

# LDI & LIVE DESIGN

## Bringing Design & Technology to Life

**1** industry

**1** tradeshow

**1** publication

Online, In-Print, In-Person Working Together to Deliver Results

### Market Reach You Can't Get Anywhere Else

11,000

tradeshow and conference attendees

24,000

average number of subscribers to the weekly  
*Live Design Wire* and *Gear Wire* newsletters

15,000

subscribers to *Live Design* magazine

190,000

page views per month for  
LD and LDI combined

### Reach the Professionals You Want...

Lighting Designers

Sound Designers

Projection Designers

Set Designers

Programmers

### Working in...

Theater

Corporate

Concerts

Houses of Worship

Themed Entertainment

Nightclubs

Architainment

Film/Video

Indoor Entertainment Facilities



PHOTO MARK FISHER, STUFISH

PHOTO JOAN MARCUS

PHOTO 2008 GETTYIMAGES

**Envision. Build. Tech. Go.**

[ldishow.com](http://ldishow.com)

[livedesignonline.com](http://livedesignonline.com)

# LIVE DESIGN

## 2012 editorial calendar

Month	Editorial Focus	Bonus Distribution
<b>January/February</b> Ad Close: 1.10.12 Materials Due: 1.17.12	Clubs/Venues/Architainment	Pro Light & Sound Live Design LED Master Classes
<b>March</b> Ad Close: 2.7.12 Materials Due: 2.14.12	Regional Theatres	USITT
<b>April</b> Ad Close: 3.14.12 Materials Due: 3.21.12	Houses of Worship	Lightfair Live Design Broadway Master Classes
<b>May</b> Ad Close: 4.11.12 Materials Due: 4.18.12	Broadway/Excellence In Live Design	Live Design Broadway Master Classes
<b>June/July</b> Ad Close: 5.11.12 Materials Due: 5.18.12	Corporate Events	Infocomm
<b>August/September</b> Ad Close: 7.18.12 Materials Due: 7.22.12	International/Concerts	PLASA, LDI Live Design Concert Sound Master Classes
<b>October</b> Ad Close: 9.17.12 Materials Due: 9.24.12	Education/The LDI Issue	LDI Live Design Projection Master Classes
<b>November/December</b> Ad Close: 11.1.12 Materials Due: 11.7.12	Concerts	Live Design Concert Master Classes

## 2012 advertising rates

### LIVE DESIGN Magazine

4 Color Rates Effective November 2011

UNIT SIZE	1x	4x	6x	8x
full page	\$3,949	\$3,670	\$3,608	\$3,361
2/3 Page	\$3,324	\$3,226	\$3,030	\$2,850
1/2 Page	\$2,746	\$2,610	\$2,550	\$2,380
1/3 Page	\$2,415	\$2,265	\$2,167	\$2,054
1/4 Page	\$2,116	\$2,019	\$1,970	\$1,867

### Contract Information

**COVER POSITIONS:** (See published rates) Available on the basis of a minimum six-time contract only. Can be cancelled only on a written 60-day notice prior to closing date.

**SPECIAL POSITIONS:** In addition to cover positions, special positions may be available. Contact your advertising sales representative for availability and to request a premium/special position. Exact position and charge must be indicated in space order and authorized by publisher. Positions are subject to availability and color capability.

**LATE COPY POLICY:** Advertisements not received by our advertising production department by closing date are not entitled to the privilege of review or revision by the Advertiser or its Advertising Agency.

**COPY CHANGES:** When change of copy is not received by closing date, copy furnished or run in previous issue will be printed at the sole discretion of the Publisher.

