



2021 Sponsorship Opportunities

November 15-21, 2021

Exhibits: November 19-21,
Las Vegas Convention Center, Las Vegas, NV



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Sponsorships are an integral part of your tradeshow investment. We'll get attendees to the show, but how will you get in front of them? LDI offers exciting sponsorship opportunities to expand your presence in the ever-growing live event industry.

It is a way to maximize your participation and build traffic for your booth. It's now time to allocate resources to make sure that your show goals are met; announce new products, increase brand awareness, educate your customers, or build your social media connection.

LDI has a comprehensive array of sponsorships and marketing options to fit the needs of every budget and marketing strategy.

LDI is your show: an annual opportunity to outshine your competition and make an impression on thousands of potential customers.

Dig into these packages or let us help you tailor a comprehensive plan that makes the most sense for your sales and marketing objectives to maximize your investment and ensure your success!

**Every dollar you spend with LDI advertising and sponsorships counts toward your priority points and qualifying for sponsorship marketing assets.*

EXCLUSIVE BADGE SPONSORSHIP (SOLD)

Investment: \$5,500

Imagine your company logo on every attendee badge; it is the ultimate tool for visibility and industry-wide exposure. You provide us with your 4-color logo, and it will be placed front and center on our ecofriendly badges. This is an exclusive opportunity, so act now!

BAG INSERTS/ REG GIVEAWAY

Investment: \$775

- Marketing materials should be no larger than 8.5 x 11 inches
- Samples must be 2 oz. or smaller
- Quantity of bags is approximately 10,000
- Limited quantity available

ATTENDEE MASK SPONSORSHIP

Investment: \$5,500

Brand attendees with a custom mask. Your logo will be worn and seen throughout the entire show and your company name goes everywhere mask-wearing attendees go!

Up to 12,000 custom-made-masks to be produced and shipped to show site by sponsor

BRANDED WEARABLES LOGO RECOGNITION

Investment: \$3,500

Sponsor-provided logo t-shirts, hats, coffee mugs, or whatever else your heart desires. Worn by interns, registration staff, floor managers, etc.

Wearables provided by sponsor

HAND SANITIZER STATION SPONSOR

Investment: \$5,500

Multiple hand sanitizer stations displayed throughout the show floor and common show areas featuring the sponsor's logo-branded dispensers with hand sanitizer product.

Stations provided by sponsor



EXCLUSIVE BAG SPONSORSHIP

Investment: \$5,500

Imagine a sea of bags that all say your company's name! Bag sponsorship means that your name travels everywhere - in the convention center, hotels, restaurants and more - both during and after the show. Thousands of bags will be distributed to attendees at the registration and information booths.

Up to 10,000 custom-made bags to be produced and shipped to show by sponsor

EXCLUSIVE LANYARD SPONSORSHIP (SOLD)

Investment: \$5,500

You provide 10,000 lanyards that are distributed to all attendees at the registration and show information areas and make a statement that puts your company at the top of the attendees' mind. This in-demand opportunity is limited to one sponsor.

Up to 12,000 custom-made lanyards to be produced and shipped to show site by sponsor

FLOOR GRAPHICS

**Investment: \$650 each
or \$3,000 for six**

Create your own fun and personalized message to attract buyers from the entrance of the exhibit floor to your booth - print your logo, image, products, or whatever else you want to grab attention and bring attendees to your booth!

Each square is 36" x 36", for other sizes, please contact your sales rep for a quote. Placement in exhibit hall determined by company preference and selected size/quantity.

