



2026 MARKETING SOLUTIONS KIT

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



**LDI**



**LIVEDESIGN**

# 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

**54,000+**

Newsletter subscribers

**78,000+**

Social followers

**80,000+**

Monthly page views

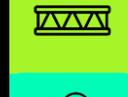
## LDI buyers- Who they are



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



Gensler



FAMOUS GROUP

Google



MOMENT  
FACTORY

Based on real people.

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

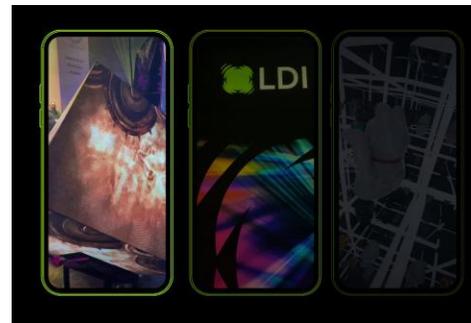
## Popular options include:

- Targeted email Marketing
- Audience Amplification
- Multi-Touch Newsletters
- Video/Social Reels
- Event marketing: Product showcases, Meet the Exhibitor, FOMO
- Social Media marketing
- Sponsored Content
- Lead Gen

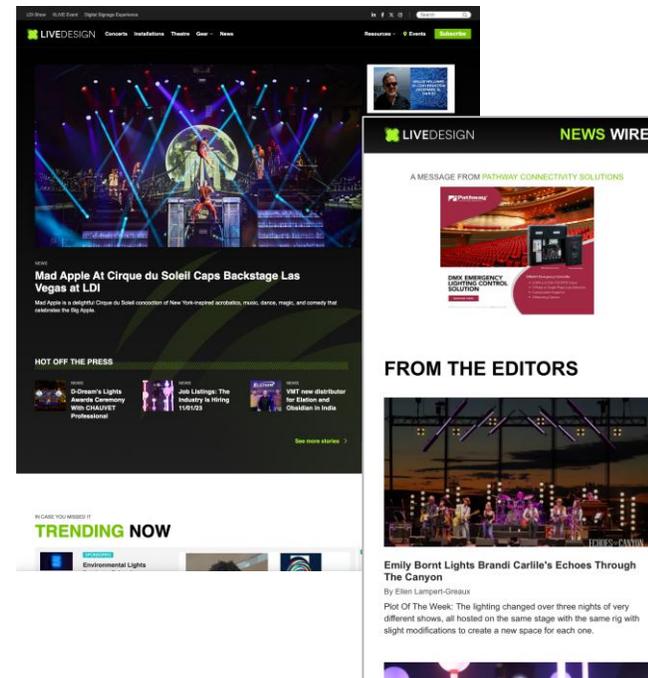
## NETWORKING



## 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+**

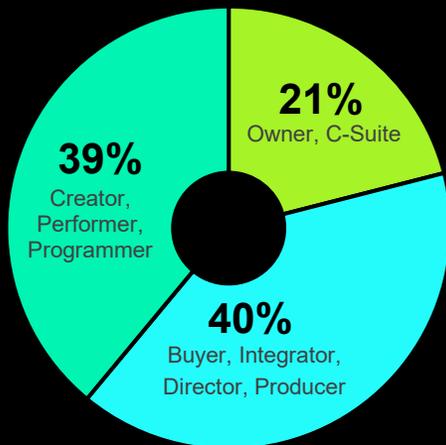
Attendees

**350+**

Exhibitors

“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.”

Meet with owners, buyers, directors and creators!



Attendees come to see, ask questions and buy!



**81%**  
Demo New Gear



**69%**  
Source New Suppliers



**78%**  
Have Purchasing Power



**35%**  
First-Time Attendees



**Impact branding means  
no one leaves the show  
without knowing your  
name.**

# Direct Email Marketing

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

With over 213,000 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**  
\$300 CPM

Multi-Touch  
Emails: \$450 CPM



# Lead with Brand Marketing:

Keep your products in front of buyers all year long

## Digital Rich Media

**Make a splash!** Rich media campaigns offer in-read formats, video and high impact display units, prominently placed across Questex's trusted brand sites.

