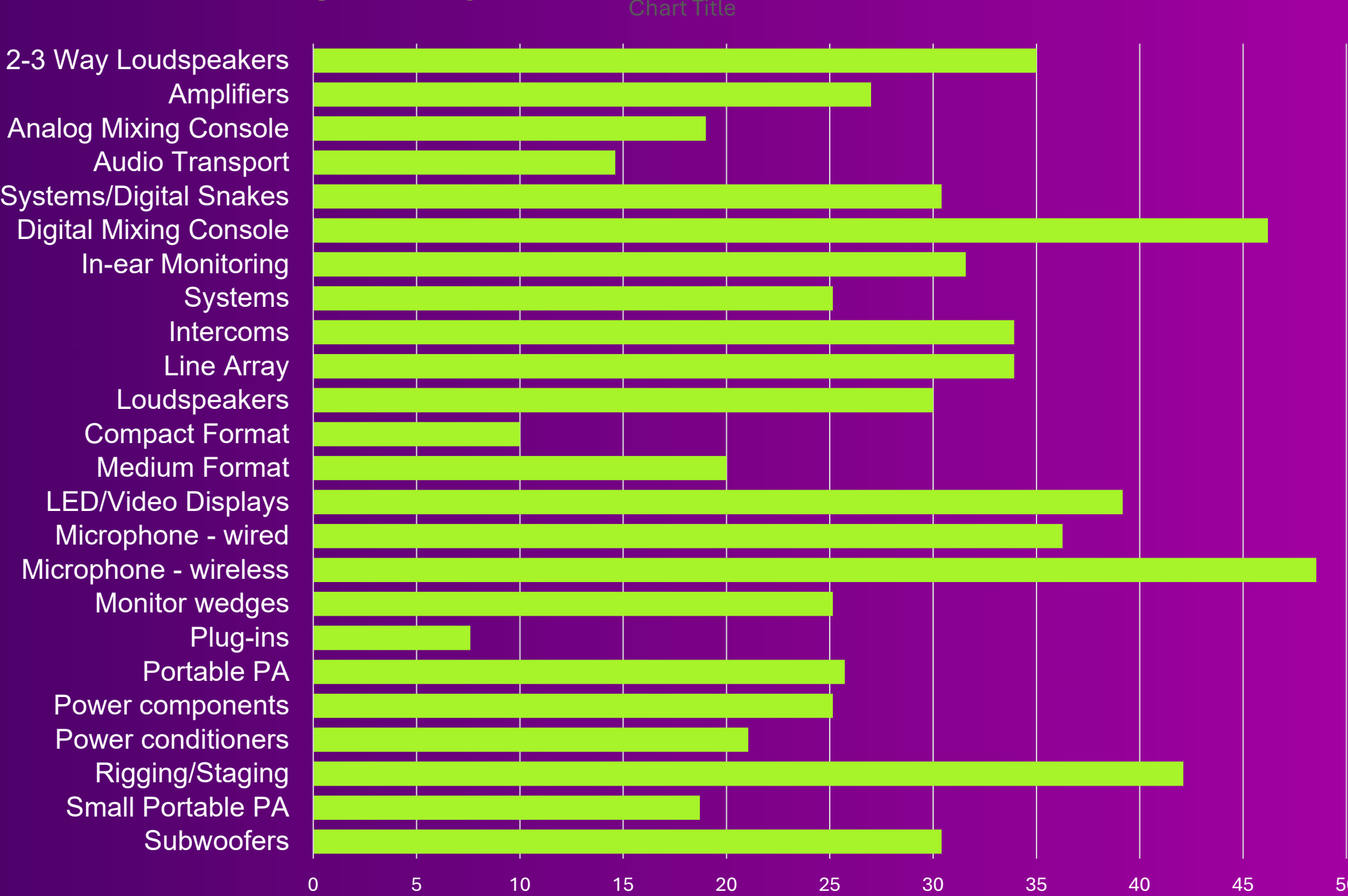
## TOP THREE REASONS FOR ATTENDING A PRO AUDIO EVENT

