

# The **LIVE DESIGN** Franchise

Buyers of lighting, video and digital gear use more sources than ever to find the suppliers they need—in print, online and at events. Use all the products in the LIVE DESIGN franchise to achieve your marketing goals and find the customers and prospects you need to grow your business.

## PRINT

### LIVE DESIGN magazine

Monthly publication with circulation of 21,000+ designers, programmers and technicians.<sup>1</sup> Each issue provides tips and trends, news and reviews of the latest gear, reports from the field, and industry viewpoints and commentary—across concerts, theatre, houses of worship, clubs, theme parks, corporate events, and more.

### Sourcebook

The easiest way for buyers to find suppliers across any category, any time they need—from lighting to props to special effects and more. Also available online all year long at [www.livedesignonline.com](http://www.livedesignonline.com).

### Theatre Quarterly

Quarterly print supplement appearing ROP in Live Design, focusing on Broadway and the theatre market—case studies, interviews with top professionals, product review, behind-the-scenes perspective, and more.

### NEW! Venue Portfolio

A special issue devoted to new and renovated theatre, themed entertainment, church, club and archtainment projects as submitted by architects, consultants, designers, dealers, and manufacturers.

### LDI Show Daily

The official show daily for the LDI Tradeshow & Conference. Reach 12,000 attendees on the mornings of the show.

## ONLINE

### [www.livedesignonline.com](http://www.livedesignonline.com)

The comprehensive website for industry professionals who search for business information and suppliers online. It features:

- Targeted content areas on Concerts, Staging, Theatre, Venues, Gear and more
- The online buyers guide—a single source to find any kind of supplier
- Blogs and information on industry events like LDI and the LIVE DESIGN Master Classes
- High-impact advertising opportunities: banner ads, category sponsorships, Ask the Expert forums, White Paper hosting, and much more

### NEW! TQ Online

Enhanced microsite within [livedesignonline.com](http://livedesignonline.com) focused on the theatre market.

## ENEWSLETTERS

### LIVE DESIGN Wire

The industry's most widely read newsletter delivers the latest industry developments—new products, events, and business news—every Monday.

### TQ Now

Bi-weekly newsletter focused exclusively on all aspects of the theatre technology market—lighting, sets, sound, and costumes.

### NEW! Projection Now

Bi-weekly newsletter that covers projection design and technology and features industry experts and breaking news on the latest technology, trends and products in the exploding area of projection.

## EVENTS

### LDI Show

The ONLY domestic event for the entertainment technology industry lets you reach more than 12,000 decision makers<sup>2</sup> who purchase products and services across lighting, staging, video, projection, and audio. LDI lets you generate leads from thousands of new customers; interface with international buyers; meet with multiple clients in one venue; showcase and sell your products in a hands-on setting; and more. Visit [www.ldishow.com](http://www.ldishow.com) for more information.

### LIVE DESIGN Master Classes

Get in-depth training in the latest technology for lighting, sound and projection, and learn to take your events to the next level. Renowned experts from Broadway and other top venues lead these interactive seminars that reveal creative and technical secrets behind the hottest events and coolest products. Visit [www.broadwaymasterclasses.com](http://www.broadwaymasterclasses.com) for more information.

### The LIVE DESIGN Awards

The industry's most prestigious awards, they honor individuals for outstanding contributions in the fields of entertainment design and technology.

Sources: 1. Publisher's Own Data, 10/05; 2. ETS-LDI Attendee Data, Publisher's Own Data, 10/05.