



 **LDI**  **LIVEDESIGN**

2026 MARKETING SOLUTIONS KIT

**PRO AUDIO PAVILION +
LIVE SOUND**

LDI 2026

DECEMBER 6-8

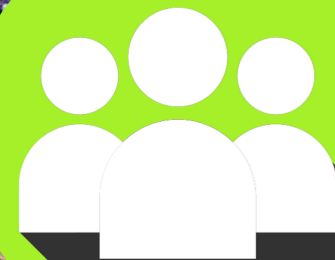
LAS VEGAS, LVCC WEST HALL

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.



14,000+
attendees
expected at
LDI 2026



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



PRO AUDIO FOCUS ON DIGITAL MIXING CONSOLES

69%

interested in
seeing/evaluating mixing
consoles

50%

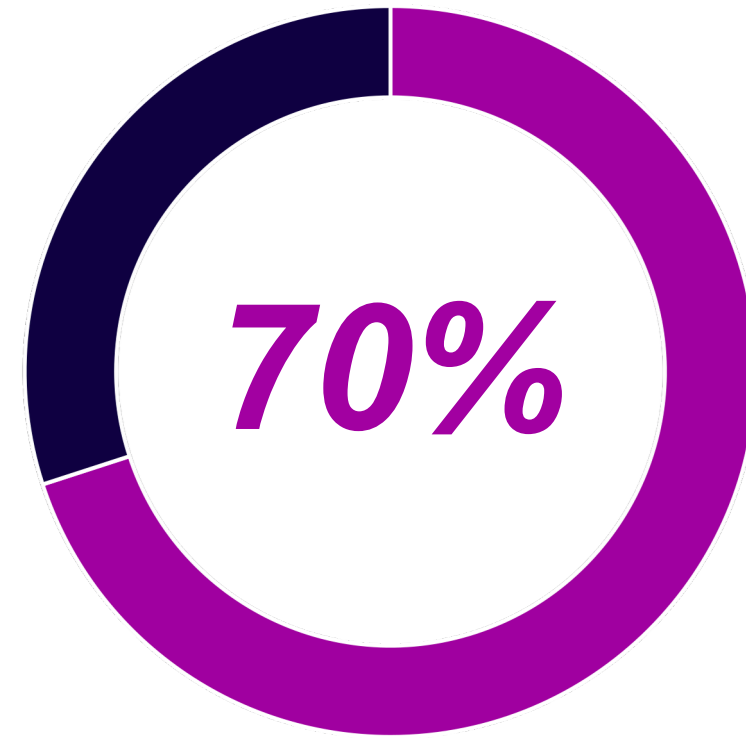
plan to purchase digital
consoles in the next
12 months

70%

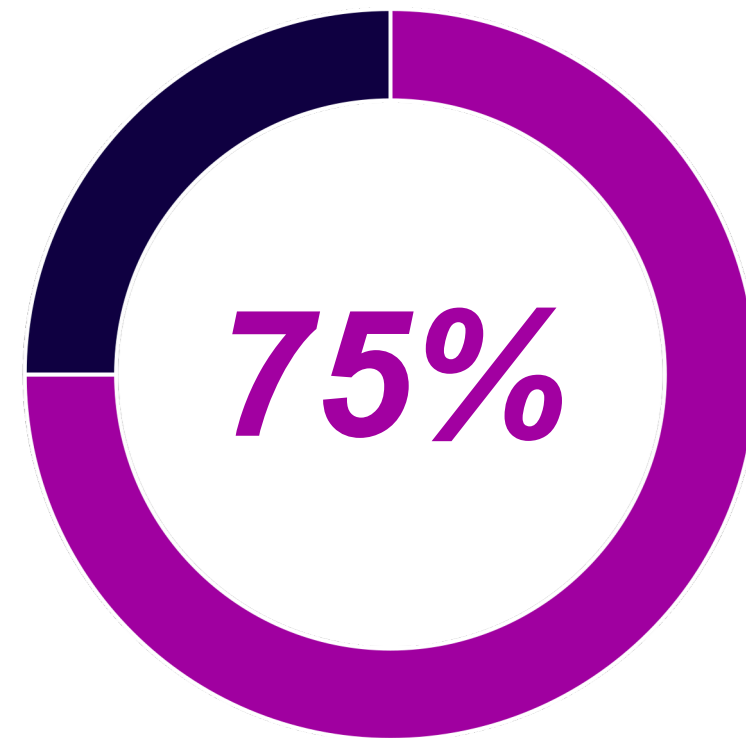
have final purchasing
authority and/or specify
product purchases



