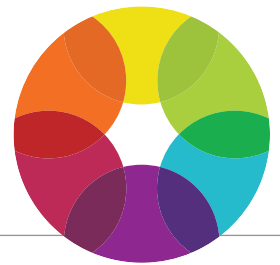


# 2019 Digital Media Kit

Informing, Advancing & Inspiring  
Live Production Professionals







### Our Multi-Platform Approach Creates Engagement with Customers in a Variety of Ways

The Live Design network comprises a full suite of resources for entertainment production professionals. This includes:

**LIVE DESIGN:** A daily industry news portal, online training and education

**LIVE DESIGN INTERNATIONAL (LDI):** The leading tradeshow and conference for live design professionals from all around the globe

**XLIVE:** XLIVE is transforming the way live event decision makers share expertise, learn and revolutionize experience. XLIVE convenes industry leaders at the intersection of music, sports, film, culinary, beverage, eSports, technology, brands and the experiences that culminate at festivals and live events. Driven by a thirst to provide unique, memorable and life changing experiences.

**WORSHIP FACILITIES CONFERENCE & EXPO:** The largest worship conference and expo,

**WORSHIP FACILITIES MAGAZINE:** A print magazine for the worship market, published six times per year, with a circulation of 16,000+ and accompanying website and e-newsletters, with a circulation of 21,000.

**WORSHIP TECH DIRECTOR:** Part of the Worship Facilities website with content focused specifically on the role of technical director in the houses of worship market. The bi-weekly newsletter has over 13,000 subscribers with over 20% open rates

## Digital

- Livedesignonline.com: more than 300,000 page views a month
- Daily newsletters reaching over 38,000 end users
- eBlasts to segmented lists by job title, products specified, and area of business
- Interactive ad capabilities
- Webcasts
- Lead Generation
- Re-targeting Campaigns
- Native Content/Content Marketing
- Social Media Engagement



## Events

### KOI-USA AWARDS

The competition, known for celebrating the work of lighting and video designers, will be co-produced by the LDI show, and The Fifth Estate. The USA competition will see 15 awards split equally across the three sectors of Theatre, Concert Touring & Events, and Live Broadcast.

### LDI EXHIBIT HALL

14,000\* attendees seeking the latest gear and networking opportunities

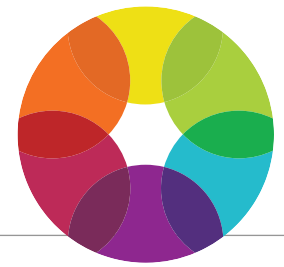
### XLIVE

XLIVE reflects the passion of this vibrant community bringing together industry leaders to share, learn and explore the latest trends and a vision for the industry's future.



### WFX CONFERENCE & EXPO

An Experience that will CHANGE YOUR CHURCH.



## EMAIL TARGETING AND EXTENDING YOUR AUDIENCE

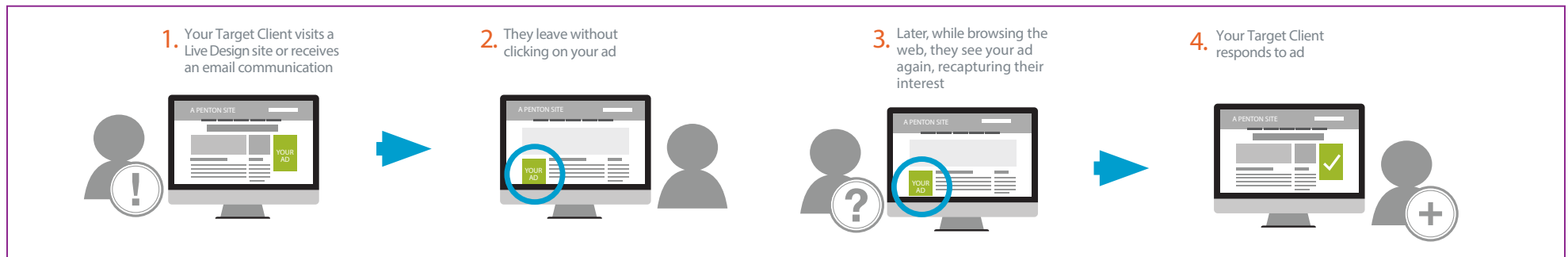
### Stay in front of your most valuable prospects online

Millions of decision makers engage with our brands daily to get critical information to grow and run their businesses successfully. Audience Extension helps you stay in front of those business people, keeping your brand top of mind and encouraging response.