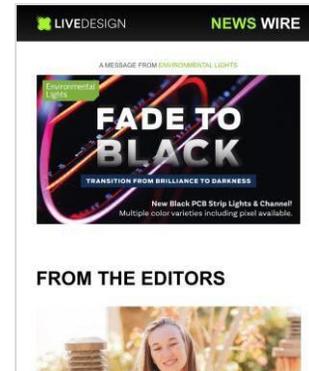


### Investment:

Super Leaderboard 970x90	\$76/CPM
Billboard 970x250	\$86/CPM
Half Page 300x600	\$76/CPM
Medium Rectangle 300x250	\$65/CPM
Prelude	\$86/CPM
Hover	\$135/CPM
Roller	\$189/CPM
Gravity	\$189/CPM
Pushdown 970x90, 970x415	\$119/CPM
Audience Amplification Add-On	\$35/CPM on top of display ad cpm

## Newsletters

**Message to the inboxes of engaged audiences.** Capitalize on our loyal audiences to build awareness and generate demand for your brand.



PREMIER SPONSORSHIP

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

**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.



### Investment:

\$75/CPM as add-on with other digital products  
 \$175/CPM stand-alone

# Native Content

Simple and effective way to get in the conversation.

Native Content allows you to run your article seamlessly into Live Design website, giving your brand visibility and 100% share of voice.

## Includes

- 100% share of voice on article page with exclusive banner ads – leaderboard, half page and rectangle
- Promoted in newsletter and on homepage for a week
- Lives on site indefinitely

## Content types

- Articles, Videos, Galleries, Listicles
- Custom article can be written by Questex, 600 to 800 words or sponsored supplied article up to 800 words