**CONVERSION/HANDLING CHARGES:** Conversion to Publisher's requirements will be billed at Publisher's cost.

**RATE POLICY AND CONTRACT PROVISIONS:** All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Penton Media Inc. ("Publisher" or "Penton") harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including

the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when such conditions conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

**AGENCY COMMISSION:** 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

**SEQUENTIAL LIABILITY:** Advertiser and Advertising Agency are jointly and severally liable for payment. Publisher will not release the Advertising Agency from liability even if a sequen-

### Classified Display Sizes & Rates

1/6H = 4.75 x 2.25" ..... \$550  
 1/12H = 2.5 x 2.25" ..... \$300

Please contact your account rep for additional information

Note these rates are for non-LDI exhibitors. If you are an LDI exhibitor, please contact your sales manager for special discounted rates.

tial liability clause is included in the contract, insertion order, purchase order, etc.

**CANCELLATION POLICY:** Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

**ERROR LIABILITY LIMIT:** The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

**SHORT RATE PROTECTION:** Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

**RATE CARD IN EFFECT:** Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to advertiser.

**TERMS OF SALE:** Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed. Penton will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

**LINE OF CREDIT:** Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of Penton, and no advanced notification is promised or implied.

**PAST DUE ACCOUNTS:** Orders may be held at the Publisher's sole discretion.

**COLLECTION RELATED ISSUES:** If Penton must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

**JURISDICTION:** Advertising Agencies and/or Advertisers agree that any legal action arising between Penton and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

**NOTIFICATION TO PUBLISHER:** If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within ten working days.

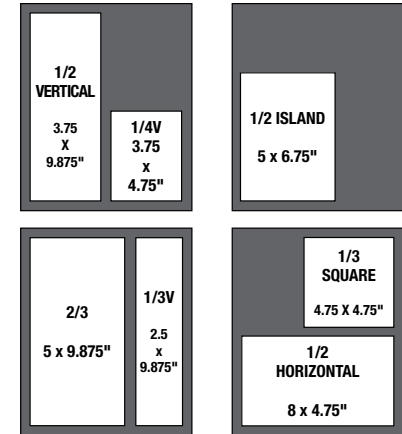
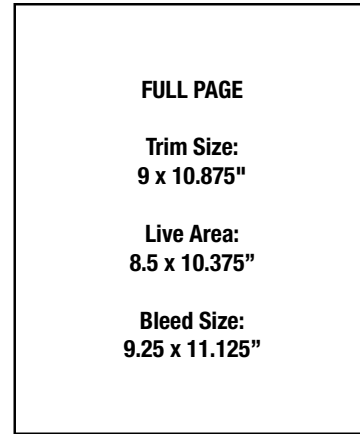
# LDI & LIVE DESIGN

## mechanical specs

### LIVE DESIGN Magazine Magazine Ad Sizes

#### Width x Depth (inches)

<b>Magazine Trim Size</b> .....	<b>9 x 10.875"</b>	1/2 Page Vertical .....	3.75 x 9.875"
Full Page (Live Area) .....	8.5 x 10.375"	1/2 Page Horizontal .....	8 x 4.75"
(Bleed) .....	9.25 x 11.125"	1/2 Page Island .....	5 x 6.75"
Spread (Live Area) .....	18 x 10.5"	1/3 Page Square .....	4.75 x 4.75"
(Bleed) .....	18.25 x 11.125"	1/3 Page Vertical .....	2.5 x 9.875"
2/3 Page Vertical .....	5 x 9.875"	1/4 Page Vertical .....	3.75 x 4.75"



#### SPACE UNIT SIZE IN INCHES

Space can be used only in the above sizes. Space exceeding size indicated in any direction is considered bleed except for gutter bleeds in spread.

#### GENERAL SPECIFICATIONS

**Printing Method:** Web Offset

**Binding:** Perfect bound

**Paper:** Cover printed on 80-lb. Somerset Matte coated offset; text printed on 45-lb. Escanaba

**Ink:** SWOP standard and four-color process

**Shipping Instructions:** Send all contracts, orders, insertion instructions, advertising material, and correspondence to:

**Production Coordinator, Live Design,  
9800 Metcalf Ave., Overland Park, KS 66212;**

**Clearly mark: "Advertising Materials";  
913-967-1817; fax: 913-514-6817;**

**Lauren.Loya@penton.com.**

Advertising materials must be shipped prepaid to publication to arrive by the materials due date.

