



DIGITAL MARKETING SOLUTIONS

**Connect with the  
decision makers  
creating live event  
experiences.**

# Our followers are your customers: invest in solutions that elevate your brand to this community.

**256,000+**

Total audience reach

**14,000+**

Event attendees

**66,000+**

Newsletter subscribers

**78,000+**

Social followers

**100,000+**

Monthly page views

## 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



Gensler



FAMOUS GROUP

Google



MOMENT  
FACTORY

Based on real people.

# EMAIL CAMPAIGNS

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

With over 256,000 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.


- 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, or random select of audience profiles such as LDI attendees.
- Post campaign reporting includes open rates and click-through rates to measure effectiveness

### INVESTMENT:

\$225 / CPM

Multi-touch Emails: \$400 / CPM

Add Audience Amplification: \$75 / CPM



**ROE**  
CREATIVE DISPLAY

## Vanish Air Rental

**A New Vision for Transparency**

Vanish Air Rental introduces a reimagined design that integrates the power system directly into a slim frame, **elevating visual transparency to 92%** and significantly enhancing light transmission and onstage sound permeability.

1000x1000mm | 4000nit brightness | P6.94mm

- Electronic Breakthrough
- Perforated Design
- Custom Locking Mechanism
- Ultra-light Weight

[Discover Vanish Air Rental](#)



### THE VARI-LITE VLHIVE CONTINUES TO WIN

The groundbreaking Vari-Lite VLHive 151 Digital FX continues to earn top industry recognition, winning first the *PLASA Award for Innovation* and then the *AVTechnology Best of Show Award* at ISE 2026 for its disruptive digital light engine and advanced creative capabilities.

Designed and built in Dallas, the VLHive 151 is the world's first all-digital entertainment luminaire, delivering a powerful 45,000-lumen engine, pixel-level control, and exclusive digital animation effects



#### AWARD HIGHLIGHTS

**PLASA Award for Innovation (2025)**  
Recognized for its disruptive all-digital architecture, a major shift away from traditional mechanical systems. Judges praised the VLHive's minimal moving parts and digital engine as a breakthrough in automated lighting technology.

**AVTechnology Best of Show**  
ISE 2026 Awarded for outstanding innovation, feature set, ease of use, and market uniqueness. Industry experts highlighted its 45,000-lumen output, pixel-level control, and unprecedented digital FX capabilities. Celebrated by judges as a standout product among all Pro AV solutions exhibited at ISE 2026.

# THE LIVE DESIGN NEWSLETTER AUDIENCE

## 66,000 Unique Subscribers

### LIVE DESIGN E Newsletter

Twice Weekly/Year-Round  
Features three advertisers per newsletter

- Premier \$1400/week
- Top \$1000/week
- Integrated \$800/week

### LDEYE Outlook Newsletter

One time week – September through December  
Features up to ten advertisers per newsletter

Contact our sales team for availability and rates.

### Special issue: Event Preview Newsletter

Highlight show features in advance (Promote your brand/products in the lead up to a special event/exhibition targeted to LIVE DESIGN newsletter subscribers)

- Features up to 10 advertisers per newsletter
- \$700 per ad

PREMIER SPONSORSHIP

**NEWS WIRE**

A MESSAGE FROM CAPITAL RECOVERY GROUP

7-DAY ONLINE AUCTION • BIDDING ENDS APRIL 14 & 15 • CANTON, MA • COLUMBUS, OH

**MOVIE, THEATER, AND LIVE EVENT PRODUCTION EQUIPMENT**

**EDITORS' PICKS**  
APR 3, 2026

**5Qs: Michael Fullman Of Experience Design Studio ACRONYM**  
By Hannah Kinnersley

We revisit the experience designer ten years after speaking to him about his creative design work as his company, VT Pro Design, rebrands as ACRONYM.

**Live Design's March Madness Super Bowl Halftime Show Tournament**  
By Hannah Kinnersley

What was the best Super Bowl Halftime Show? Vote for your favorite of these 16 Halftime Show from the last 20 years.