**1** Product Displays and Demos

**2** Networking

**3** Hands on training & Educational seminars

### What audio gear do you plan to purchase in the next 12 months?



\*Attendees can choose up to 4 products

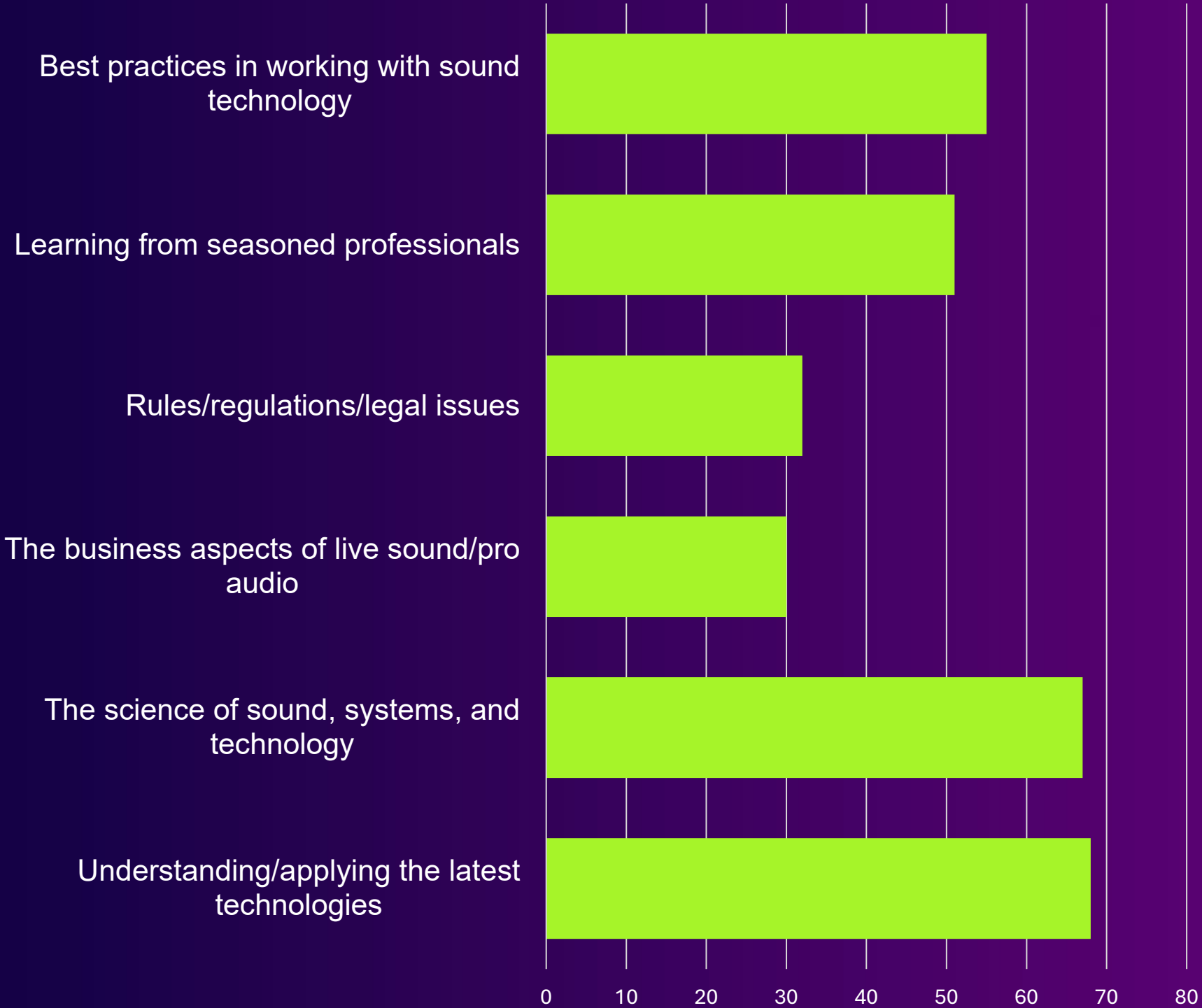
\*Data collected from LDI Audience Surveys and Registration Data