#### DIGITAL AD SPECIFICATIONS

**PDF Format:** Advertisers should submit PDF and PDF/X1-A files that are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file

and more information on creating acceptable PDF files, visit [www.pentonads.com](http://www.pentonads.com). PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)

- **Preferred Applications:** Ad layouts should be created using either QuarkXpress™; or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.
- **Proofs:** Text and element proof required to assist in preflighting digital ad files. For critical color match, a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) is required. Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.
- **Photos:** 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.
- **Line Art/Text:** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In PhotoShop, black text should be created in black channel only to avoid registration problems.
- **Color Tone Values:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.
- **Color Mode:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

- **Fonts:** When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.
- **Lettering:** Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.
- **Media:** Mac or IBM CD, Zip 100, floppy or FTP Upload: <ftp://adclient:adclient@ftpsrvr2.penton.com>; 913-967-1817; fax: 913-514-6817.
- **Inserts:** Contact advertising representative for rates, production specs and shipping instructions or visit [www.pentonads.com](http://www.pentonads.com).

#### NEWSLETTER AD TECHNICAL SPECS

**Formats Accepted:** GIF, Animated GIF or JPEG files only. No Rich Media or Flash.

#### Dimensions and File Sizes:

- 468x60 full banner, 15-20k max
- 120x60 logo, 8-10k max
- 125x125 square 15k max
- 120x240 half-tower, 20k max
- 120x600 tower, 25k max

**Frames and Looping:** Max Frames = 4, Looping = 3times  
**3rd Party Ad Serving:** Most 3rd Party Ad tags accepted.

3rd Party Ad tags for enewsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation. Materials due 2 business days prior to newsletter blast.

#### ONLINE AD TECHNICAL SPECS

**Formats Accepted:** GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyebalster, Enliven

**Will Accept For Testing:** DHTML, Audio, Real, Shoshkeles, Tomboy

**Non-accepted Formats:** Java, Java Applet, Video

**3rd Party Ad Serving:** 3rd Party Ad Tags include DART (internal redirect), Bluestreak, MediaPlex, and Atlas. All 3PAS must be accompanied by anti-caching documentation.

#### Dimensions and File Sizes:

- 728x90, 35k max
- 300x250, 35k max
- 180x150, 35k max
- 125x125, 35k max

**Frames and Looping:** Max frames = 4; looping = 3 times  
**Material Deadline:** Materials due 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alternate text with instructions.

**Cancellation Policy:** Banners, sponsorships, and enewsletters require a 2-week written cancellation notice.

# LDI & LIVE DESIGN

## online rates & specs

### LiveDesignOnline.com

*Offering you a variety of cost-effective options to build your brand online!*

Since its launch in December of 2005, livedesignonline.com has consistently attracted the largest pool of web savvy end users in the entertainment technology industry. The newly designed livedesignonline.com offers you even more targeted solutions to build awareness, generate leads, and drive traffic from a dedicated group of decision makers who search for design information and gear online. Generate interest from the over 70,000 unique visitors who come to the website each month to get the latest news, research the latest gear, access industry data, and learn what their peers are up to.

- 1 LEADERBOARD BANNER (728X90) \$45 CPM**  
Attention-grabbing top banner position integrated into the site's horizontal navigation bar.  
**File size limit: 35k; 3 month commitment**
- 2 BOOM BOX (300X250) \$35 CPM**  
Integrated right into the core of the freshest content, this premium position provides impact for larger creative options.  
**File size limit: 35k; 3 month commitment**
- 3 BOOM BOX (300X250) \$25 CPM**  
Integrated right into the core of the freshest content, this premium position provides impact for larger creative options.  
**File size limit: 35k; 3 month commitment**
- 4 SUPER BUTTON (180X150) \$20 CPM**  
This space is integrated into the site's central location.  
**File size limit: 35k; 3 month commitment**
- 5 SUPER BUTTON (180X150) \$15 CPM**  
This space is integrated into the site's central location.  
**File size limit: 35k; 3 month commitment**
- 6 MARKETPLACE (125X125) \$150/MONTH**  
Cost effective homepage advertising – use LiveDesignOnline.com to build your brand and reach your customers!  
**File size limit: 35k; 6 month commitment**