**NEWS WIRE**

**NEW PRODUCTS**

**Crest Audio Reinforces Its Networked Loudspeaker Portfolio With New PoE++ CIP Models**

**tVONE CALICO PRO v1.5 Brings Video Processing To The Lighting Console**

**DIGiCo Announces V22 Software Update**

**LIVE DESIGN LDEYE OUTLOOK**

A MESSAGE FROM ETC

**MEGAPIX & GIGAPIX**  
Pix Performance. Fresnel Feet.

High impact features in a compact package. These weather-rated fixtures deliver beautiful results, backed by a Fresnel lens system, smooth zoom range, RGB color engine, and flawless dimming.

**FROM THE EDITORS**

It's LDI Weekend!

It's all kicking off—and by that I mean the XLIVE: **The Concert Touring Sessions, Backstage Las Vegas** (if you are signed up I hope you are reading this on the bus, if not you should head out to catch it soon!) and hands-on training in the **LDInstitute** (and the first day of the **LDInnovation Conference**.) It promises to be a rather fabulous Saturday

**NEWS WIRE**

A MESSAGE FROM LDI

**LDI**  
Pro Training: December 3-9, 2025  
Expo: December 7-9, 2025  
Las Vegas Convention Center - West Hall

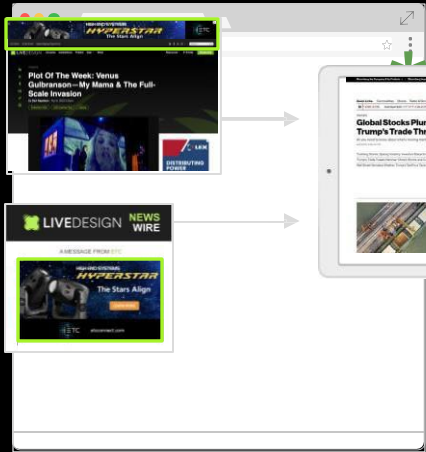
**THE TECH THAT INSPIRES THE LIVE EVENTS INDUSTRY**