**Investment: \$50/CPM**

### 4 Easy Ways to Target Your Online Reach

- Account-based targeting
- Audience targeting based on demographics
- Turn-key audience segments
- Extension from Live Design, LDI, WFX and Informa sites



### Generate awareness with 30 million engaged decision makers across our network

The key to any successful marketing initiative is having the right contact. Live Design Engage enable's marketers, agencies and brokers to target, engage and activate campaigns targeted at decision makers across hundreds of Informa brands.

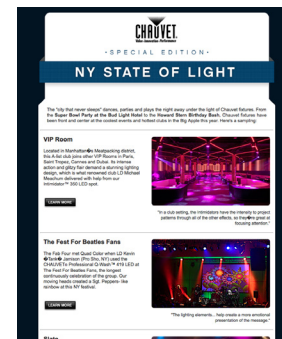
### Target Your Message with 100% Share Of Voice

The Live Design/LDI franchise has the largest email database in the industry—**over 33,000 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, primary business and geographic location**, allowing you to reach only 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 e-mail blasts**. So you get immediate feedback on the effectiveness of your message.

**Investment: \$150 CPM to the full list of 33,000 names**



The U.S. average open rate for Computer & Electronics Emails: **21.3%\***

#### Case Study:

The e-blast featured at left, sent out via Live Design's network, netted a **26% open rate!**

*\*MailChimp Email Marketing Benchmarks, updated 11/5/2015*

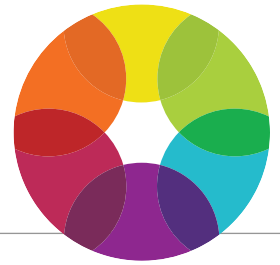
**Sales Contact**

**Joanne Zola | Digital Sales Manager**  
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# LIVEDESIGN

## MULTI-CHANNEL MARKETING – CASE STUDY



### Client Objectives

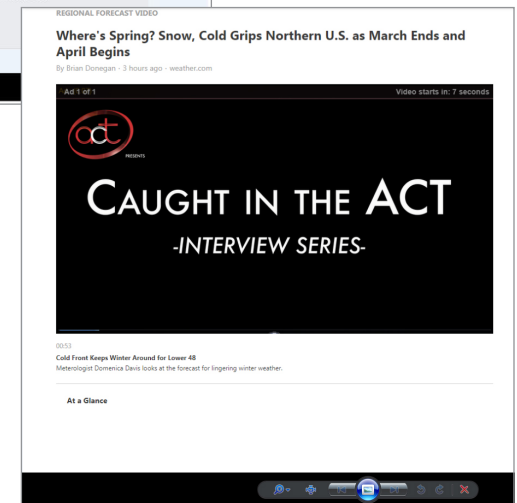
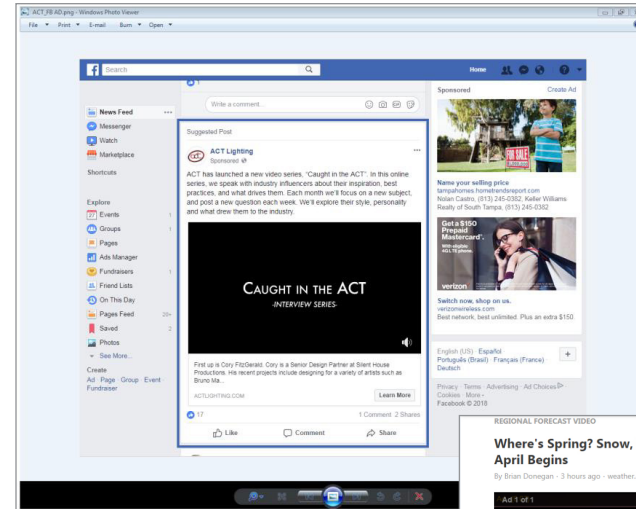
A leading importer and distributor of lighting products wanted to promote its new video series, Caught in the Act, featuring interviews with industry experts and influencers. The goal was to drive awareness and continue to build on their strong and respected name in the industry. Act Lighting chose Informa Engage for this initiative because of our deep reach into the lighting and live entertainment industry.