**LDI** LDI exhibitors will receive a 25% discount on all rates (excluding Marketplace ads), as well as a FREE ad on the LDI website (excludes the months of Sept-Nov).

**ONE STOPS AND ROADBLOCKS (728x90, 300x250, 180x150) \$70 CPM**  
These allow you to buy all of the advertising real estate available in a targeted section of the website. You'll "own" the category!

### Technical Specs

**Formats Currently Accepted:** GIF, Animated GIF, JPEG, HTML, Flash, Eyeblander, Pointroll  
**Will Accept For Testing:** Enliven, Bluestreak, DHTML, Audio, Real, and Shoshkele  
**Non-accepted Formats:** Java, Java Applet, Video  
**3rd Party Ad Serving:** Penton Media will accept most 3rd Party Ad tags including DART, Adknowledge, 24/7 and L90. ALI 3PAS must

be accompanied by anti-caching documentation.  
**Frames and Looping:** Maximum Frames 4; Looping: 3 times  
**Material Deadlines:** Materials due 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alt text with instructions.  
**Cancellation Policy:** Banners and sponsorships require a two-week written cancellation notice.

### Sales Contacts

David Johnson, 212-204-4272  
 Publisher  
 david.johnson@penton.com

Ken Baird, 913-981-6141  
 ken.baird@penton.com

Kelly Turner, 415-455-8305  
 kelly.turner@penton.com

Web site Materials  
 Jimena Canacari, 913-967-1813  
 jimena.canacari@penton.com



# LIVE DESIGN *wire* online rates & specs

## LIVE DESIGN WIRE

With a new look but the same great content and the industry's largest email subscriber base, Live Design Wire has become an essential marketing tool for key industry players to reach today's industry professionals and communicate with current and potential customers. Featuring all the important industry news, views, blogs, videos, and columns, Live Design Wire is an industry must-read every Monday.

Banner ads in Live Design Wire are effective not only because we deliver them right to our subscriber's inbox, but also because we provide you with regular open rates and click-thru rates so that you can monitor the effectiveness of your campaign on a regular basis. Use Live Design Wire to accomplish multiple marketing objectives: drive traffic to your website or online catalog, generate leads fast; create demand for new products, build brand awareness, and more.

Best yet, we've modified our ad units to help you maximize your exposure:

- |   |   |
|---|---|
| <p><b>1 TOP BANNER (468x60)</b> <u>\$1,500/month net</u><br/>Full banner and 50 words of text including headline and URL.</p>                         | <p><b>3 SUPER BUTTON 1 (180x150)</b> <u>\$800/month net</u><br/>Same size as the Super Button ad unit on the Live Design Website, with 50 words of text including headline and URL.</p> |
| <p><b>2 RIGHT TOWER (160x600)</b> <u>\$1,200/month net</u><br/>High profile "Boombbox" position with 50 words of text including headline and URL.</p> | <p><b>4 SUPER BUTTON 2 (180x150)</b> <u>\$500/month net</u><br/>Same size as the Super Button ad unit on the Live Design Website, with 50 words of text including headline and URL.</p> |

**Commit to three or more months and get an extra \$100 off each month!**

**Frequency: Four times per month, every Monday except for the week between Christmas and New Year's**

### Technical Specs

- Banners must be sent as a .gif or .jpg attachment
- Optimal file size for newsletter banners is 3-10k, max file size is 35k.
- No flash files are permitted due to virus potential.
- Penton Media will accept most 3rd Party Ad tags. 3rd Party tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.
- If you are sending an animated GIF for one of the newsletters that can accommodate an image, please make sure the first frame contains all necessary information before cycling through the rest of the frames. Readers on Outlook 2007 will only be able to see the first frame. Readers on other versions of Outlook or on different e-mail programs will be able to see the full animation.

