



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 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

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
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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



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