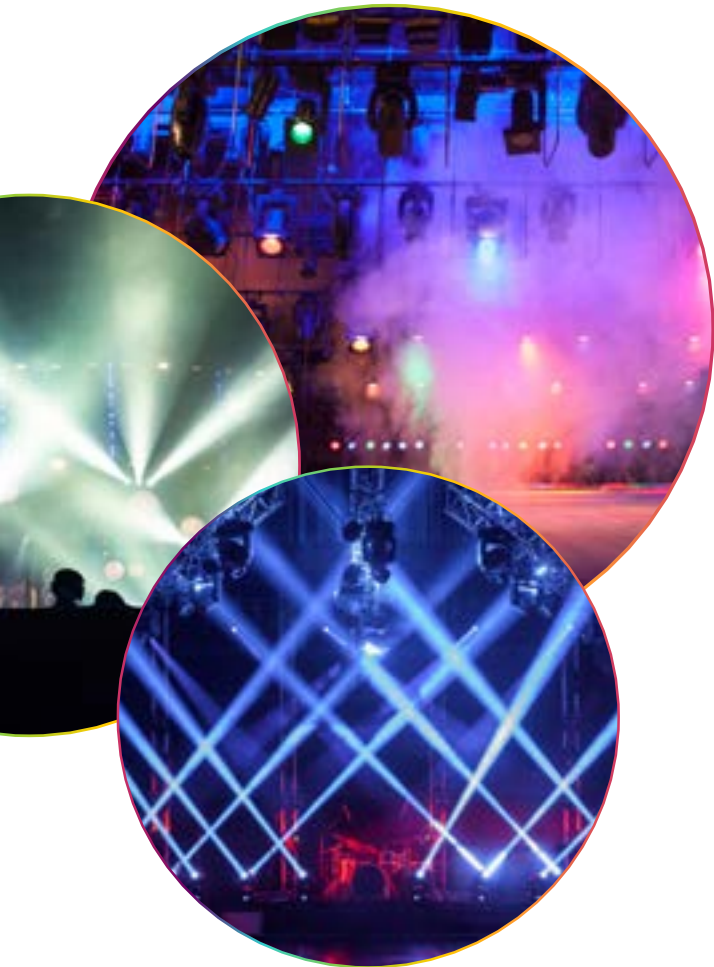
DOUBLE-SIDED ILLUMINATED BILLBOARD

Investment: \$3,000/billboard

Includes electricity, installation and removal. Limited premium locations available on a first come, first-served basis. Sponsor provides artwork and collaborates with show management operations on show floor placements.



High-profile marketing awareness to showcase your brand and stand out above the competition.



FRONT ROW

Investment: \$6,000

Digital Inclusions:

- Logo recognition as a sponsor on LDI's social media, LDIShow.com, and LDiMobile App
- Logo on the front of the LDI pre-show mailer and show guide along with those of up to four other Front Row Sponsors
- Sponsorship level recognition on LDI pre- and post-show promotional emails
- (1) dedicated email to 10K names (General audience or targeted audience)

Schedule based on availability.

Onsite Assets:

- Logo included on onsite signage recognition of LDI sponsors
- Logo included on the front page LDI Show Guide
- (2) 36" x 36" Floor graphics
- (2) Illuminated Billboards

LOGE LEVEL

Investment: \$3,000

Digital Inclusions:

- Logo recognition as a sponsor on LDI's social media, LDIShow.com, and LDiMobile App
- Sponsorship level recognition on LDI pre- and post-show promotional emails
- (1) dedicated email to 10K names (General audience or targeted audience)

Schedule based on availability

Onsite Assets:

- Logo included on onsite signage recognition of LDI sponsors
- Logo included on the front page LDI Show Guide

CONFERENCE SPEAKER GIFT

Investment: \$2,000

Get in front of LDI's esteemed speaking faculty by adding your logo to LDI speaker gifts! You provide the logo... We'll do the rest!

SPOTLIGHT VIDEO

Investment: Contact show sales team for pricing and more information.

Broadcast your booth or product to our industry colleagues who can't join us in Las Vegas with onsite video interviews streamed to Facebook live! Hosted by industry influencers in key market segments.

LDI MEDIA SPONSORSHIP - BLOG, CHAT, PODCAST

Investment: Contact show sales team for pricing and more information.

Align your brand with the official media lounge featuring industry bloggers, fireside chats and podcasts. Multiple custom sponsorships available.



When your trade show booth space isn't enough reserve a demo room for run-of-show or single day – great for product training, dealer meetings, hospitality, private product showings, etc.

