



# YOUR CONNECTION TO THE GLOBAL PRO AV AUDIENCE

EDUCATION: JUNE 7-13

EXHIBITS: JUNE 11-13

ORANGE COUNTY CONVENTION CENTER

WEST HALL

ORLANDO, FLORIDA, USA

# GREETINGS

**The pro AV industry is a thriving world – representing \$325 billion and expected to add nearly \$100 billion in revenues over the next five years. InfoComm helps facilitate that growth by providing a fast-paced, dynamic environment to bring together AV solution providers and buyers to conduct business.**

Our focus for InfoComm 2025 can be summed up in one word – audience. AVIXA is investing significantly in new show features, events, and marketing to ensure that InfoComm maintains and enhances its position as the leading AV industry trade show in the Americas. We are doubling our marketing spend on digital and social media. Our registrant goal for InfoComm 2025 is more than 40,000, with a strategic focus on growing the end user audience, specifically broadcast AV, retail and restaurants, education, and house of worship.

InfoComm 2025 will focus on the emerging convergence of broadcast AV/IT with new content focused on broadcast and live event production. AVIXA's market intelligence has consistently showed this category of 'broadcast AV' as being a significant source of industry growth since the pandemic, and the trend shows no sign of slowing.

Some exciting new elements to the show include the Spotlight Stage, our 2030 Vision session, and tours of innovative AV installations in Orlando.

The Spotlight Stage is a dedicated space for cohorts to gather to learn about the fastest-growing solution areas in pro AV. This space on the show floor will feature both a stage and networking area, providing a forum for in-depth conversations and connections between attendees and solution providers. To develop the stage's programming, we are partnering with IABM (International Broadcast Manufacturers Association) to focus on the enterprise broadcast market. We've also renewed

our partnership with the Digital Signage Federation (DSF) and frame:work to serve our digital signage and creative video professionals respectively. Our attendees rate content on the show floor as one of the highest-valued features at InfoComm – the Spotlight Stage is an effective tool to keep attendees engaged and spending more time on the show floor.

In addition, InfoComm 2025 will present a big stage experience called "2030 Vision" – a panel discussion of industry visionaries led by AVIXA CEO David Labuskes that will focus on future AV applications, how AI and data will shape our world, and more.

Our Integrated Experience Tours will give attendees an opportunity to see real-world AV applications around Orlando and learn directly from the technical teams involved. Tours will take attendees to Cirque du Soleil "Drawn to Life" at Disney Springs, Dr. Phillips Center for the Performing Arts, and the University of Central Florida.

There are so many elements that go into creating an exciting show like InfoComm – exhibiting companies, presenters, education partners, sponsors, and venues. When the doors open this June at the Orange County Convention Center, thousands of pro AV professionals will get to experience it all.

We look forward to seeing you in Orlando!

Thank you,



**David Labuskes,**  
**CTS, CAE, RCDD**  
Chief Executive Officer  
AVIXA



**Jenn Heinold**  
Senior Vice President,  
Expositions, Americas  
AVIXA



## WHAT IS INFOCOMM?

# infocomm

InfoComm is the most comprehensive pro AV tradeshow that brings together manufacturers, integrators, dealers, and end-users from around the world to showcase the latest technologies, products, and services in audio, conferencing and collaboration, display, video, streaming, digital signage, and more.

## AV Industry FAST FACTS

### Pro AV Market Size

Pro AV revenue grew from \$306.4 billion in 2023 to \$325 billion in 2024, a growth rate of 6.1%

### Market Drivers

While office upgrade and evolution continues, the experience economy is dominating growth in pro AV. AI and other innovations are accelerators.

### Market Solutions

Anything related to in-person entertainment is growing fastest. This includes content extension through production and streaming, aka Broadcast AV.



# Key Benefits of Exhibiting



## Unparalleled Exposure

Showcase innovative technologies and solutions to a global audience of industry professionals.



## Strategic Partnerships

Forge valuable partnerships and collaborations to strengthen your market position.



## Thought Leadership

Establish your organization as a leader in the industry, enhancing credibility and trust.



## Customer Engagement

Engage directly with potential clients, accelerating growth and opportunity.



## Industry Insights

Gain critical insights into emerging trends and the evolving audiovisual landscape.



## Brand Visibility

Elevate your brand's visibility and recognition on an esteemed international platform.



## Access to Decision-Makers

Connect with thousands of key decision-makers and influencers to enhance your business network.



