



DIGITAL MARKETING SOLUTIONS

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

2026

# 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



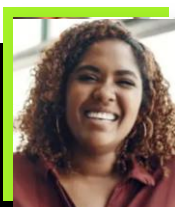
Venues



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

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](#)



**VARI-LITE**

## 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

LIVEDESIGNNEWS 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

CRG

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.

LIVEDESIGNNEWS WIRE

NEW PRODUCTS



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



Anolis Enjoys Light + Building Expo



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



DiGiCo Announces V22 Software Update

LIVEDESIGNLDEYE OUTLOOK

A MESSAGE FROM ETC



MEGA Pix & GIGA Pix  
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, RGBI color engine, and flawless dimming.

ETC

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

LIVEDESIGNNEWS WIRE

A MESSAGE FROM LDI

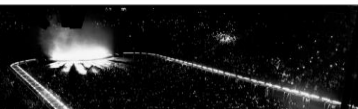


LDI  
THE TECH THAT INSPIRES  
THE LIVE EVENTS  
INDUSTRY

REGISTER NOW

EDITORS' PICKS

APR 3, 2026

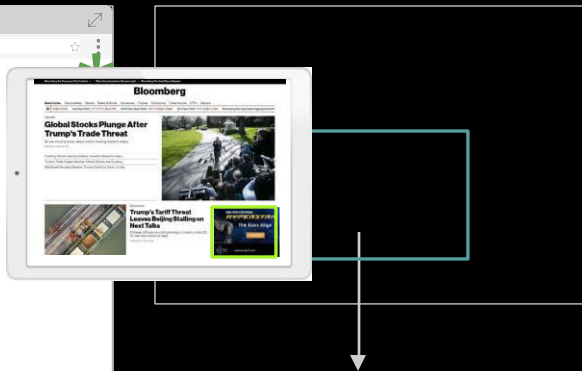


# AUDIENCE AMPLIFICATION

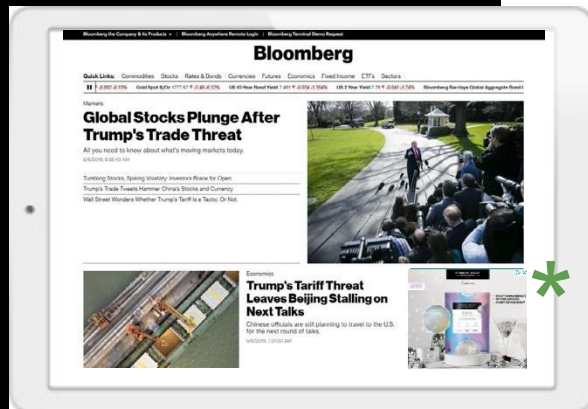
## QUESTEX WEBSITES



## QUESTEX NEWSLETTERS



## QUESTEX NETWORK OF BRAND-SAFE SITES

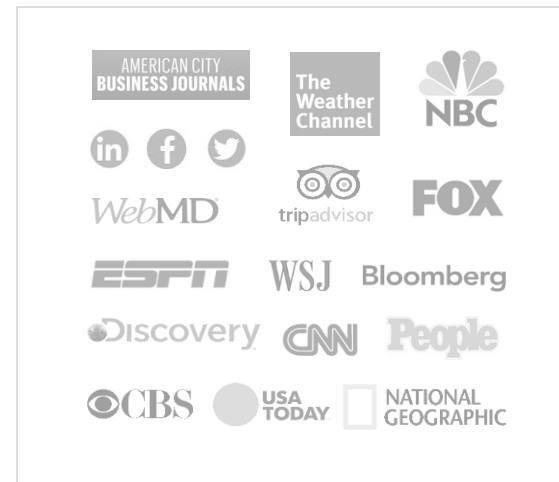


## Because the rule of 'up to 14 touches leads to action' has never been more true

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:

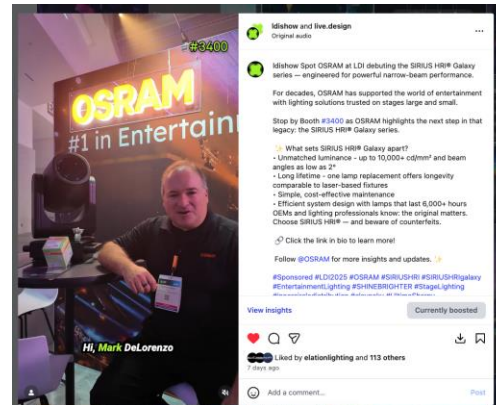
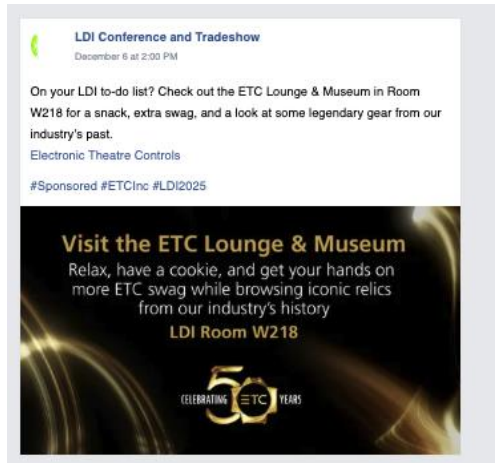
\$75/CPM as add-on with other digital products