**REGISTER NOW**

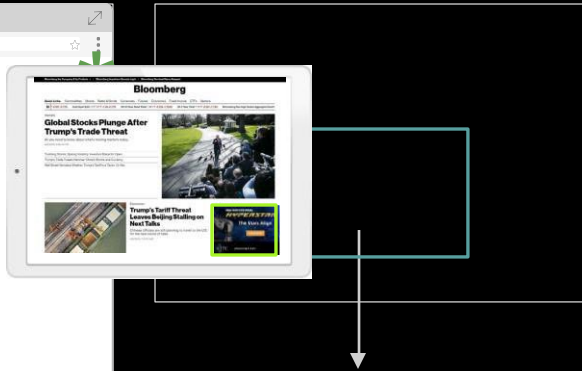
**EDITORS' PICKS**  
APR 3, 2026

# AUDIENCE AMPLIFICATION

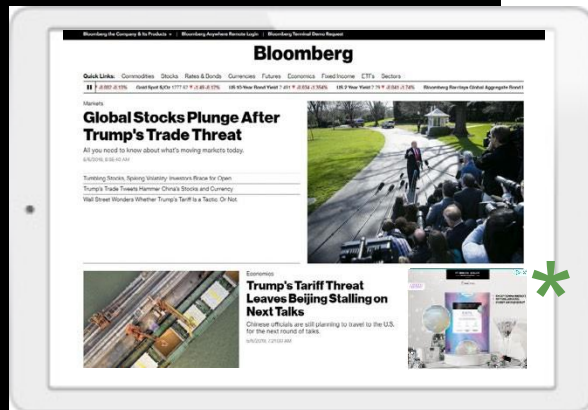
## QUESTEX WEBSITES



## QUESTEX NEWSLETTERS



## QUESTEX NETWORK OF BRAND-SAFE SITES

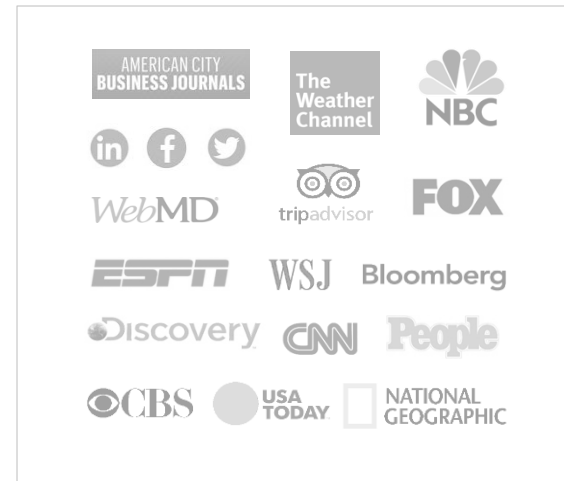


## Because the rule of 'up to 14 touches leads to action' has never been more true

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.

Audience Amplification targets decision makers from our websites, subscribers and event attendees and presents them with your ads on sites they visit throughout their day.

### Targeted Reach On Brand-safe Websites



### Benefits

- Reach millions of professionals across the web on our network of premium professional-safe sites (mobile and desktop)
- Drive affinity for your brand and influence buying behaviors
- Maximize the impact of your messages
- Target in-market audiences by: Job Function/Roles, Company Size, Location

### Investment:

\$75/CPM as add-on with other digital products

\$175/CPM stand-alone

# SOCIAL ENGAGEMENT



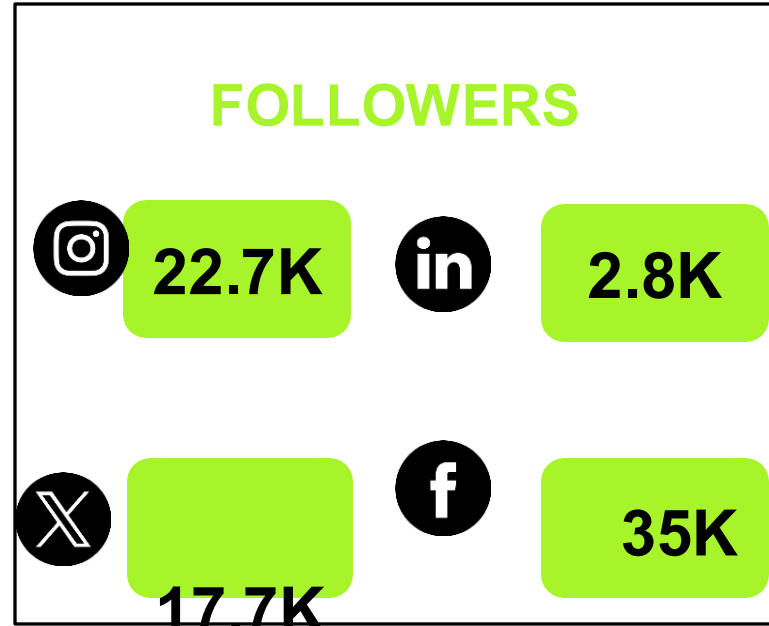
- Social Posts
- Social Story
- Social Reels
- Social Contests
- Social Audience Amplification

**Live Design & LDI Tradeshow**  
2,879 followers  
Promoted

Creating scenic and stage designs? Streamline your buildout with a versatile system that combines high-quality frames with high-tech tiles.

**Modular Frames + LED Tiles**  
in P1.9 & P1.5

**The Hi-LED pro: What the AV Pros Want**  
linkedin.com [Learn more](#)



**LDI Conference and Tradeshow**  
December 6 at 2:00 PM

On your LDI to-do list? Check out the ETC Lounge & Museum in Room W218 for a snack, extra swag, and a look at some legendary gear from our industry's past.

Electronic Theatre Controls

#Sponsored #ETCInc #LDI2025

**Visit the ETC Lounge & Museum**  
Relax, have a cookie, and get your hands on more ETC swag while browsing iconic relics from our industry's history  
LDI Room W218

CELEBRATING 50 ETC YEARS

**LDI Show and Live Design**  
Original audio

LDI Show Spot OSRAM at LDI debuting the SIRIUS HR® Galaxy series – engineered for powerful narrow-beam performance.

For decades, OSRAM has supported the world of entertainment with lighting solutions trusted on stages large and small.

Stop by Booth #3400 as OSRAM highlights the next step in that legacy: the SIRIUS HR® Galaxy series.