### Informa Solution

Highly targeted multichannel marketing to lighting designers utilizing email, video pre-roll, and Facebook ads over a period of 3 months.

### Campaign Results

Informa Engage exceeded client expectations with high engagement by the target audience throughout the campaign.



EMAIL CAMPAIGN  
OPEN RATE  
**20%**

2X  
STANDARD\*  
OPEN RATES

VIDEO PRE-ROLL  
CLICK RATE  
**1.44%**

4X  
TRADITIONAL\*  
DISPLAY

FACEBOOK  
CLICK RATE  
**1.19%**

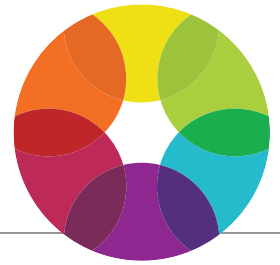
4X  
TRADITIONAL\*  
DISPLAY

\*As compared to Informa online averages

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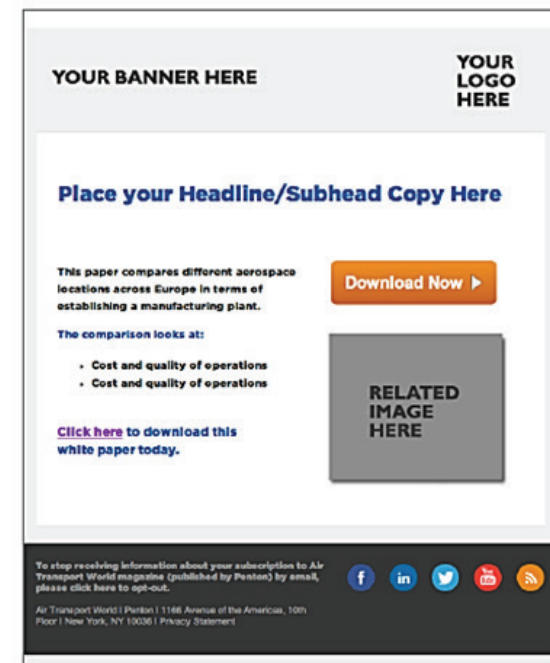
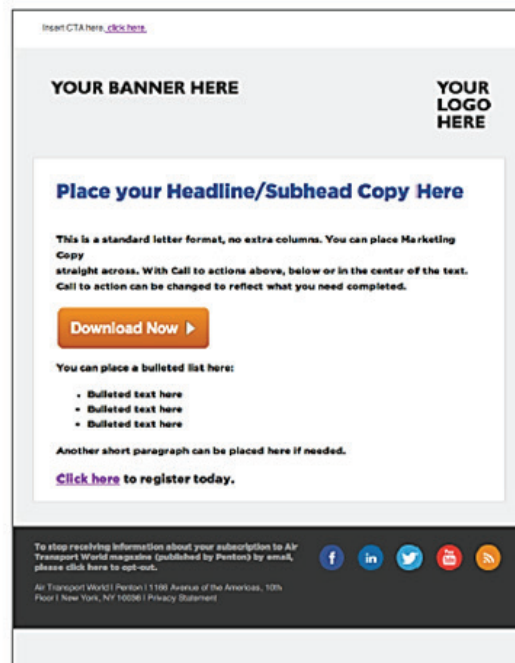
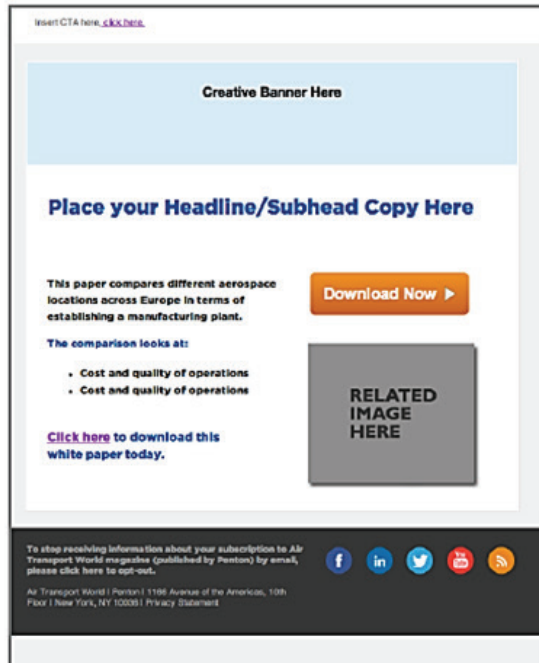
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### Have a great idea but don't have the creative team to execute it?