**LDI HELPS
YOU REACH
NEW CUSTOMERS!**



**DO NOT attend
Infocomm**



**DO NOT attend
NAMM**



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



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



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)

Concerts/Touring/Sound Reinforcement Production

55%

Corporate Events

55%

Theater/Dance/Opera

53%

Education/School/University

40%

Staging/Rigging/Rental Company

34%

Indoor Entertainment Facilities/Museums

30%

Dealer/Distributor

23%

Nightclubs/Lounges/Hospitality

21%

Broadcast/Film/Video Production

20%



OUR COMMUNITY IS SAYING...

***“Invite more audio
companies.”***

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



A CUSTOMER'S PERSPECTIVE



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

american
music & sound



AUDIO ATTENDEE PROFILE

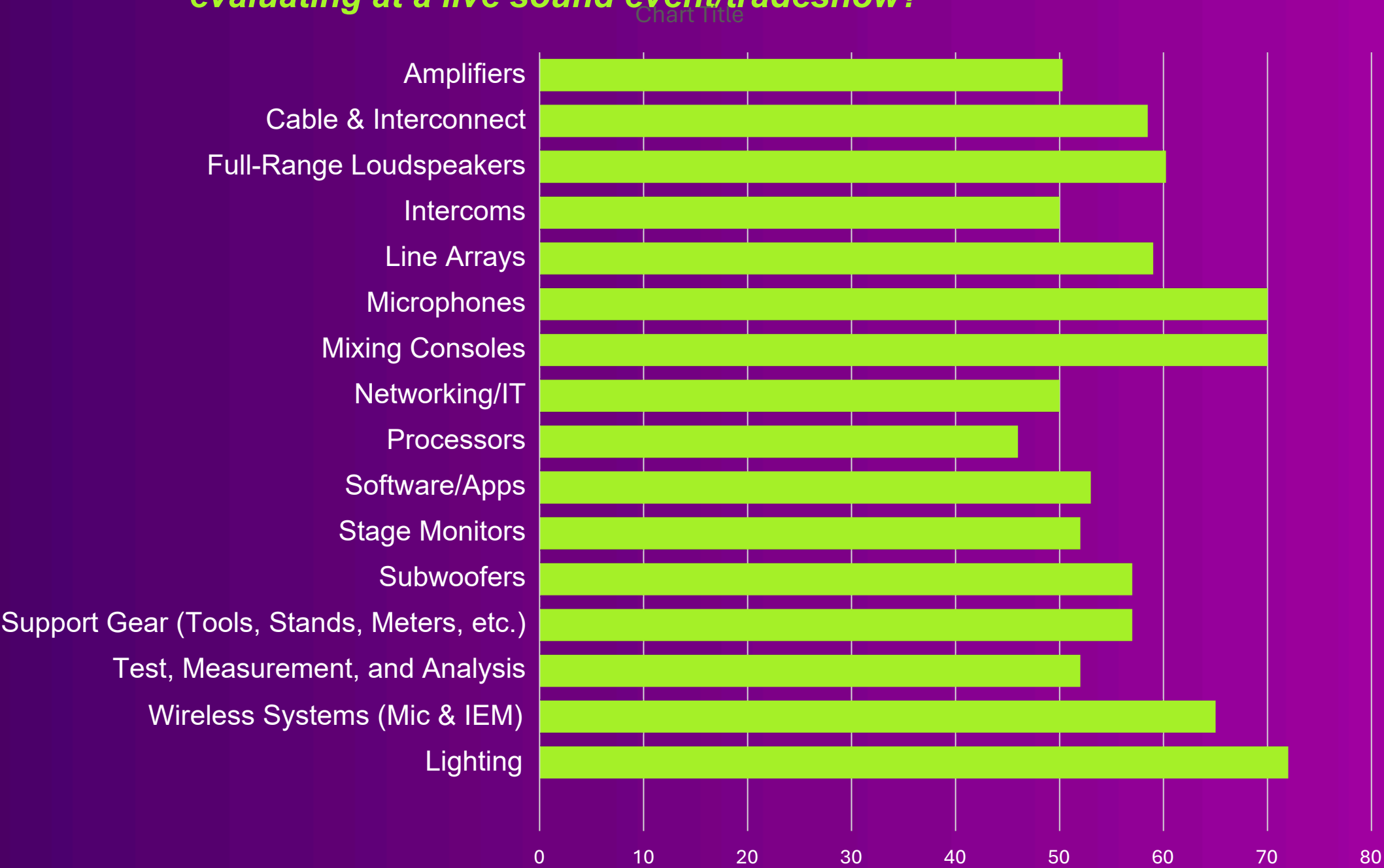
Annual Revenue



Annual AV Budget



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



*Attendees can select multiple products
*Data collected from LDI Audience Surveys and Registration Data

AUDIO ATTENDEE PROFILE

Top 3 reasons for attending a Pro Audio event

- 1 Product Displays and Demos
- 2 Networking
- 3 Hands on Training & Educational Seminars

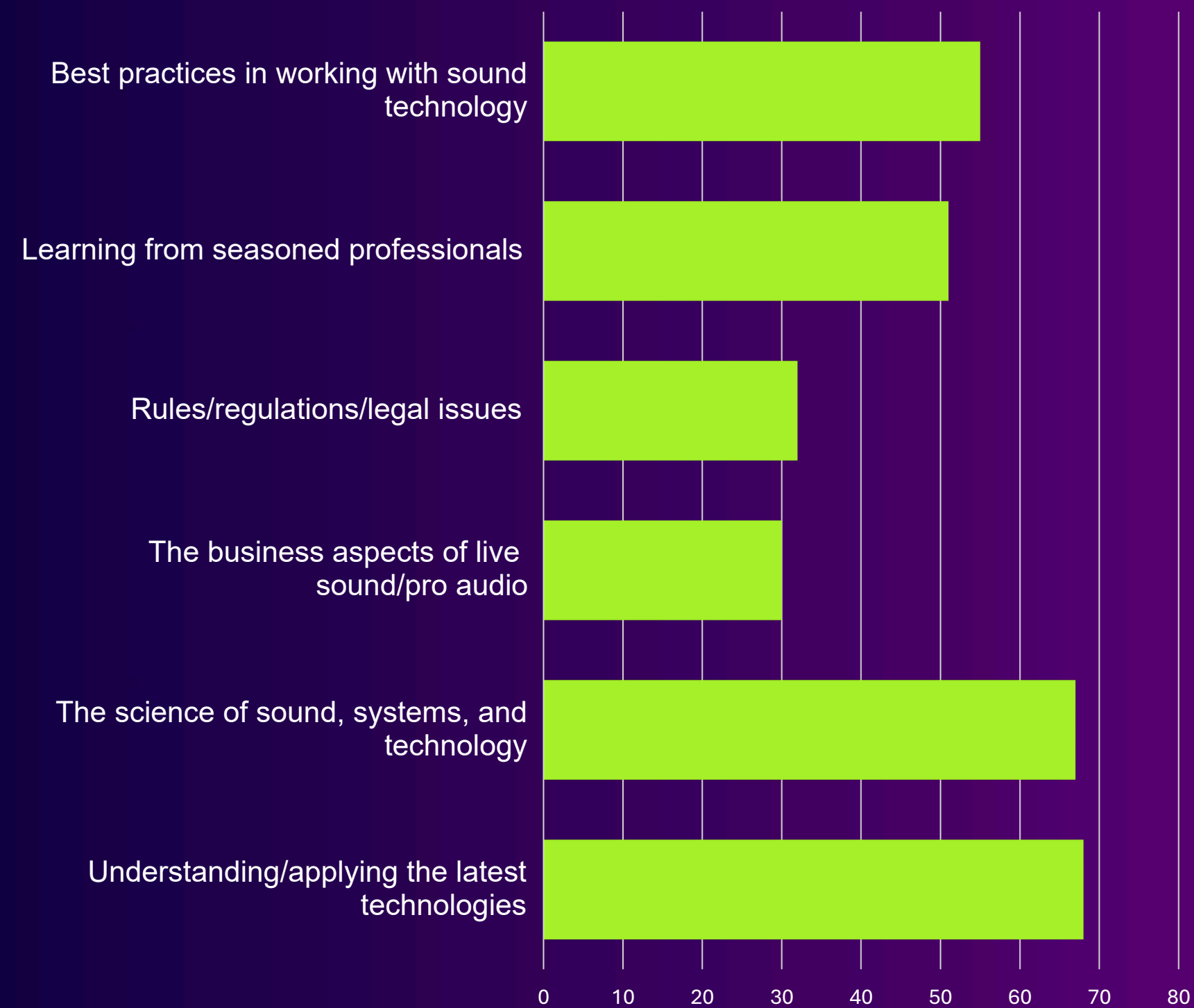
What audio gear do you plan to purchase in the next 12 months?