### Sales Contacts

**David Johnson, 212-204-4272**  
Publisher  
david.johnson@penton.com

**Ken Baird, 913-981-6141**  
ken.baird@penton.com

**Kelly Turner, 415-455-8305**  
kelly.turner@penton.com

**Banner Ad Materials**  
**Sarah Rapp, 913-967-1802**  
sarah.rapp@penton.com

# LIVE DESIGN GEAR WIRE

## online rates & specs

### GEAR WIRE

Gear Wire brings subscribers all the news and reviews on the latest products in the world of entertainment technology. Capitalizing on the huge traffic generated in the Gear section of livedesignonline.com, Gear Wire is broadcast every Thursday and delivers content specific to all the major market segments: Lighting and Staging on the first and third week of the month, Projection on the second, and Sound on the fourth. Each newsletter goes to its targeted demographic. Target your message directly to those people who want to know about the latest gear in their discipline in a most cost-effective way.

All ad units are 180x150 and include 50 words of text, plus a "Sponsored by" your company (with logo) in the section in which the ad appears

#### LIGHTING & STAGING (First and Third Thursday of Each Month)

- 1** Top Button: \$1,000/month
- 2** Second Button: \$600/month
- 3** Third and Fourth Buttons: \$400/month

#### PROJECTION (Second Thursday of Each Month)

- 1** Top Button: \$400/month
- 2** Second Button: \$300/month
- 3** Third and Fourth Buttons: \$250/month

#### SOUND (Fourth Thursday of Each Month)

- 1** Top Button: \$400/month
- 2** Second Button: \$300/month
- 3** Third and Fourth Buttons: \$250/month

### Technical Specs

- Banners must be sent as a .gif or .jpg attachment
- Optimal file size for newsletter banners is 3-10k, max file size is 35k.
- No flash files are permitted due to virus potential.
- Penton Media will accept most 3rd Party Ad tags. 3rd Party tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.
- If you are sending an animated GIF for one of the newsletters that can accommodate an image, please make sure the first frame contains all necessary information before cycling through the rest of the frames. Readers on Outlook 2007 will only be able to see the first frame. Readers on other versions of Outlook or on different e-mail programs will be able to see the full animation.
- In addition to the banner ad, advertisers should also provide 50 words of text and a logo that is 100x40 pixels (3-10k max)