Live Design can provide email templates for your use or creative resources to design an email targeted specifically for your campaign. Templates begin at \$100, while creative services range from \$300-\$500 depending on the complexity of the campaign.

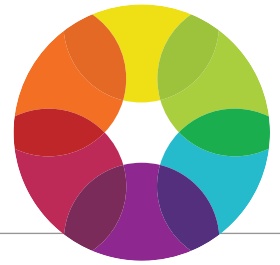
Samples include:



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We write solution-oriented content that resonates with our users, you build brand credibility. Take advantage of our built-in business process for creating and distributing valuable and compelling content to attract, acquire and engage clearly defined target audiences.

### CONTENT CHANNEL

Align your products and services with the leader in the live experience marketplace to generate awareness and position your company as a thought leader in your industry. Live Design's Content Channel gives you an exclusive, competitor-free environment to surround your brand with a relevant topic of your choice. Your assets live on a dedicated landing page with our brand trusted editorial content.

#### DETAILS

- 100% exclusivity and customized channel design
- Mix of editorial and sponsor content (3 per month)
- Ability to surface sponsor assets and social feeds
- Option to run banners across associated pages
- Promotional marketing campaign included
- Monthly performance metrics reporting
- Minimum 3-month commitment

#### ENHANCEMENT OPTIONS

- Custom newsletter to drive traffic
- Custom content development
- Incremental sponsored content posts
- Webinars
- Research
- In-Feed Native Ads across web and social channels to promote sponsor assets



### WHITE PAPERS

White Papers are a great way to provide solutions to industry problems, make recommendations for using emerging technologies or expand on research results. Live Design developed white papers help you establish subject-matter expertise and thought leadership. They are also effective at generating high-quality leads when paired with a lead generation program.

#### DETAILS

- End-to-end program management including topic discovery, content development, design, and production
- Can include text, images, graphs/charts, embedded links, and sidebar with existing client content (e.g. testimonials or case history)
- Own the content asset and use across various content marketing initiatives

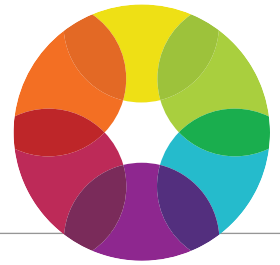
#### USEFUL FOR

- Positioning as industry expert
- Educating & persuading without selling
- Generating demand
- Accelerating decision making

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We write solution-oriented content that resonates with our users, you build brand credibility. Take advantage of our built-in business process for creating and distributing valuable and compelling content to attract, acquire and engage clearly defined target audiences.

### INFOGRAPHICS

Bring your message to life through visual design.

Infographics are one of the most popular forms of content on the web today, driving more traffic than most traditional content due to their highly visual and easy to digest format that helps users translate data into insights. Infographics draw a wider viewing audience into information that might otherwise be hidden in long-form content. They also encourage social sharing of your content.



### DETAILS

- Custom design based on content
- Optimized images for sharing & social search
- Marketing and promotion (optional)
- Own the asset & use in multiple programs

### USEFUL FOR

- Content marketing
- Social sharing
- Research data sharing
- Highlighting trends



### CONTENT ENGAGEMENT CENTER

Aggregate your content into a digital hub designed for deep engagement.

