Global live events solutions are projected to grow to $25.5 billion by 2023. Ticket sales from concerts and theater combined generate more than $10 billion each year, and average ticket prices are rising to accommodate increasing costs of delivering exceptional experiences in a competitive landscape.

Pro AV plays a significant role in creating those experiences. Producers and solution providers for concerts, theater performances, comedy shows and corporate events come to InfoComm to source the products they use to create those experiences – from lighting control, audio and video projection equipment to audience response/participation and technology.

Get in front of these attendees by exhibiting at InfoComm. In 2020, the Live Events Pavilion expands into the South Hall (upper hall) at the LVCC and will feature the Live Events Experience (LEX), a brand-new performance and presentation area. This location will also include exclusive benefits for live events exhibitors.

- **Live Events Experience (LEX):** The LEX will feature live entertainment and will be positioned directly next to the Live Events Pavilion.
- **More Brand Exposure:** Live events exhibitors in South Hall will receive increased branding onsite and in pre-show marketing.
- **Traffic Builders:** South Hall will be the first drop-off point for InfoComm shuttle buses, and primary attendee registration will be located in South Hall. South Hall also has a New Exhibitor Pavilion featuring first-time exhibitors and complimentary daily food & beverage attendee networking events sure to drive traffic to this new hall.

### INFOCOMM ATTENDEE PROFILE

- **43% of InfoComm attendees do not go to any other trade show.**
- **58% of live event producers plan to increase the amount of AV technology they directly own over the coming year.**
- **Average annual AV budget:** $2,652,000
- **Attendees Visit InfoComm:** See New Products
- **20% of attendees from outside the U.S.**

LIVE EVENTS PRODUCT CATEGORY INTEREST

Audio Equipment 71%
Video Displays or Projectors 58%
Capture and Production Equipment 41%
Streaming Media, Storage and Distribution 41%
Lighting, Lighting Production and Digital Lighting 40%
Rigging, Staging, Drapes and Safety Equipment 16%
Power Distribution, Supplies and Cooling Systems 14%

*Source: InfoComm 2019 Attendee Registration Data

LIVE EVENTS SAMPLE ATTENDEE LIST

Alden Theatre
Amalie Arena
American Airlines Arena
Baltimore Ravens
Cirque Du Soleil
Dave Matthews Band, Inc.
Disney Parks Live Entertainment
Encore Event Technologies
Feld Entertainment
Florida Panthers Hockey Club
Gaylord Resorts
Gilette Stadium
Hakkasan Group
Hard Rock Hotel & Casino
HB Live, Inc.
Jacksonville Jaguars
Madison Square Garden
MGM Resorts International
Mirage Hotel & Casino
Nationwide Arena
NFL
Omnia Nightclub
Orlando Magic
Redbull Arena
Ringling Bros. and Barnum & Bailey Circus
Ripley Entertainment
San Francisco 49ers
Taco Bell Arena
The Beatles LOVE
T-Mobile Arena
Vegas Golden Knights

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See what booths are available at infocommshow.org/2020, then contact your InfoComm Expositions Account Manager to secure your space today.

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EXHIBITS: JUNE 17-19
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