# YOU WON'T FIND THIS AUDIENCE ANYWHERE ELSE

## Top 3 Reasons Attendees Come to InfoComm

1

See new  
technologies

2

Discover  
new companies

3

Learn about  
industry trends

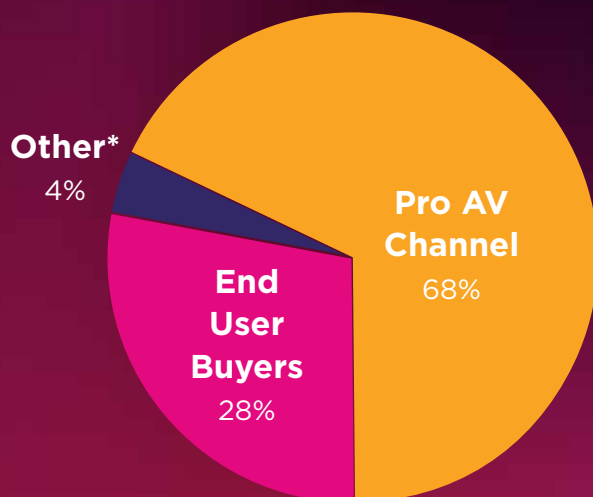
## Primary Business

### PRO-AV CHANNEL

AV Integration/Installation  
Rental/Staging/Live Events/Meeting Planning  
Architecture/Engineering/Planning/Design  
Distributor  
AV Manufacturer/Component Manufacturer  
IT Integration/Installation  
Other (includes Consultants and Manufacturer  
Reps)

### END USERS

Corporate (Finance/Legal/Real Estate)  
Education  
Government/Military/Government Contractor  
Hospital/Healthcare  
Hospitality/Gaming (Includes casinos and  
cruise ships)  
Media and Entertainment  
House of Worship/Religious Organization  
Sports/Venues/Attractions (includes arenas/  
museums/themeparks)  
Manufacturing (Consumer Goods/ Non-AV)



**1/3 of Attendees  
Don't Attend Any  
Other Trade Show**

\*Attendance also includes ~4% other industries, such as construction, freelancers and non-profit organizations.  
Based on 2024 verified attendance

