



# attendee demographics

## Professional Titles at LDI 2010

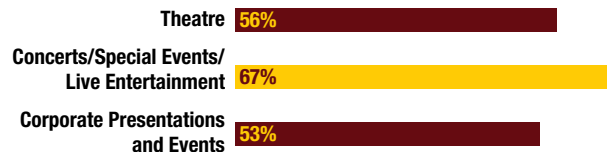
- Academic Theatre
- Audio Rental Operations
- Dealer/Mfr. Rep
- Electrician
- Facility Design Consultant
- Facilities Operation
- Lighting Designer
- Lighting Programmer
- Lighting Rental Operations
- Manufacturer/Supplier
- Production Lighting Crew
- Production Projection Crew
- Production Sound Crew
- 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

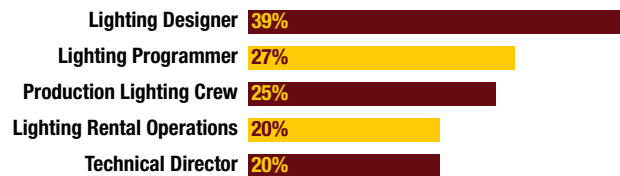
### Top Three Areas in Which Attendees Work\*



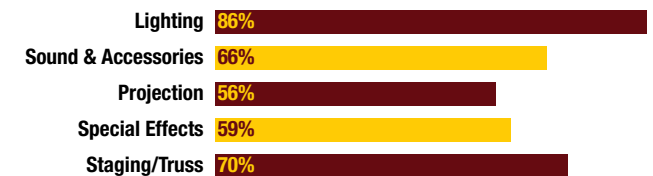
### Product Focus of LDI Attendees\*



### Top Five Attendee Titles\*



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



### Sales Contacts

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\*Source: LDI 2010 Registration Report