***Please contact the LDI sales team for inventory, meeting room options and sponsorship rates.**

DEMO/MEETING ROOMS - ENTIRE SHOW

(Friday, Saturday, Sunday)
 Rooms will have standard tables and chairs, key (if applicable), wastebasket and one 22"x28" sign outside of room and location listed in the show guide (if requested). Other services such as food & beverage, audio-visual, wi-fi, extra power ordered directly through designated show vendors.

DEMO/MEETING ROOMS - SINGLE-DAY

(Thursday, Friday, Saturday, Sunday)
 Rooms will have standard tables and chairs, key (if applicable), wastebasket and one 22"x28" sign outside of room and location listed in the show guide (if requested).

EXHIBITOR PRESENTED SESSION

**Designated meeting room
 Investment: \$2,500**

One-hour seminar or panel format. Space is limited and timeslots are sold on a first come, first-served basis. All session content must be pre-approved by LDI conference management.

- Pre-show exposure in marketing materials; company name, logo, and seminar information will appear in marketing pieces targeted to attendees, and on the LDIShow.com website and LDiMobile App
- Room rental and set-up, including standard AV set, display table for literature and products
- Dedicated lead retrieval device, for your staff to scan attendees
- Promotion will begin once the contract is received

**Meeting room availability limited and assigned on a first come, first-served basis.*



Been awhile since you exhibited at LDI, or this is your first-time and you have a new product or technology to show the market? Introducing a low-cost way to “test drive” the show and maximize your investment with a turn-key exhibit solution.

LDI ROAD TEST PAVILION

Investment: Packages starting at \$3,500

New to LDI? Have a new technology to test? Expand your reach into new markets, demographics and regions in an intimate area of the show floor.

- 5x5 company logo-branded kiosk with 5-amp lamp, 2 barstools, carpet in a dedicated pavilion on the show floor
- (5) exhibit hall passes
- Logo Recognition online, show guide and LDiMobile app

NEW TECHNOLOGY BREAKFASTS

Quantity: up to 2 per category

- **Lighting & Projection** Investment: \$6,000 exclusive /\$3,800 share
- **Audio, Rigging & Staging** Investment: \$3,500 exclusive/ \$1,800 share
- **Special Effects & Lasers** Investment: \$3,500 exclusive/ \$1,800 share

Digital & Advertising Assets:

- Logo recognition as a New Technology Breakfast sponsor on LDI's social media, LDIShow.com, and the LDiMobile App
- Sponsorship level recognition on LDI pre- and post-show emails
- (1) dedicated email up to 20K names on the LDI2021 pre- or post-show list

Schedule based on availability

Onsite Assets:

- Opening five-minute presentation during reception to speak to audience about your gear and company
- Onsite recognition with logo inclusion on relevant signage and LDI Show Guide
- Optional Distribution of promotional swag to NTB attendees (sponsor to provide items)

NEW TECHNOLOGY BREAKFAST PRODUCTION GEAR SPONSOR

Investment: Contact your sales rep for this custom sponsorship opportunity

Showcase your product/gear on the rig or in the room during NTB!

NEW TECHNOLOGY BREAKFAST GOBO

Investment: \$250

Have your gobo projected on the New Technology Breakfast walls! Open to all exhibitors participating in the NTB (advance sign-up required)



LIVE PERFORMANCE

Investment: Please contact the LDI sales team for pricing and more information.

Sponsor live music on one of the stages (LDI Circle Bar and Lounge + New Technology Breakfasts + designated food service areas)

EXCLUSIVE COFFEE, TEA OR BEVERAGE SPONSOR

Investment: \$2,750

- Includes non-alcoholic beverage to conference attendees on Friday and Saturday
- (1) Post-show email to attendees

SHOW OPENING WELCOME COFFEE

Investment: \$5,000

Coffee and tea will be available Friday morning on arrival for all attendees. Signage boards will denote your sponsorship of this early morning welcome coffee.

- Logo and a 'thank you' card on all tables.
- Logo will be placed on all event literature, marketing pieces and the LDI website prior, during and following the event.

SNACK SPONSOR

Investment: \$2,750

Snack to be served Friday afternoon and Saturday morning. Note: must be shelf stable.