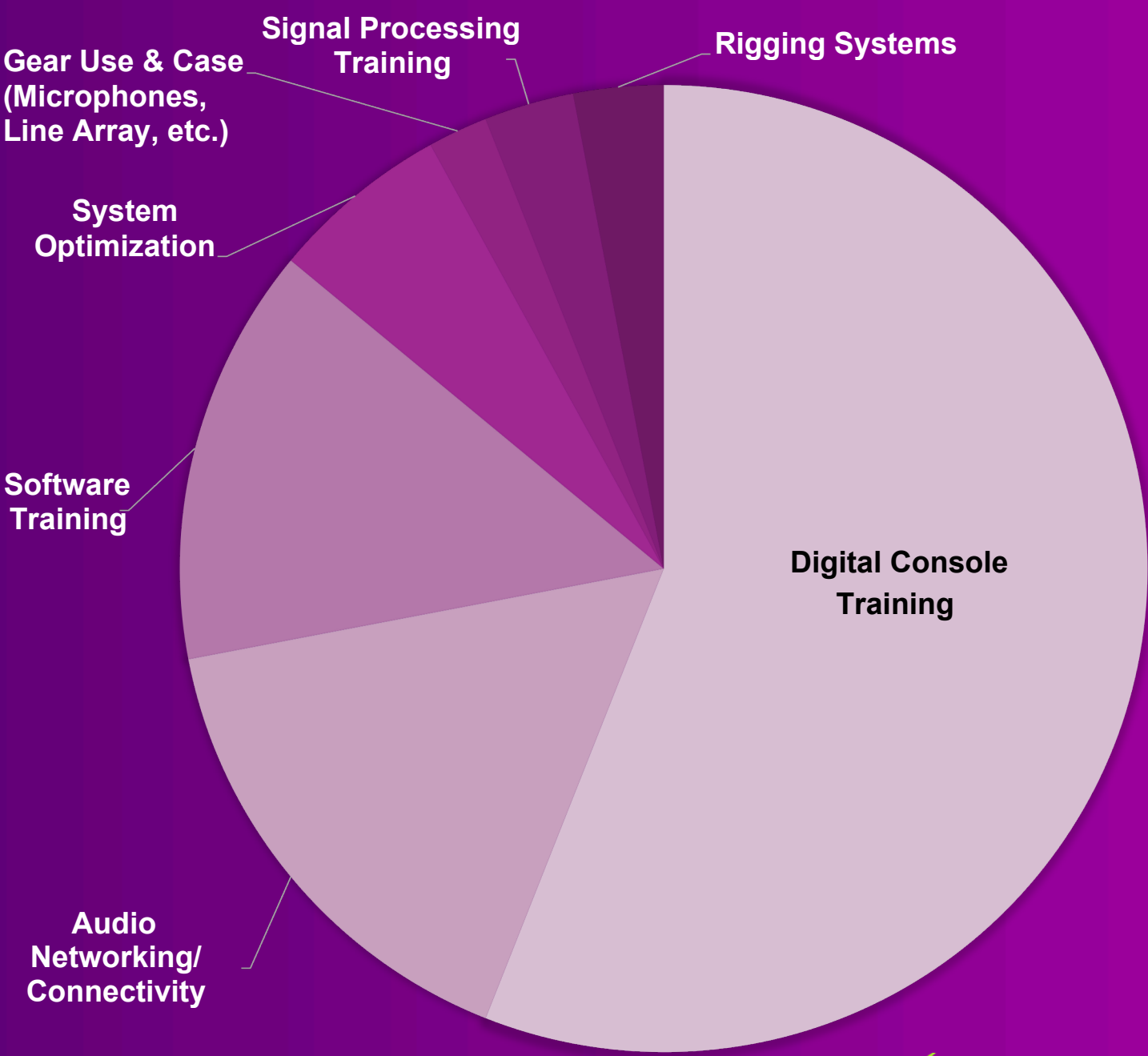
*Attendees can choose up to 4 products
*Data collected from LDI Audience Surveys and Registration Data