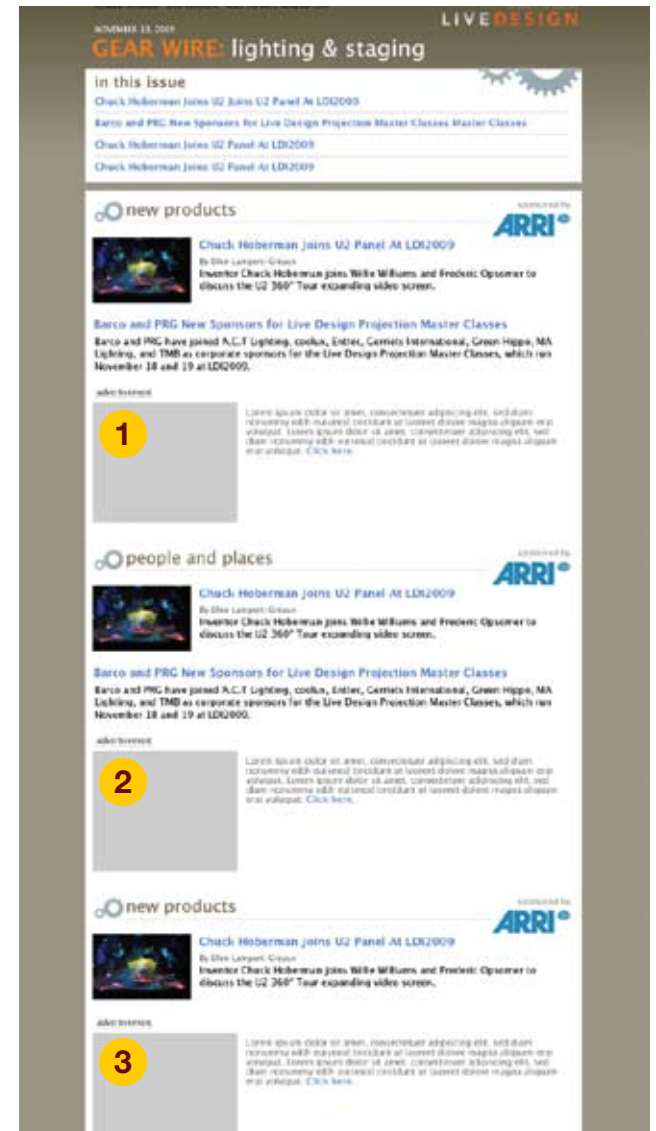
### Sales Contacts

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 david.johnson@penton.com

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 ken.baird@penton.com

**Kelly Turner, 415-455-8305**  
 kelly.turner@penton.com

**Banner Ad Materials**  
**Sarah Rapp, (913) 967-1802**  
 sarah.rapp@penton.com



# LIVE DESIGN

## sponsored microsite

### OWN THE STORY

You're involved in one of the industry's biggest projects of the year, and you want the world to know about it. It's nice if you happen to get mentioned in a story in a magazine, but the shelf life is so short. And press releases and print ads simply don't go far enough. How do you let the world know your participation made the difference, and how do you keep that message front and center in the minds of your clientele?

Unleash the full power of online and make it work for you by sponsoring a Live Design microsite focusing exclusively on your big project. Tap into the industry-leading traffic on livedesignonline.com and brand yourself and your products with that big tour, venue, show or event.

In 2009, the "Designing U2 360°" microsite gathered over 110,000 page views in a three month period, and the site's exclusive sponsor, PRG achieved unprecedented click-thru's on its ad units.

### Each Live Design sponsored microsite features the following:

- Exclusive ownership of every ad unit
- Video content, including interviews and footage of project
- Regularly updated stories written by LD staffers on all components of the project
- Any and all press releases you provide
- Blogs written by your staff, production crew and more
- Photo, plot, and sketch galleries galore
- Weekly updates of new content on Facebook, Twitter, and in the newsletter
- Minimum commitment of three months

### YOU OWN THE PROJECT, NOW OWN THE STORY

Contact David Johnson for more information: [djohnson@livedesignonline.com](mailto:djohnson@livedesignonline.com), 212-204-4272

#### Sales Contacts

David Johnson, 212-204-4272  
Publisher  
[david.johnson@penton.com](mailto:david.johnson@penton.com)

Ken Baird, 913-981-6141  
[ken.baird@penton.com](mailto:ken.baird@penton.com)

Kelly Turner, 415-455-8305  
[kelly.turner@penton.com](mailto:kelly.turner@penton.com)

Web site Materials  
Jimena Canacari, 913-967-1813  
[jimena.canacari@penton.com](mailto:jimena.canacari@penton.com)



# Envision. Build. Tech. Go.

[ldishow.com](http://ldishow.com)

[livedesignonline.com](http://livedesignonline.com)

# LDI & LIVE DESIGN

## e-mail blasts

### Are Your Email Campaigns Reaching the Right People?

Email blasts can be a great way to promote your products—provided they are going to the right people. The *Live Design*/LDI franchise has the largest email database in the industry—over 24,000 unique names—so you have the opportunity to reach the widest possible audience.