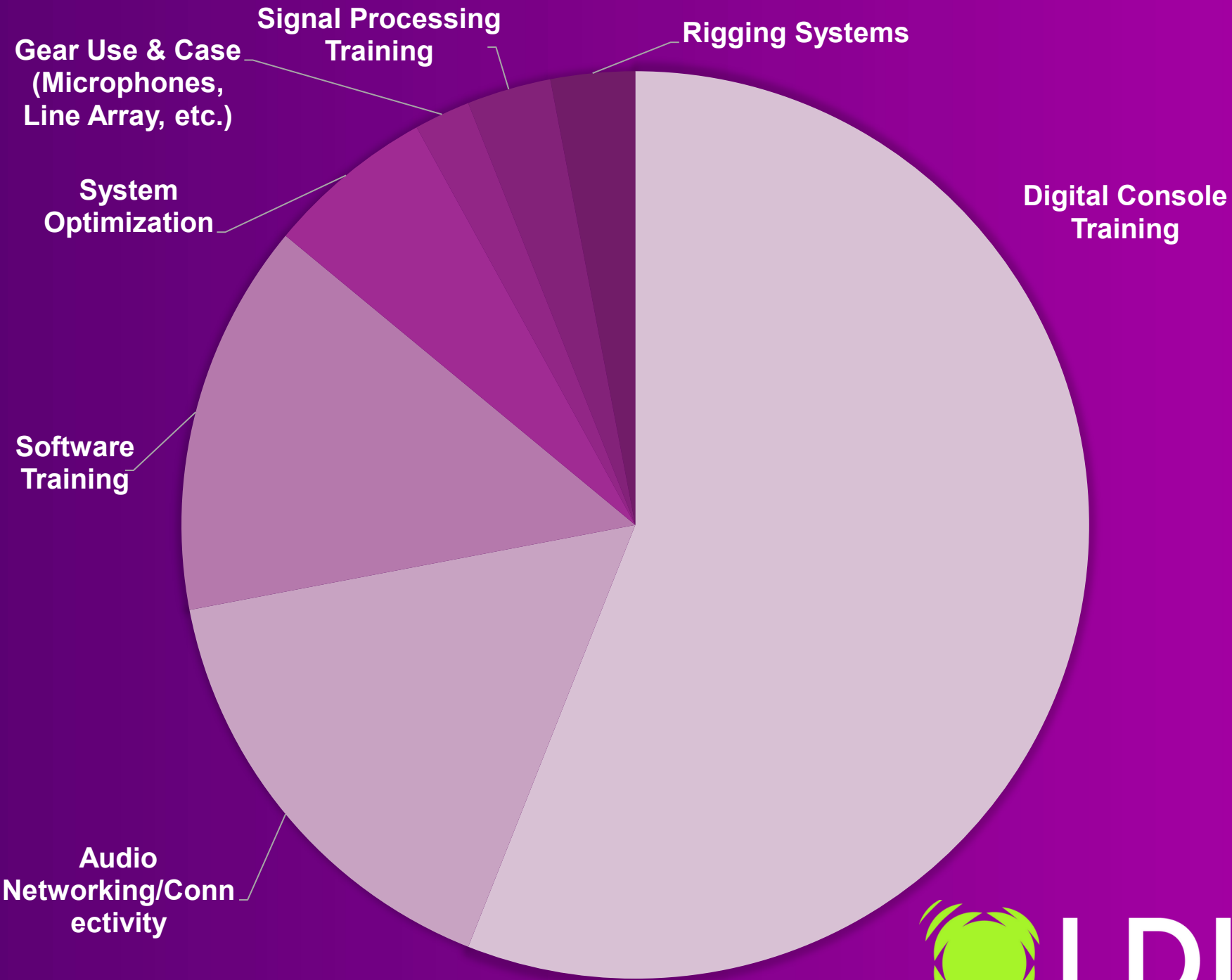


# AUDIO ATTENDEE PROFILE

What areas of education are you most interested in?



What are the top hands-on training/lab sessions you're interested in?



\*Data collected from LDI Audience Surveys and Registration Data



# AUDIO BUYERS

3G Productions  
4Wall Entertainment  
AD Audio Pro LLC  
All Pro Integrated Systems/Sweetwater  
Allegiant Stadium  
Allied Productions and Sales  
Amazon  
Asia Broadcasting Corporation  
AVEX Audio Visual  
Avi spl  
BCT Entertainment  
BËTR Productions  
Beyer Entertainment  
Big Pixel Ranch  
Black Pearl Productions  
Blue Man Group  
Breakout Audio Visual  
Caesars Entertainment  
California State University, Los Angeles  
Chicago Bulls  
Cirque Du Soleil  
Clark County Parks and Rec  
Clearwing Productions  
Creative Audio  
Delicate Productions  
Disney Live Entertainment  
Dollywood