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
Avispl
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

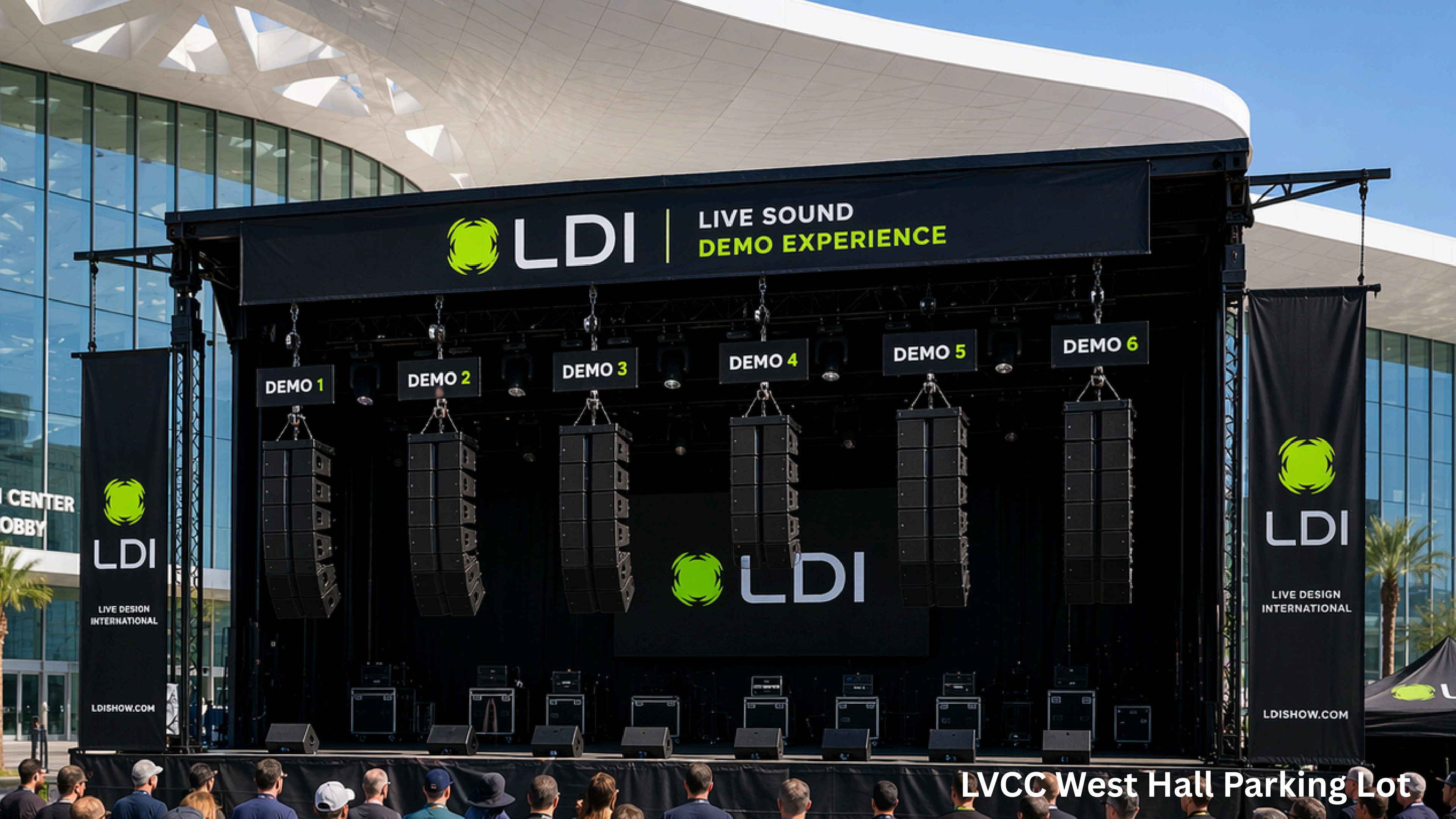
Manor Hill Productions
Mattel, Inc.
McNally Enterprise
Meow Wolf
MG Audiovisual
MGMMirage
MSG Sphere
Music Systems
NBC Universal
NEP Group
Netflix
Nintendo
Northern Sound & Light
NXT GEN Entertainment
Pacific Audio Works
Phase 3 Productions
Platinum AVL
Polynesian Cultural Center
PRG
Princess Cruises
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
Soundsw right
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