But just as important, **we can filter our list by job title**, allowing you to reach **only** the those designers and technicians you want to target. Not only is it highly effective, it's also **cost-effective**.

And most important of all, we also provide **open rates and click thru-rates for all of our email blasts**. So you get immediate feedback on the effectiveness of your message.

Isn't that a smarter way to spend your e-marketing dollars?

Talk to your advertising manager today to come up with a plan that works for you.

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kelly.turner@penton.com

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ldishow.com

livedesignonline.com



# frequently asked questions

## LDI Facts

### Q. When does LDI take place?

- A. LDI 2012 will be held October 19-21, 2012  
Las Vegas Convention Center  
Las Vegas, NV USA

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

- A. The 2012 show will mark LDI's 25th 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 2010, LDI had over 9,000 professionals in attendance (attendees only).

### 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 2009, LDI professionals came from all 50 states and 72 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. Nearly 350 companies exhibit each year at LDI

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

- A. Just go to [www.ldishow.com](http://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:
- 73% of LDI 2009 exhibitors have exhibited at 6 or more LDI shows in the past
  - 85% of LDI 2009 exhibitors said they were satisfied or extremely satisfied with the show
  - 92% of LDI 2009 exhibitors would recommend LDI to industry colleagues



## LDI Exhibiting How-To's

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

- A. In 2012, the cost of a 10 x 10 booth is \$2,725 (\$2,625 before December 15, 2011). 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](mailto: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](mailto: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



Envision. Build. Tech. Go.

[ldishow.com](http://ldishow.com)

[livedesignonline.com](http://livedesignonline.com)



# attendee demographics

## Professional Titles at LDI 2010

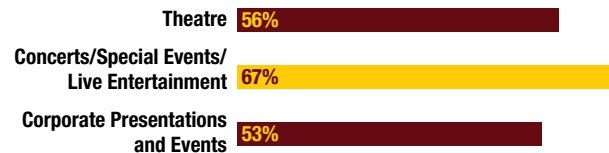
- Academic Theatre
- Audio Rental Operations
- Dealer/Mfr. Rep
- Electrician
- Facility Design Consultant
- Facilities Operation
- Lighting Designer
- Lighting Programmer
- Lighting Rental Operations
- Manufacturer/Supplier
- Production Lighting Crew
- Production Projection Crew
- Production Sound Crew
- Production Staging Crew
- Projection Designer
- Projection Rental Operations
- Purchasing Manager
- Set Designer
- Sound Designer
- Sound Mixer
- Stage Manager
- Staging Rental Operations
- Student
- Technical Director
- Theater Consultant
- Visual Designer

## LDI Professionals are Behind the Scenes at Every Live Event Using the Gear Your Company Manufactures

### LDI Attendee Quick Facts

- > **44%** attend LDI every year
- > **The #1 reason** that attendees come to LDI is to see lighting equipment
- > **94%** of attendees would recommend LDI to industry colleagues
- > There were **9194** professionals at LDI 2010
- > Attendees came from **77** countries outside the US

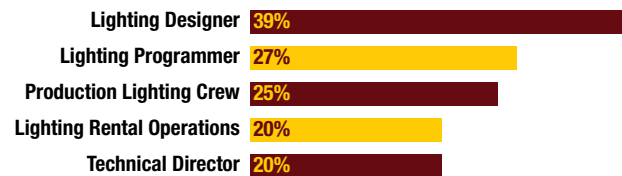
### Top Three Areas in Which Attendees Work\*