# ATTENDEE BUYING POWER

INFOCOMM DELIVERS QUALIFIED BUYERS  
WHO HAVE ROBUST ANNUAL BUDGETS FOR AV



**86%**

of attendees influence, recommend, or authorize the purchase of AV products



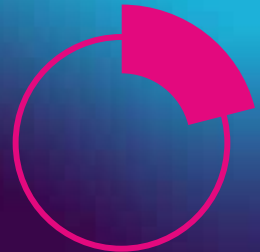
**48%**

have budgets up to \$1 million



**29%**

have budgets of \$1-10 million



**23%**

have budgets of \$10+ million

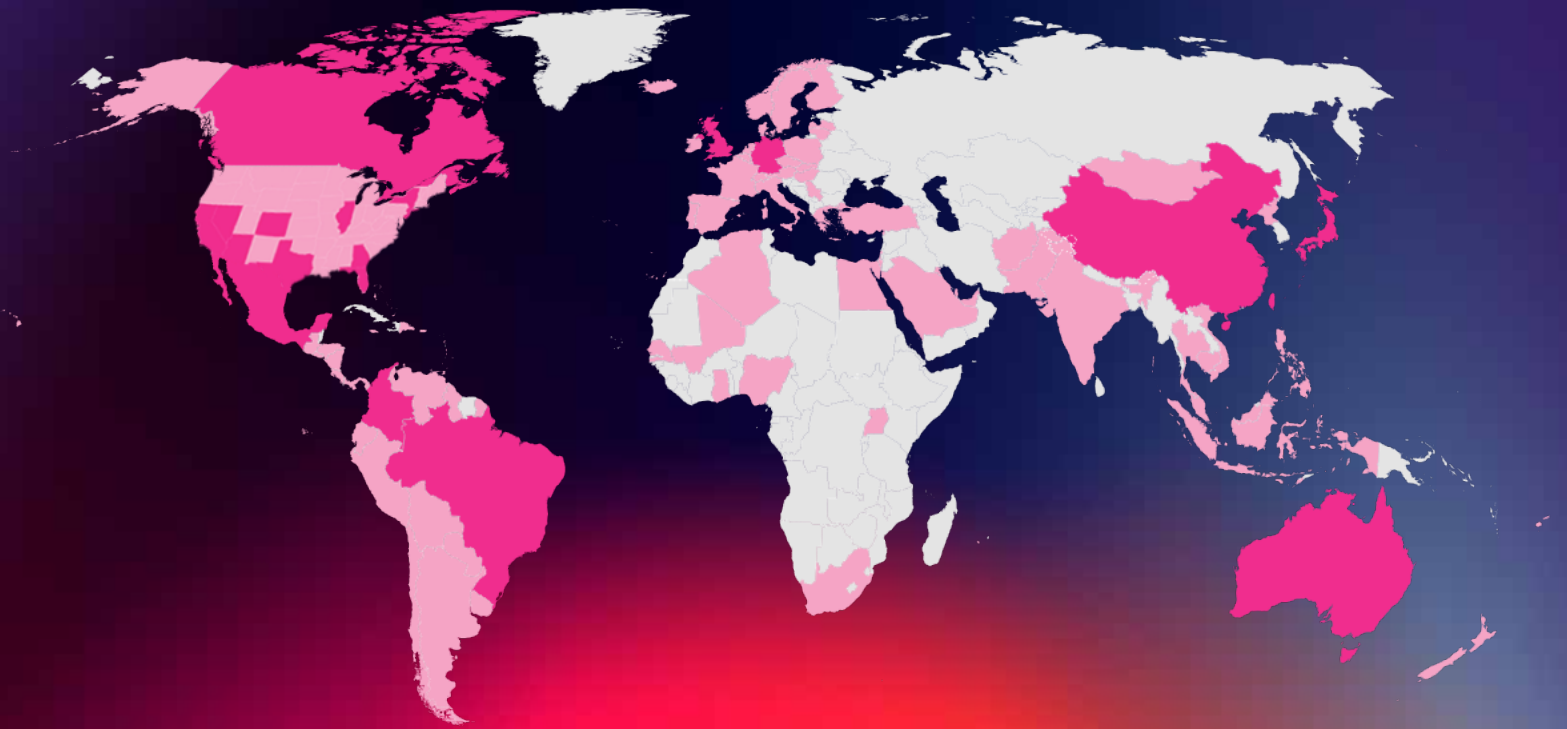


**InfoComm attendees provide valuable demographic information that you can use to qualify leads, such as:**

- Annual AV Budget
- Product Purchase Interest
- Purchasing Influence
- Primary Business
- Environments/Applications they Design



# GEOGRAPHIC BREAKDOWN OF BUYERS



## Highest Represented International Countries

Canada	Japan
Mexico	Australia
Brazil	Germany
United Kingdom	Colombia
China	Taiwan

## Highest Represented US States

California	Arizona
Texas	Georgia
Nevada	Illinois
Florida	New Jersey
New York	Colorado



Data reflects 2024 InfoComm Las Vegas attendance

# OUR ATTENDEES ARE INTERESTED IN THESE PRODUCTS

## CONFERENCING & COLLABORATION

Audio Conferencing Systems Hardware/Software	31%
Cameras (Conferencing)	26%
Video Conferencing Systems Hardware/Software	26%
Conferencing & Collaboration Installation Services/Support	20%
Meeting Room Booking Hardware/Software	17%
Team Collaboration/Chat Apps	14%
Virtual/Online Meeting Software	14%
Presentation/Annotation & Training Aids	11%
Managed/Hosted/Cloud Communications Services (UCaaS)	11%
Telephony & VoIP Systems	9%

## CAMERA, STREAMING, & BROADCAST

Cameras (Video Production/Recording)	23%
Camera Control Systems	23%
Video Processing Systems	19%
Media Servers	19%
Digital & Streaming Media Distribution Systems	18%
Video Production Equipment	17%
Camera Power Supplies/Supports/Tripods and Accessories	11%

## AUDIO

Loudspeakers	40%
Microphones	38%
Audio Amplifiers	37%
Audio Mixers	35%
Audio Processing Systems	34%
Acoustic Materials/Sound Masking & Speech Privacy Systems	28%
Headphones/Headsets/Earphones/Earsets	22%
Multiroom Audio	25%
Public Address (PA)/Paging & Background Music Systems	20%
Wireless Audio Systems	17%
Assistive Listening/Language Interpretation and Soundfield Systems	16%
Sound Reinforcement Systems	15%
Captioning/Subtitling	8%
Intercom & IFB Systems	7%