Package your valuable content marketing assets into a user-friendly digital hub where users can self-educate themselves. Our multi-touch marketing campaign and single-sign-on approach help generate quality leads. And, the always-on nurturing lets prospects choose the time and place in which they engage – leading users to spend more time binging on your content.

### DETAILS

- Customized hub design
- House up to 9 content assets
- Users consume your content assets directly within the CEC
- Allows users to “self-nurture”
- Leads to higher time spent binging on your assets
- Social sharing tools embedded
- Deep user engagement metrics provided
- Great for lead capture and scoring

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# LIVEDESIGN

## WEBCASTS AND LEAD GENERATION



### When you want to attract high-quality attendees you can't reach anywhere else.

Your best prospects are individuals who are actively looking for solutions and education - the key principle that makes webcasts so successful. Our webcasts are a cost-effective way to generate a large number of leads and align your company with industry experts.

#### FULL SERVICE EXECUTION

- Up to 1 hour in length, with live Q&A
- Industry expert moderator
- User-friendly production and recording
- Marketing and promotions included
- Attendance reporting upon completion

#### USEFUL FOR

- Generating leads
- Increasing ROI
- Elevating expert recognition
- Placing your message, product or service in front of targeted professionals

#### WEBCAST SPONSORSHIP PROVIDES:

##### BRAND VISIBILITY

Your logo will be front and center in marketing campaigns, and included on

- Information/registration web pages
- Up to 3 email blasts prior to the webcast
- Follow-up thank you message e-mailed to registration and attendee list
- Logo as live hyperlink on viewer panel during live event

##### LEADS

- Registered contact list for up to 350 leads, additional leads at \$50/each.
- Feedback reports for live event traffic statistics and statistical reports of viewer surveys taken during and after the event
- Archive webcast for one year & updated registration contact information provided quarterly

### Case Studies



#### 2017 WEBCASTS

Average Webcast Attendee Rate (Live Design Only)	43%
Average Webcast Attendee Rate (Live Design & Client)	43%
Average Percent of On-demand Registrants:	12%
2017 Average Registration Per Webcast	415
Registrations from Social Media	3%
2017 Total Registrants by Live Design (Not Unique)	6,633
2017 Total Registrants by Clients (Not Unique)	731

#### TOP WEBCASTS BY ATTENDEE RATE

Sound Design: Natasha, Pierre, & Nicholas Pope	55.09%
24K Magic Design For Bruno Mars	53.76%
Masters of Live Design Webcast Series - Al	50.75%
Masters of Live Design Webcast Series - Don Holder	50.45%
Lighting And Production Design: The Weeknd and Lady Antebellum Tours	50.26%

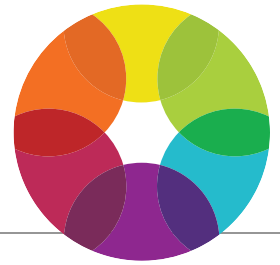
**Exclusive Sponsorship, \$6,559: 100% share of voice**

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PR for the internet age, this is an innovation to the traditional advertorial. Native advertising runs like an ad, but looks like an article and streams with headline feeds. Use your content or content developed exclusively by Live Design, experts for brand building and thought leadership.

Your article is promoted with a prominent headline and as sponsored content running alongside Live Design related articles.

### DETAILS

- One Native article
- Two Native Ad promotions in headline feed
- Inclusion in one branded newsletter
- Posting to social media outlets including, Twitter, Facebook and LinkedIn

### USEFUL FOR

- Aligning your brand with relevant content
- Thought leadership
- Brand awareness
- Content Marketing
- Excellent add-on to an editorial channel sponsorship package

### PRICING & TIMELINE

- Advertiser Supplied Content: \$1,850 (turn-around: 3-5 days)
- Custom Created Content: \$5,000 (750-word Native article, turn-around: 2 weeks)

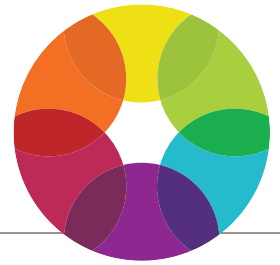


**Native ads + content**  
**Runs like an ad, includes**  
**promotional ads in feeds**

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Rich Media ads allow advertisers to tell their stories in a seamless, attention-grabbing way with videos, photos, animation and endless creative and content-related scenarios.