- What sets SIRIUS HR® Galaxy apart?
  - Unmatched luminance – up to 10,000+ cd/m² and beam angles as low as 2°
  - Long lifetime – one lamp replacement offers longevity comparable to laser-based fixtures
  - Simple, cost-effective maintenance
  - Efficient system design with lamps that last 6,000+ hours

CEMs and lighting professionals know: the original matters. Choose SIRIUS HR® – and beware of counterfeiters.

Click the link in bio to learn more!

Follow @OSRAM for more insights and updates.

#Sponsored #LDI2025 #OSRAM #SIRIUSHR #SIRIUSHRGalaxy #EntertainmentLighting #SHINEBRIGHTER #StageLighting

View insights Currently boosted

Hi, Mark DeLorenzo

Liked by elationlighting and 113 others  
7 days ago

Add a comment... [Post](#)

**Ask your account executive for specs and rate details**

# SOCIAL ENGAGEMENT



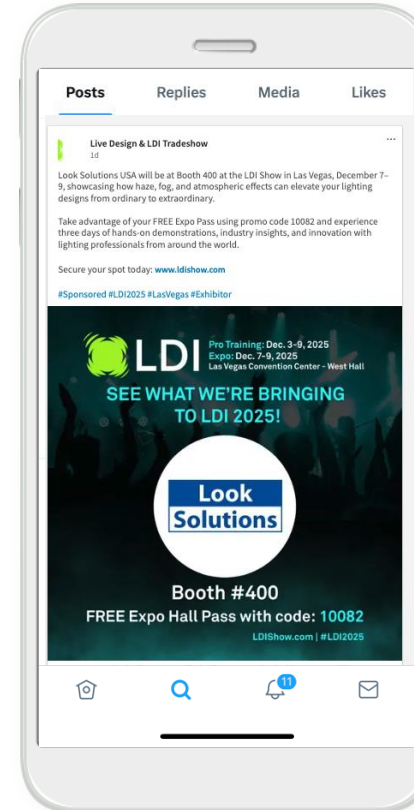
## Promote your message to social followers.

Leverage the power, reach and engagement of LDI Show and Live Design Online social channels. With sponsored social media posts, your streamlined content is shared across a Questex brands' social channels. Sponsored social media posts are great for content marketing, lead generation and driving traffic to your website.

### Questex offers two types of social media sponsored posts.

- **Social Posts** – Questex will share client provided content across a brands social feeds (Facebook, Twitter, LinkedIn), includes image and client link/CTA.
- **Facebook Cover Video** – 1-month reserved Cover Video placed on a Questex brand's Facebook Page. It includes one video, a caption, and a link.

**Ask your account executive for specs and rate details**



**78,200**  
TOTAL SOCIAL REACH

LDI	
LinkedIn	2,800
X	17,700
Facebook	35,000
Instagram	22,700

# MAKE THE MOST OF YOUR LDI EXPERIENCE WITH DIGITAL SOLUTIONS

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**

**Investment: \$4,500**

**Platform:** Recommended Instagram  
Available: Twitter, LinkedIn, Facebook.

**Audience:** Live Design/LDI Followers.

## LDEye Newsletter

Get on attendees' radar early with a cost-effective, high-impact way to showcase what's waiting for them at your booth. Whether you're debuting new technology, offering exclusive show promotions, or creating immersive experiences, this newsletter lets you spark interest before they even set foot on the show floor.

**Investment:** includes 3 weekly newsletter ad placements -- rate value and placement FCFS - ask our sales team for details and availability

(avg value is \$2,500 for 3 placements)

## Event Lead Nurture Campaign

Do your event leads often grow stale after a show?

You collect lead information, but then what? If you follow-up quickly to activate discussions, fantastic! If you struggle, then we can help and with little demand on your time. We will access your lead retrieval data and follow-up within two weeks with a three-touch email program. We'll handle all the production details – from creating the email, to hosting your sales collateral – to make this a fully turnkey product.