*Cross sample of attendance

*Data collected from LDI Audience Surveys and Registration Data



LDI

LIVE SOUND
DEMO EXPERIENCE

DEMO 1

DEMO 2

DEMO 3

DEMO 4

DEMO 5

DEMO 6



LDI



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LIVE DESIGN
INTERNATIONAL

LDISHOW.COM



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LIVE DESIGN
INTERNATIONAL

LDISHOW.COM

LVCC West Hall Parking Lot

Live Sound Demo Experience

Sponsorship investment: \$15,000

Located outside of the West Hall 4 doors

Sunday + Monday 10 a.m. - 6 p.m.

Tuesday 10 a.m. - 3 p.m.

After hours activations and opportunities available. Talk to your Sales Team for more info.

Targeted Industry Access

- Connect directly with the professionals shaping the future of live sound—from touring crews and system engineers to production and design leaders through meaningful, face-to-face engagement.
- High-impact demo opportunities
- Present your system in a curated outdoor listening environment with multiple daily demo slots. Use content of your choice within a structured round-robin format designed to encourage direct comparison, critical listening, and audience interaction.
- Dedicated flown system position
- Each sponsor is assigned a rigging point from the mobile stage for flown loudspeaker deployment, supported by turnkey production services including power distribution, lighting, monitoring, material handling, essential rigging, and stage management ensuring seamless setup and true-to-form system performance.
- Maximum visibility & promotion
- Featured logo across LDI and Live Design websites, mobile app, dedicated social media, LDIshow.com, event coverage, targeted pre-event emails, and high-traffic on-site sponsor signage
- Prominent logo placement on printed signage in event areas and marketing materials
- Raw and unedited photos
- Sponsor gets access to lead capture of badge scanning
- Verbal recognition of your company and product as a sponsor during the opening remarks of the Audio New Technology Breakfast
- Swag distribution (optional)



LDI

LIVE SOUND
DEMO EXPERIENCE

DEMO 3

DEMO 4

DEMO 5

DEMO 6



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INTERNATIONAL



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: \$3,600 per 10X10 space

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

Outdoor Live Sound Demo Experience

Investment: \$15,000

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

Private Demo Room

Investment: \$15,000

- Entire ROS plus load-in and load-out

Product Sponsorship Activation during LDI

Investment: 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 7)
- 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

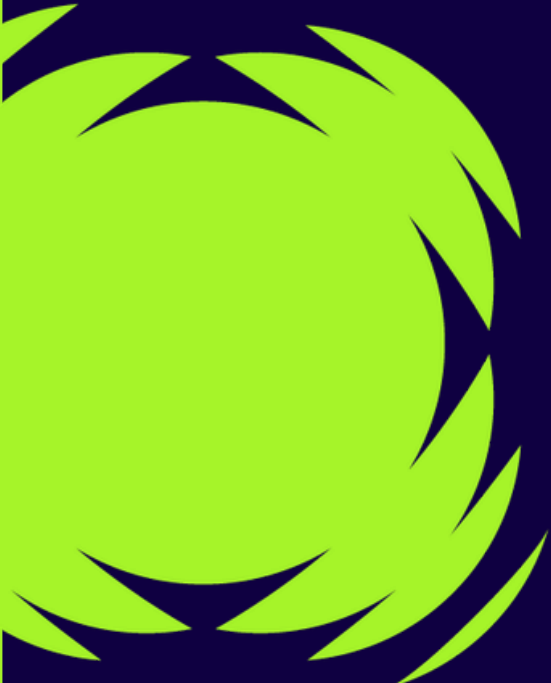


LET'S TALK



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

Let's make it happen.



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