- Logo recognition on LDI website, onsite signage and show guide



THE LDI CIRCLE BAR AND LOUNGE SPONSORSHIPS

LDI is recreating the time-honored tradition of gathering as an industry at the “Circle Bar” on the show floor – offering multiple ways to align your brand during the show. Sponsor gear, host a bar, feature a talk, or provide a custom-experience activation!

THE LDI CIRCLE BAR AND LOUNGE PRODUCT

Investment: Contact your sales rep for this custom sponsorship opportunity.

Expand the reach and demonstration of your product technology and capability. Showcase your product in this multi-use, experiential environment on the show floor.

- Lighting
- Sound
- Video
- Stage
- Wifi & Streaming
- Projection
- XR and VR
- Custom

EXCLUSIVE SPONSOR FOR THE FRIDAY NIGHT - CREW UP AND CONNECT INDUSTRY PARTY AT THE CIRCLE BAR

Investment: \$25,000

Be part of this must-attend after-hours industry party to kick off LDI2021! It's time to reconnect and unwind in the time-honored tradition of gathering at the “Circle Bar” (immediately following show close)

- Exclusive branding on signage, cocktail napkins, pre-show promotions, LDI Show Guide and LDiMobile app
- F&B
- Option to deliver welcome remarks and distribute logo-branded swag to attendees
- VIP reserved area

RECEPTION BAR AND APPS CO-SPONSOR

Investment: \$2,800 one night, \$5,500 shared two nights

Choose from two nights on the LDI show floor to sponsor the bar and food for the reception.

Friday: From where we were to where we're going: Fostering the Future Happy Hour in partnership with URTA (followed immediately by Crew up & Connect Industry Party)

Saturday: LDI Diversity Scholarship Ceremony and LDI Booth & Product Awards:

- Logo recognition on LDI website
- Logo recognition featured in one (1) promotional email
- Networking Reception Sponsor in LDI Show Guide, LDiMobile app and onsite signage

Co-sponsorships also available. Inquire with sales team.



SHAKING THINGS UP - A CASE FOR DIVERSITY FIRESIDE CHAT IN THE LDI CIRCLE BAR AND LOUNGE

Investment: \$2,500

- Speaking opportunity on inclusion in live events
- “Shaking things up” serving boozy milkshakes
- Logo on video wall/screen on stage
- Logo on all stage session signage
- Recipients of Diversity Scholarships to join the conversation

DIVERSITY SCHOLARSHIPS

**Investment: \$1,500 shared
(7 available)**

Sponsor one or all the diversity scholarship recipients to attend LDI and help foster the future of the industry!

- Showcased as sponsor for ceremony and diversity sessions (prior to awards)
- Logo included on onsite signage recognition of LDI sponsors
- Scholarship recipients receive flight, 3 nights hotel and per diem

EFFECTIVE TREATMENT FOR AUTISM

Investment: \$2,600

Support LDI in its mission to provide onsite sensory therapy to families affected by autism.

- Recognition in all PR and editorial
- Gifts to families (sunglasses, fidget items, ear plugs, stickers)
- Logo in Sensory Booth (Located in the Experience Lounge)
- Opportunity to activate a hands-on experience for the families in the lounge.
- F&B snacks and beverages



LDI PARTNER CONTENT HUB

Investment: Contact show sales team for more information.

LDI's new online resource center for exhibitors to showcase products and services, where you can upload up to five (5) assets of your choosing. This can comprise product demo videos, whitepapers, product guides, or cut sheets, etc. Upgrade marketing options also available.

DIGITAL MARKETING SOLUTIONS

Inquire today about the comprehensive selection of digital marketing solutions to compliment your exhibiting investment no matter your goals: branding, lead generation, thought leadership and client engagement.

**Preference given to LDI2021 Exhibitors.
Please contact your sales representative for more information*

Don't see a sponsorship opportunity that you're interested in? Let's make it happen. Please contact your LDI sales team to create a custom sponsorship activation that fits your needs!

KELLY TURNER | Director of Sales
(Accounts A - L)
kturner@questex.com

CODY HANN | Senior Account Executive
(Accounts M - Z)
chann@questex.com