Elite Audio + Visual Elements  
Encore  
Epic Games  
Feld Entertainment  
First Nation Entertainment  
FOH Productions  
GC Pro Las Vegas  
Global Events  
Guitar Center Professional  
H&X Technologies  
H.A.S. Productions  
Hale Centre Theatre  
Hermes Music  
Holland America Line  
Hollywood Lights Inc.  
HOLOPLOT  
Icon Hospitality Group  
Immersive Experiential  
Insomniac Events  
Integrated Production  
Solutions  
Levelup Sound and Lighting  
Life Church  
Livespace  
London Music Hall  
Los Angeles Opera  
Madhouse Production Group  
Madison Square Garden

Manor Hill Productions  
Mattel, Inc.  
McNally Enterprise  
Meow Wolf  
MG Audiovisual  
MGMMirage  
MSG Sphere  
Music Systems  
NBC Universal  
NEP Group  
Netflix  
Nintendo  
Northern Sound & Light  
NXT GEN Entertainment  
Pacific Audio Works  
Phase 3 Productions  
Platinum AVL  
Polynesian Cultural Center  
PRG  
Princess Cruises  
Pro One Stage Productions  
PTP Live  
Reason One Productions  
Renegade Talk Radio  
Resorts World  
Sam Ash Music  
Santa Fe Audio Visual  
Shoreline Productions

Show Imaging Inc.  
Solomon Partners  
Solotech  
Sonos  
Sound Image  
Soundbox  
Soundswright  
T Mobile Arena  
Tao Group Hospitality  
Technical Productions  
The Javits Center  
The Strand Theater  
The Venetian Resort  
Three Rivers Entertainment  
TSE Live  
U.S. Dept of Veterans Affairs  
United Center  
Universal Orlando  
UNLV  
V2 Productions  
Vegas Golden Knights  
Virgin Hotels  
Wiztec  
WWE  
Wynn Las Vegas  
Zouk Las Vegas





# LIVE SOUND + PRO AUDIO TRAINING





# YOU'VE GOT GEAR, WE'VE GOT OPTIONS TO SHOWCASE IT!

## Booth Space in the Pro Audio Pavilion on the Show Floor (West Hall - LVCC)

INVESTMENT COST: \$3,600 PER 10X10 SPACE

- Includes 1,000 lbs. material handling
- Adjacent to Live Sound training area

## Live Sound Round-Robin Demos

INVESTMENT COST: \$10,000

- Three days of scheduled loudspeaker demos in round-robin format

## Private Demo Room

INVESTMENT COST: \$15,000

- Entire ROS plus load-in and load-out

## Product Sponsorship Activation during LDI

INVESTMENT COST: VARIES (CONTACT US FOR DETAILS)

- Stage Areas
- Conference Program
- Networking Events

### Inclusions:

- Brand promotion online, show mobile app, onsite signage, and social media
- Staff badges for access to exhibits at LDI Show
- Unlimited promotional codes for your best prospects and clients for FREE admission to the LDI Expo Hall
- Opportunity for FREE product presentation during the Audio/Staging New Technology Breakfast (Monday, December 8)
- Up to 3 complimentary pre-show 3rd party html emails to 15K names from Live Design Online/LDI database to promote products and show participation
- Editorial coverage in Live Design Online





# LDI PRO AUDIO CONNECT

**8 Guaranteed 15-minute meetings | Included with sponsorship/activation purchase of \$10,000+ (Value: \$5,000)**

**LDI Connect** will connect you with a series of buyers to set up meetings during the show and get your foot in the door.



## How it Works

The Live Design International (LDI) team has invited 30 buyers from leading companies to the event to meet with new potential partners and vendors across the solution stack.

Our team will work with you to identify your top targets from the list, arrange meetings, and ensure they take place at the show.

## 3 Simple Steps

1. Work with our team to identify key targets from our hosted buyers
2. Attend your scheduled 15-minute 1-to-1 meeting
3. Reinforce new and existing relationships at networking activities and meals



# LET'S TALK



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

**Let's make it happen.**



**Kelly Turner**  
Director of Sales  
[kturner@questex.com](mailto:kturner@questex.com)  
M 415.747.2275