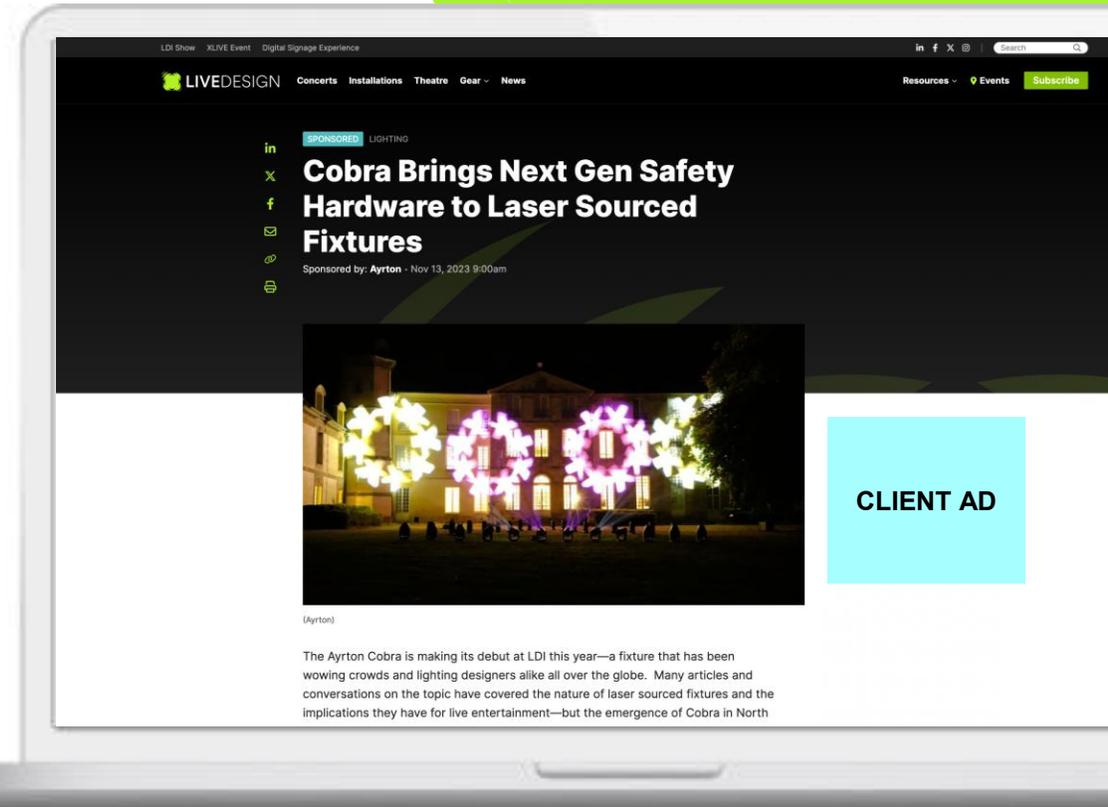
## NEWSLETTER LISTING



### **Cobra Brings Next Gen Safety Hardware to Laser Sourced Fixtures**

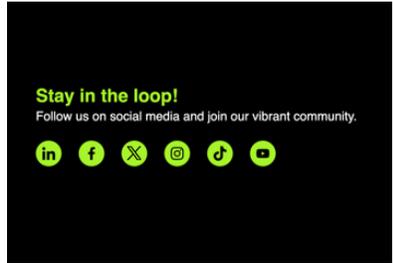
Sponsored by Ayrton

Don't miss the Ayrton Cobra's debut at LDI!! This fixture is a global sensation, reshaping live entertainment with cutting-edge laser technology. Dive into the latest article and discover Cobra's game-changing approach to fixture management.



# Lead with Social Engagement

1,014,941 post impressions with 17.5k reactions in 2025



## Meet the exhibitor

**Price: \$4,000**

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. Whether you're looking to promote a new product or simply raise brand visibility, our customized approach will ensure that your message resonates with potential customers.



## Show engagement pack

**Price: \$3,000**

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

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

### Platforms:

Recommended – Facebook, Instagram

Available – X, LinkedIn

### Audience:

Live Design Magazine and LDI

# 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

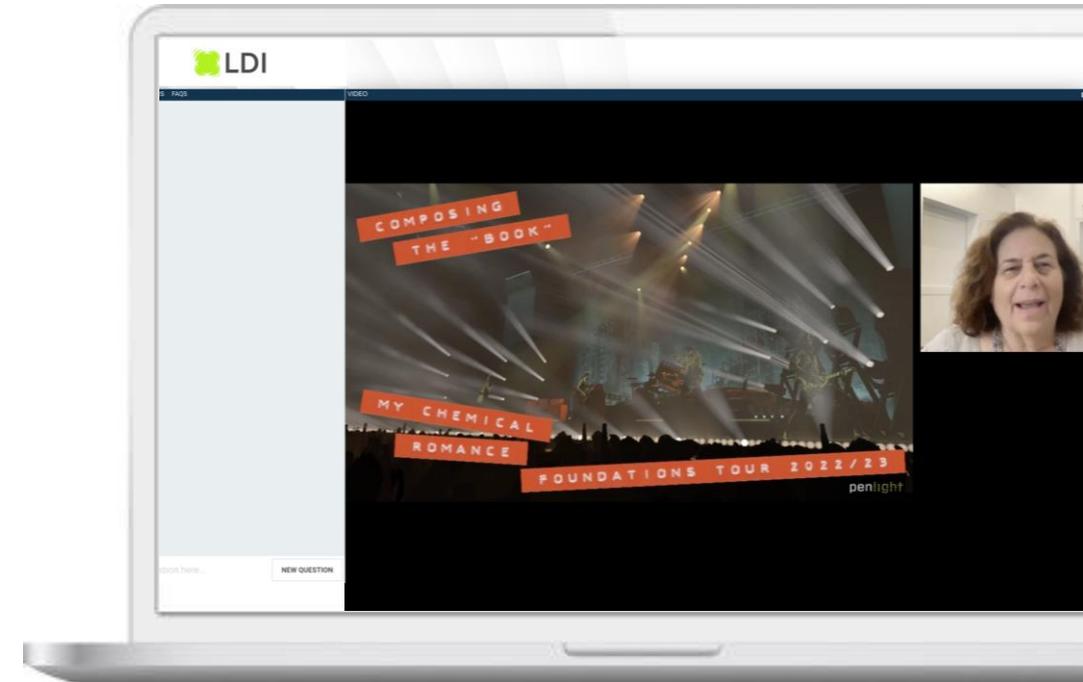
- Sponsors maintain full control over the topic, speakers and presentation.
- Sponsor provides promotional content.
- Questex will build and promote webinar.
- Program is fully supported by the Questex team and includes moderation and technical support.
- Questex will promote webinar until live date,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

# Let's Talk!

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



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## Join our top tier sponsors