### Rising Star Pushdown Ad

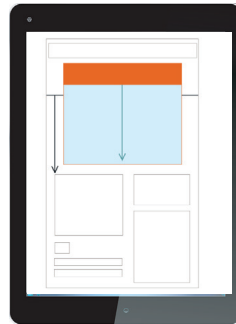
#### FEATURES

- Full rich media interactivity half-Page page ad unit expands to one of our largest screen sizes at user click
- Opportunity to fit multiple assets – advertiser messaging, video, image gallery, product samples, content integrations
- The viewer stays in control of the ad experience

#### BENEFITS

- Large visual canvas, great for images, messaging, and showcasing multiple assets
- Product awareness
- Persistent visibility

**PRICING: \$200 CPM\***



### Jumbotron Ad

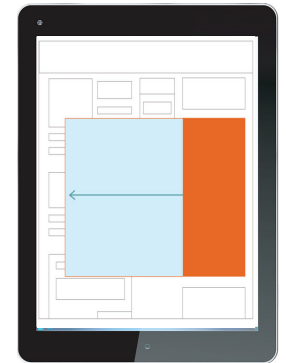
#### FEATURES

- Full rich media interactivity half-Page page ad unit expands to one of our largest screen sizes at user click
- Opportunity to fit multiple assets – advertiser messaging, video, image gallery, product samples, content integrations
- The viewer stays in control of the ad experience

#### BENEFITS

- Large visual canvas, great for images, messaging, and showcasing multiple assets
- Product awareness
- Persistent visibility

**PRICING: \$200 CPM\***



### Floor/Footnote Ad

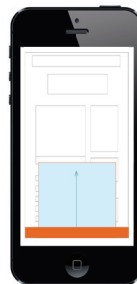
#### FEATURES

- Full rich media interactivity fixed, adhesion ad unit that sits at the bottom of the browser, remaining in the user's view, even as they scroll the page
- Begins collapsed, on click or extended hover the ad spawns a larger canvas that can support social, video and custom content integrations

#### BENEFITS

- Spotighting content
- Product awareness
- Persistent visibility

**PRICING: \$150 CPM\***



*\*Creative services available for an additional charge.*

**Floor ads have a 3.5x higher CTR than display banners.**

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With up to 300,000 page views and 85,000 unique visitors per month, livedesignonline.com consistently attracts the largest audience in the entertainment technology industry. Take advantage of this power and advertise your brand to build awareness, announce new products, generate leads, and drive traffic from a dedicated group of decision makers who flock to our site to get the latest news, research the latest gear, access industry data, and learn what their peers are up to.

### Banner Advertising:

BANNER SIZE	INVESTMENT
Leaderboard 728x90	\$52/CPM
Interstitial 728x90	\$47/CPM
300x600 right	\$50/CPM
300x250 right	\$45/CPM
300x240 left	\$45/CPM

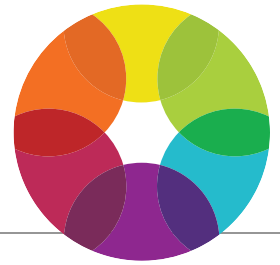


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### Get optimal user experience and visibility with this in-article video placement.

This unique video ad sits between two paragraphs in an editorial article, providing interactive engagement within the flow of the readers experience. The video starts playing, without sound, as the the video comes into the users view so you are assured your message is getting impact.

