



frequently asked questions



LDI Facts

Q. When does LDI take place?

A. LDI 2010 will be held in Las Vegas, NV in the Las Vegas Convention Center, October 22-24, 2010.

Q. How many years has LDI been the tradeshow and conference for the Entertainment Technology Industry?

A. The 2010 show will mark LDI's 23rd year.

Q. What is the Official Publication of the LDI Tradeshow and Conference?

A. *Live Design* Magazine is the Official Publication of LDI

LDI Attendee Profile

Q. Who attends LDI?

A. The following are the most common attendee titles at LDI: Lighting Designer, Lighting Programmer, Production Lighting Crew, Technical Director, Lighting Rental Operations, Visual Designer, Sound Designer, Facility Designer: Lighting, Purchasing Manager, Stage Manager, Sound Mixer, Production Staging Crew, Set Designer, Production Sound Crew, Audio Rental Operations

Q. How many attendees does LDI have?

A. In 2008, LDI had total attendance of 13,567 professionals.

Q. How do I know that LDI attendees are interested in my products?

A. LDI attendees come to specify and purchase the following products: Lighting, Sound, Projection, Software, Production, Special Effects, Cinematography, Staging, Rigging, Truss

Q. Where do LDI attendees come from?

A. LDI attracts an international audience. In 2008, LDI professionals came from all 50 states and 76 countries.



LDI Exhibitors

Q. What types of companies exhibit at LDI?

A. Manufacturers and distributors of a wide range of products for live event production including lighting, sound, projection products, software, etc.

Q. How many companies exhibit at LDI?

A. Over 400 companies exhibit each year at LDI

Q. How can I see a current list of exhibiting companies?

A. Just go to www.ldishow.com and click on the "exhibits" tab.

Q. Can I request that my booth is not next to my competitor's booth?

A. You can select a limited number of companies that you would not like to be located next to.

Q. How is exhibitor satisfaction at LDI?

A. Exhibitor satisfaction at LDI is high:

- 66% of LDI 2008 exhibitors have exhibited at 6 or more LDI shows in the past
- 75% of LDI 2008 exhibitors are very likely to exhibit at LDI 2009
- 84% of LDI 2008 exhibitors would recommend LDI to industry colleagues



LDI Exhibiting How-To's

Q. What's the cost to exhibit at LDI?

A. In 2010, the cost of a 10 x 10 booth is \$2,625. We also offer tiered pricing based on the number of booths purchased.

Q. Do you offer packages which include in-person, on-line and in-print exposure?

A. Yes, we offer customized media packages that combine the LDI tradeshow and conference, print advertising in *Live Design* Magazine and online exposure on both the LDI and *Live Design* Web pages. Contact your sales manager for details.

Q. How do I go about reserving a booth at LDI and advertising in *Live Design Magazine*?

A. Contact your LDI Sales Manager:

• Ken Baird, Sales Manager

Phone: 913-981-6141

Fax: 913-514-3823

E-mail: ken.baird@penton.com

Companies headquartered in Canada and the following states: AL, CT, DE, GA, FL, IL, IN, KY, ME, MA, MD, MI, MS, NC, NH, NJ, NY, OH, PA, RI, SC, TN, VA, VT, WI, WV

• Kelly Turner, Sales Manager

Phone: 415-455-8305

Fax: 913-514-3817

E-mail: kelly.turner@penton.com

Companies headquartered in Europe, Asia Pacific Rim countries, and the following states: AZ, AR, CA, CO, ID, IA, KS, LA, MN, MS, MT, NE, NV, NM, OR, ND, OK, SD, TX, UT, WA, WY