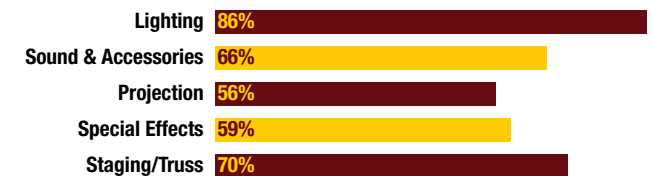
### Product Focus of LDI Attendees\*



### Top Five Attendee Titles\*



### Percentage of Attendees That Purchased This Equipment in 2010\*



### Sales Contacts

Ken Baird, 913-981-6141  
ken.baird@penton.com

Kelly Turner, 415-455-8305  
kelly.turner@penton.com

\*Source: LDI 2010 Registration Report

# LDI & LIVE DESIGN

## meet the staff

### **Zari Stahl** Group Show Director

Zari just recently joined the LDI/LD Franchise Family, although she's been producing tradeshows for 25 years. Zari's been involved with the production of shows in various industries – fitness, medical, coal and meetings, but thinks the LDI show floor promises to be the most exciting of them all!

### **David Johnson** Publisher

#### **Live Design Magazine**

David Johnson has been involved in the *Live Design*/LDI franchise since the dawn of time. He was hired by LDI founder Pat Mackay back in 1993 to be the business editor for *Lighting Dimensions* and *Theatre Crafts International*, and over the intervening 16 years has worn a variety of hats, from managing editor of the seminal ETEC online service to editor of *TCI*. He oversaw the transition of *TCI* into *Entertainment Design* in 1996, and later as an associate publisher/editorial director was responsible for the merger of *Entertainment Design* and *Lighting Dimensions* into *Live Design* in 2005. He produces the annual *Live Design* Master Classes which take place every May in New York and for the last two years has become more closely involved in the content and direction of the LDI trade show. His first LDI was in 1993 in Orlando and he'll never forget all the cool gear and fantastic lunatics on the show floor.

### **Marian Sandberg** Editor, Live Design Magazine

A long time ago, in a galaxy far, far away, Marian Sandberg started working as a PR flack for Group One Ltd. where Jack Kelly told her she'd never leave the lighting industry. He was right.

### **Ellen Lampert-Gréaux** LDI Conference Director

Ellen Lampert-Gréaux has played the role of conference director for LDI since its inception in 1988, as well as for the *Live Design* Broadway Master Classes, doubling as consulting editor for *Theatre Crafts*, *Lighting Dimensions*, *Entertainment Design*, and *Live Design*, having had her first article published in *Theatre Crafts* in 1983. She served as publicity director of the Brooklyn Academy of Music from 1979-1985 and is a member of ATPAM (Association of Theatrical Press Agents and Managers/IATSE). She holds an MFA in Arts Administration from Brooklyn College, and is co-founder/director of The St. Barth Film Festival in the French West Indies.

### **Tara Melingonis** LDI Conference Manager

Tara Melingonis has worked for Penton Media since 2002. In 2006 she joined the staff of both LDI and The Special Event as conference manager, developing and coordinating hundreds of sessions and speakers for the extensive professional training programs at these two trade shows each year.

### **Ken Baird** Sales Manager

Ken Baird has been part of the LDI team for the past 9 years. His specialty is collaborating with sales and marketing teams to help identify opportunities and create custom solutions that will result in improved sales. Ken graduated with a B.S. degree in Accounting from the University of Colorado and has over 15 years of experience supporting the entertainment industry.

### **Kelly Turner** Sales Manager

Kelly Turner, a senior sales manager, has worked in business-to-business sales, marketing and trade show management for more than 17 years including on the LDI and Live Design franchise since 1996. She enjoys travel, listening to music, chasing her four children and helping her clients grow their businesses (not necessarily in that order).

### **Betsy Carballo** Marketing Manager

Betsy Carballo has been with Penton since 2000 as a marketing manager for the tradeshow division. Specifically, she has worked with the LDI tradeshow and conference for 7 years. Prior to that, Betsy spent over 15 years in marketing for Fortune 500 companies including Charles Schwab, Dayton Hudson Corp. and McKesson Corporation. She has specific experience in International Marketing, Research and eMarketing and Direct Marketing and Media.