#### DETAILS

- Auto plays when more than 50% in view on user's screen
- Audio starts on mouse rollover
- Video disappears from body of article once played to completion, making it less intrusive to the user's experience
- Premium environment for short 30-60 second videos

#### USEFUL FOR

- In-stream branding, viewable within editorial content flow
- Content Marketing
- Product demonstrations
- Lead generation

**Investment: \$2,000/Month • 100% Share of Voice**

*Creative Services Available for an additional charge*

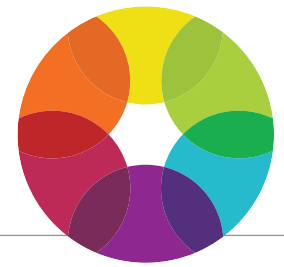


**Video Campaigns average  
14,000 video starts**

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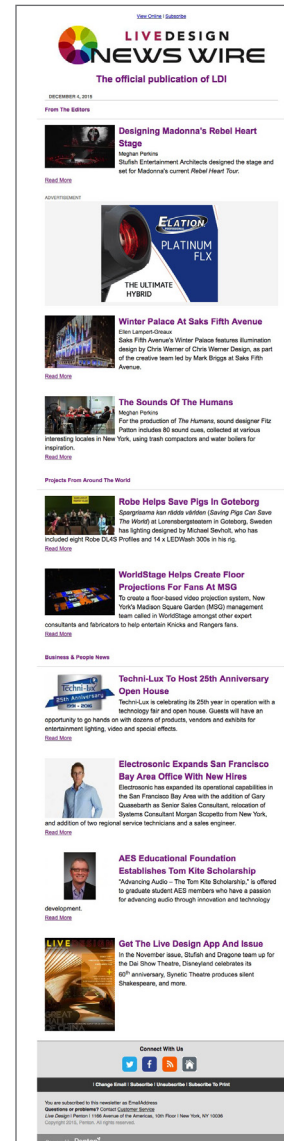


With **38,000** subscribers, the Live Design daily digital newsletters are an essential marketing tool to reach the decision makers in the world of entertainment technology. The Live Design Wire features all the important industry news, views, blogs, videos, and columns, making it an industry must-read.

Live Design will send open 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.

### LIVE DESIGN DAILY WIRE E-NEWSLETTER AD RATES

Deployed Monday – Friday



**Average Live Design Daily Newsletter OPEN Rate is 37%, 10% higher than the national average.**

BANNER	SIZE	INVESTMENT
BOOM BOX 1	300X250	\$525/deployment
BOOM BOX 2	300X250	\$275/deployment
BOOM BOX 3	300X250	\$225/deployment

**Make Your Presence Count**

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

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livedesignonline.com



## A new online product directory for the live event industry.

Live Design Connect is a new, modern online product directory for the live event production industry that allows you to connect with decision-makers in one simple click, both on-site at LDI and the other 51 weeks of the year.

Generate sales leads through Live Design Connect by uploading your company information and products, in a format similar to a cross between LinkedIn and Pinterest. Live Design Connect then collects all information/sales requests, sending them directly to you. Track which products are getting the most views and how many people have added you to their 'Walking List' (a wish list of companies & products they wish to see at LDI).



**With LIVE DESIGN CONNECT, you only need to upload your profile and products ONCE to receive leads ALL YEAR!**

### Live Design Connect Offerings & Services:

As a Live Design exhibitor, you will automatically get a basic listing, allowing visitors to see your company's contact information and booth number. Upgrade your listing to an Enhanced listing and take advantage of upgraded features like:

- Complete your full company profile (logo, contact info, company description)
- Upload unlimited product profiles, with images and descriptions
- Choose from a huge array of product categories
- Upload catalogs, videos (YouTube/Vimeo) and other marketing materials
- Have your company listed 'at the top' of a search
- Have your company listed 'at the top' of a product category

#### PRICING OPTIONS

*\*Price is an annual fee.*

	BASIC 2019 Exhibitors: <b>FREE*</b>	ENHANCED 2019 Exhibitors: <b>\$750 at re-book \$1,195 after 1/1/2019*</b>
Company Listing	✓	✓
Company Logo & Description + Contact Information	✓	✓
Number of Product Categories	2	Unlimited
Number of Product Uploads with Images & Descriptions	Unlimited	Unlimited
Number of Sales Leads	Unlimited	Unlimited
Catalog/Marketing Material Upload		✓
Video Upload (YouTube/Vimeo)		✓
Marketing & Trends Dashboard Access	None	Full Access
Search Prioritization		✓
Category Prioritization		✓

**\*Non-Exhibitor pricing is \$3,200 for Basic listings and \$4,700 for Enhanced listings.**