\$175/CPM stand-alone

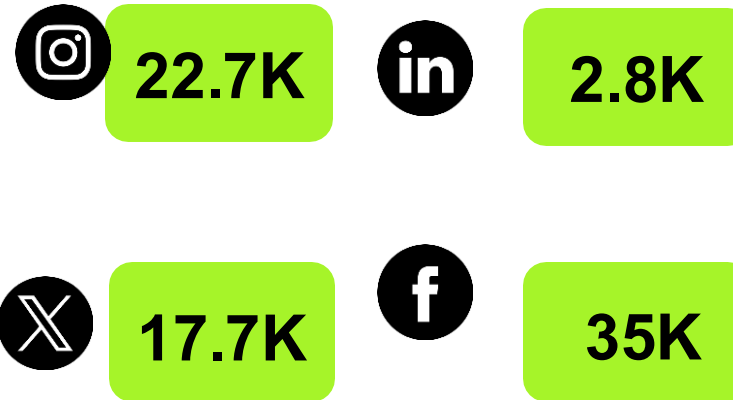
# SOCIAL ENGAGEMENT



Social Posts  
Social Story  
Social Reels  
Social Contests  
Social Audience Amplification



## FOLLOWERS



Ask your account executive for specs and rate details

# SOCIAL ENGAGEMENT

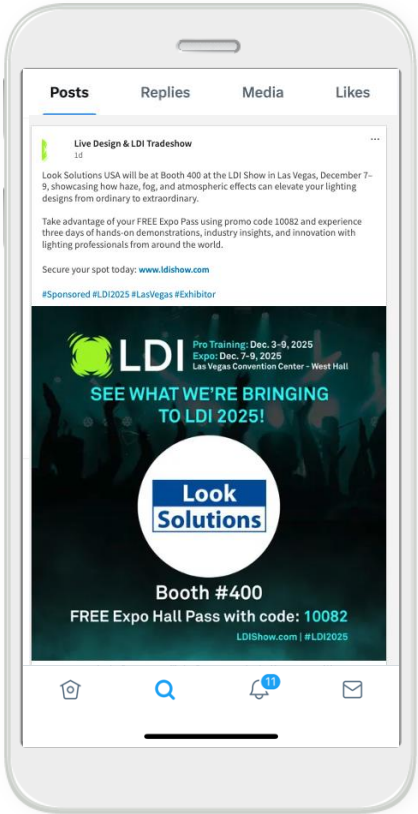
## Promote your message to social followers.

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



| 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

## Digital Rich Media

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

### Investment:

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

### Essential

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

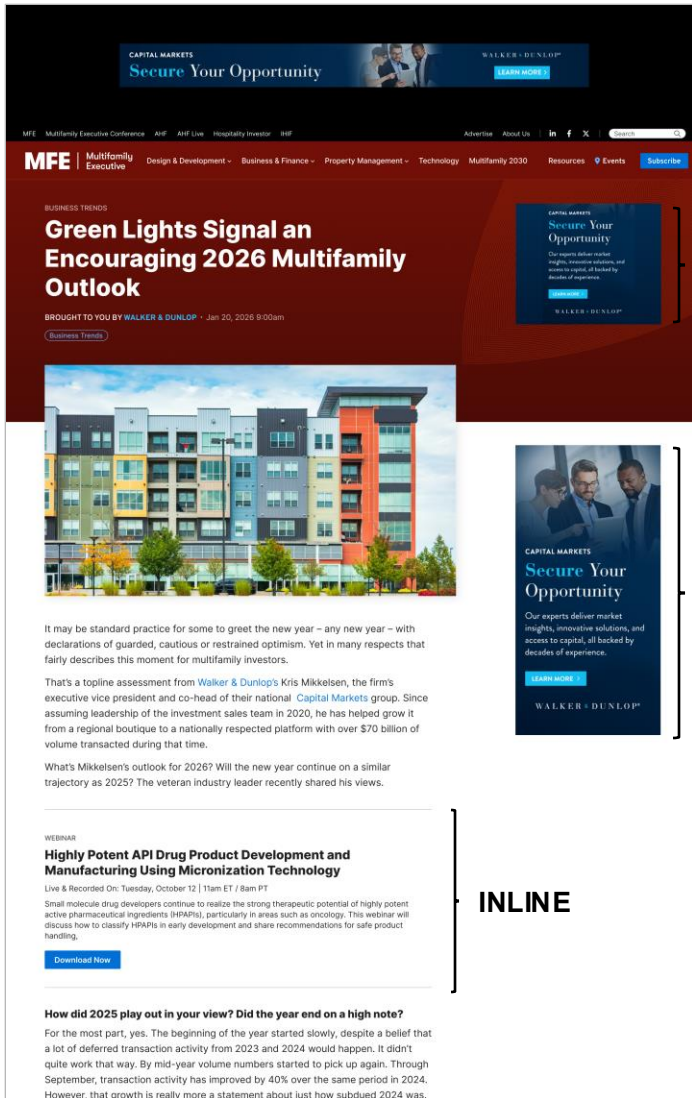
### Enhanced

Billboard, In article video,  
Super leaderboard, Hover

### High Impact

Bottom Adhesive, Prelude,  
Roller, Hover, Roadblock

# Ad changes to improve performance for customers



## MEDIUM RECTANGLE

**STICKY  
MEDIUM  
RECTANGLE OR  
HALF PAGE**

**INLINE**

**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):

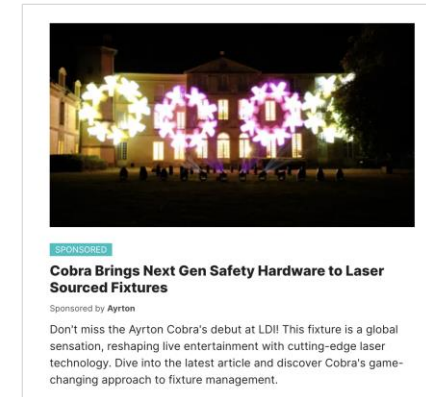
Ask account executive for inventory and rates

## LDI mobile app push notifications:

\$600 per push notification

## LDI mobile app banner ads:

Ask your account executive for inventory and rates



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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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