



LDI 2009 Press Release

For Immediate Release

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LDI 2009 DELIVERS

Stamford, CT, December 16, 2009—The live design industry's leading US tradeshow and conference, LDI2009 (Orange County Convention Center in Orlando, FL, November 16-22) hosted thousands of attendees and exceeded exhibitor expectations in spite of the slow economy.

LDI show director Sharon Morabito said, "Despite slightly lower attendance this year, LDI delivered enthusiastic buyers to the tradeshow floor. The quality of the attendee was quite good, and the serious buyer was very much engaged."

Nearly 9,000 industry professionals (final audit underway) came to this year's show and exhibitors and attendees alike were excited about new products and projects and a real feeling of optimism about the coming year.

Long time LDI exhibitor Elation Lighting's Eric Loader, director of sales, said, "I thought the show attendance was better than expected and the customers who stopped by our stand were very receptive and supportive to the products we have to offer. People spent a lot of time on our booth learning about our products and giving us feedback on the new products for 2010 we showed. It was a great show for us overall and with the bonus of winning best big booth design award, we feel an extra sense of satisfaction."

Christie Digital exhibited for the first time and to rave reviews. "LDI 2009 was a very positive experience for Christie," said Gary Fuller vice president of Business Products. "As it was the first time exhibiting at LDI, we were excited to hear the response from attendees. We relish any opportunity to speak directly with our channel partners and end-users. LDI was an exceptional event for Christie. It was great to learn how lighting designers are integrating video projection technologies into their displays and events and what they are looking for in a projection solution. We look forward to exhibiting at LDI 2010 in Las Vegas."

Morabito adds that, considering the current economy, the show is pleased with the feedback from both exhibitors and attendees. "Given how difficult this year has been for

everyone, LDI 2009 had very positive energy for everyone,” she said. “LDI mirrors the industry we serve. When times are tough, we all feel it, but everyone rallied for an exceptional show in Orlando that has just encouraged us for next year and years to come. LDI, Live Design, and our entire franchise remain strong.”

Attend LDI 2010 in Las Vegas Convention Center, Las Vegas NV
Exhibit Hall: October 22-24, 2010
Backstage Las Vegas: October 18-20, 2010
LDInstitute: October 18-24, 2010
Live Design Projection Master Classes: October 20-21, 2010
Conference Sessions: October 22-24, 2010

For additional information on press registration, or to obtain press credentials, contact Betsy Carballo, Marketing Manager, LDI 2009 at 1-(913) 981-6140 or <mailto:betsy.carballo@penton.com>.

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