**Investment: \$4,500**

**Bundle Rate: \$7,000 (book all three items at once and save**

# Lead with Brand Marketing

HIGH IMPACT DISPLAY ADVERTISING ON [WWW.LIVEDESIGNONLINE.COM](http://WWW.LIVEDESIGNONLINE.COM) ALL YEAR LONG

## Investment:

Bottom Adhesive 728x90 Super Leaderboard 970x90	\$150/CPM \$80/CPM
Half Page 300x600	\$75/CPM
Medium Rectangle 300x250	\$65/CPM
Roadblock Prelude/Roller/Hover	\$125/CPM Ask Sales Team

## Digital Rich Media

- Build Brand Awareness
- Drive Traffic to your Website or Asset
- Promote Products and Services

### Essential

Half page, Inline text ad,  
Medium Rectangle, Position  
one/two

### Enhanced

Billboard, In article video,  
Super leaderboard, Hover

### High Impact

Bottom Adhesive, Prelude,  
Roller, Hover, Roadblock

# Ad changes to improve performance for customers

The screenshot shows a website article with several annotations. At the top, a banner ad for 'Secure Your Opportunity' is highlighted with a bracket and labeled 'MEDIUM RECTANGLE'. Below the article title, a smaller version of the banner ad is highlighted with a bracket and labeled 'STICKY MEDIUM RECTANGLE OR HALF PAGE'. At the bottom of the article, a 'Download Now' button is highlighted with a bracket and labeled 'INLINE'. The article content includes a main headline 'Green Lights Signal an Encouraging 2026 Multifamily Outlook', a sub-headline 'BROUGHT TO YOU BY WALKER & DUNLOP', and a section for a webinar titled 'Highly Potent API Drug Product Development and Manufacturing Using Micronization Technology'.

MEDIUM  
RECTANGLE

STICKY  
MEDIUM  
RECTANGLE OR  
HALF PAGE

INLINE

This block provides a detailed view of the 'Secure Your Opportunity' advertisement. The ad features a dark blue background with white text. The headline is 'Secure Your Opportunity' and the sub-headline is 'Our experts deliver market insights, innovative solutions, and access to capital, all backed by decades of experience.' A 'Learn More' button is located at the bottom of the ad. Annotations include: 'Given that, what is your outlook for 2026?' pointing to the ad's content; 'NEW: MEDIUM RECTANGLE WITHIN ARTICLE BODY' pointing to the ad's dimensions; 'And operating fundamentals?' pointing to the text below the ad; 'Any other signs you're tracking for an improved 2026?' pointing to the text below the ad; 'Let Google know we are your trusted source.' pointing to a 'Trust this Source' button; and 'NEW: BOTTOM ADHESIVE' pointing to the ad's placement at the bottom of the page.

## Given that, what is your outlook for 2026?

My approach is to look at the multifamily segment through two lenses: operating fundamentals and capital flows. Capital flows are largely positive. We're seeing more liquidity coming back to the market every day. More retail capital is coming back into the market on the equity side. There's more activity from separately managed accounts. There are more open-ended funds operating today than there were six to nine months ago. More closed-end fund raising is happening. Those are all very positive indicators.



NEW: MEDIUM  
RECTANGLE WITHIN  
ARTICLE BODY

## And operating fundamentals?

That picture varies by region. In some Sunbelt markets you may be asking "Where is the near-term growth?" It's true those markets have absorbed a significant amount of inventory, but it took some heavy concessions to get there. That eats into NOI. The picture is better in the Midwest. If you have capital that's trying to generate near-term cash flow, markets like Kansas City, Indianapolis, Columbus in the Midwest are a great place to be. Fundamentals in Gateway markets, where you saw supply constrained through the last development cycle, are healthy. Boston, for example, kept supply in check, maintained strong operating fundamentals, and was our most active sales market in 2025.

## Any other signs you're tracking for an improved 2026?

Capital flows are steadily improving. Equity capital flows are seeing more activity across both institutional and private capital. The increased caps from the agencies will be helpful for multifamily financing markets. After so many questions around the direction of the economy, we are seeing real resiliency. 4.3% GDP growth in Q3, unemployment ticked down to 4.4% and inflation decelerated through the second half of the year. Those are healthy indicators. We need that resiliency to continue into the new year and lay the foundation for recovery in operating fundamentals.

Bottomline: We have green lights around capital flows and now an even more positive outlook around a material recovery in operations. That paints a positive picture for 2026. We know the long-term demand for shelter will remain, even in the age of AI!

Learn how Walker & Dunlop multifamily experts can help you achieve your investment goals.

The editorial staff had no role in this post's creation.

Let Google know we are your trusted source.  
Add our editorial as a preferred source in your search results.

Trust this Source

Business Trends

BROUGHT TO YOU BY WALKER & DUNLOP

CAPITAL MARKETS  
Secure Your Opportunity  
WALKER & DUNLOP  
Learn More

NEW: BOTTOM  
ADHESIVE

# LIVE DESIGN ADVANTAGE: INVEST MORE AND SAVE

Create a multi-faceted digital marketing campaign with Live Design and receive a price reduction incentive depending on the full value of your plan.

## LD Bundle One:

Spend a minimum of \$5,000 up to \$9,500 and receive a **10%** price reduction on full package

## LD Bundle Two:

Spend between \$10,000 up to \$19,500 in digital marketing solutions and receive a **20%** price reduction on full package

## LDI Bundle Three:

Spend \$20,000 or more in digital marketing solutions and receive a **25%** price reduction on full package

\*All items in digital marketing package must be contracted at the same time to qualify for price reduction incentives.

Excludes current campaigns & event digital solutions bundle on page 9.

All digital marketing solutions are reserved based on available inventory at the time of contracting. Please work with your Live Design sales team on details.

Advertiser agrees to submit creative materials in a timely manner to meet the objectives of delivering campaign assets.

Clients will receive a post-campaign report outlining key metrics.

# LIVE DESIGN ADVANTAGE: MORE OPTIONS

Create a multi-faceted digital marketing campaign with Live Design and receive a price reduction incentive depending on the full value of your plan.

## Native Content Articles on [www.livedesignonline](http://www.livedesignonline):

\$5,000 (one month) – Native Content allows you to run your article seamlessly into the Live Design website's content flow, giving your company added visibility to new targets and 100% share of voice. Article runs on the show site and is promoted via the LD Newswire to boost engagement.

## High-Impact Display Ads on [www.livedesignonline](http://www.livedesignonline):

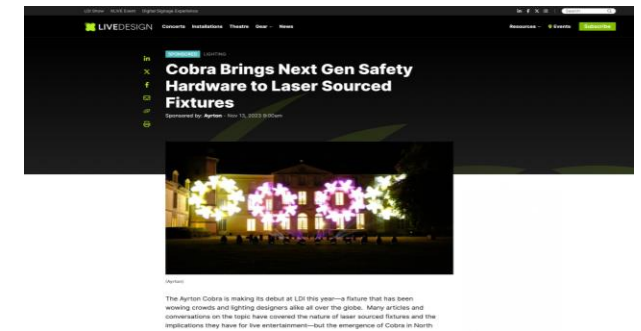
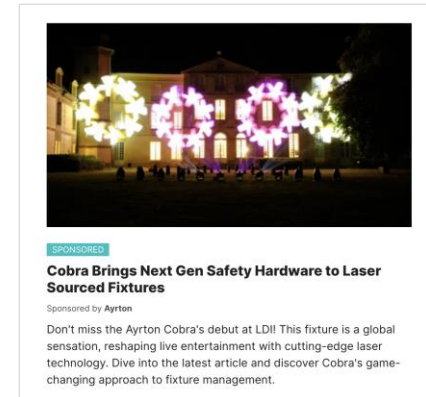
Ask account executive for inventory and rates

## LDI mobile app push notifications:

\$600 per push notification

## LDI mobile app banner ads:

Ask your account executive for inventory and rates



\*All items in digital marketing package must be contracted at the same time to qualify for price reduction incentives. All digital marketing solutions are reserved based on available inventory at the time of contracting. Please work with your Live Design sales team on details. Advertiser agrees to submit creative materials in a timely manner to meet the objectives of delivering campaign assets. Clients will receive a post-campaign report outlining key metrics.

# Right message. Right time. Right audience.

Let us amplify your brand message.



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