# OUR ATTENDEES ARE INTERESTED IN THESE PRODUCTS CONTINUED

## DIGITAL SIGNAGE

Displays/Monitors	33%
Direct-View LED Displays	29%
Projectors	26%
Touchscreens & Interactive Displays/Whiteboards	26%
Projection Screens (Installed or Portable)	23%
Document Cameras (Visualizers)	9%
Digital Signage Software	25%
IP-Controllable Devices	23%
Network Infrastructure/Network Switches	17%
Content Creation Software	16%

## EVENTS & ENTERTAINMENT

Rigging	11%
Rental and Staging Services	11%
Special Effects	10%
Personal Monitoring Systems	10%
Staging & Drapes	10%
Experience Design/Event Design	9%
Augmented/Virtual/Mixed Reality	8%

## LIGHTING

Lighting Control Systems	19%
Event Lighting	16%
Lighting Fixtures (Installed & Portable)	14%
Architectural Lighting	11%
Lighting Auxiliary Equipment	8%

## CONTROL & AUTOMATION

Control Systems/Panels & Interfaces	28%
Building Systems Automation & Management	9%
Voice Control	9%
Simulation & Training Systems	8%
Energy Monitoring & Management	5%
Environmental Control	5%



# OUR ATTENDEES ARE INTERESTED IN THESE PRODUCTS CONTINUED

## INFRASTRUCTURE

Cables/Connectors/Racks and Cable Management Accessories	20%
Mounts/Stands & Lifts	15%
Network Cabling/Structured Wiring	15%
Plates/Panels & Wall Boxes	14%
Power Distribution/Supplies & Cooling Systems	13%
Fiber Optic Systems	12%
Power Systems	12%
Consoles/Furniture and Kiosks	11%
Test/Measurement & Monitoring Equipment	11%

## SECURITY

CCTV/IPTV Cameras & Surveillance Equipment	10%
Access Control	10%
Security Solutions	7%
Security/Life Safety Call & Paging	5%

## CHANNEL SERVICES

Solutions Design	9%
Managed Services	7%

## ACCESSORIES

Motorized Window Coverings/Shades	6%
Cases/Bags and Storage	6%



“ InfoComm is a fantastic show for us. This is a place where we can come be with our customers, our end-users who are using our product. We can be with our channel partners and also with our technology partners. It’s a great place to network. We love coming here every year.”

**SEAN BOWMAN, AVP SALES NORTH AMERICA, SHURE**

# SOLUTION SHIFTS HERALD

## NEW SPENDING TRENDS

Spending trends are increasing for Conferencing & Collaboration, Digital Signage, and Security, while Learning and Control are holding steady.

### MARKET POTENTIAL IN KEY SOLUTION AREAS:



Source: AVIXA 2024 AV Industry Outlook and Trends Analysis (IOTA)

\*Compound Annual Growth Rate



# BEYOND THE SHOW: EXTENSIVE PRESS AND MEDIA COVERAGE



133

**VERIFIED PRESS  
ATTENDEES**



18,514

**MEDIA MENTIONS**

of InfoComm 2024 including  
exhibitor press/coverage  
from Jan-Jun

## INFOCOMM 2024 MEDIA COVERAGE



# BEYOND THE SHOW: SOCIAL MEDIA IMPACT

## Posts & Reach

Total Posts for  
#infocomm24

**6,179**

Total Reach

**3.5 Million**

## AVIXA Xchange



**20.5k**  
Users



**210,851**  
Visits YTD



**659**  
users viewed  
discussions



**128**  
posts to  
InfoComm Room

## Social Followers



X

**14,961**  
Followers



FACEBOOK

**13,034**  
Followers



INSTAGRAM

**10,287**  
Followers



LINKEDIN

**7,359**  
Followers

**Social Channels Debuting  
for InfoComm 2025**



BLUESKY



TIKTOK



THREADS

# YOUR INVESTMENT IN INFOCOMM IS MORE THAN YOUR EXHIBIT SPACE



## As an Exhibitor, You'll Receive:



Online company description and product category listing accessible to attendees through the exhibitor list and floor plan



Access to customized invitation graphics featuring your company name and VIP code giving the user a free Exhibits Pass



Unlimited exhibitor badges for your company's staff



Discounted hotel rates



Unlimited free Exhibit Hall passes for your customers



Opportunity to take part in the VIP code incentive program

*Based on your exhibit size and the number of verified attendees who use your VIP code, you could earn credit toward your InfoComm 2026 exhibit space*

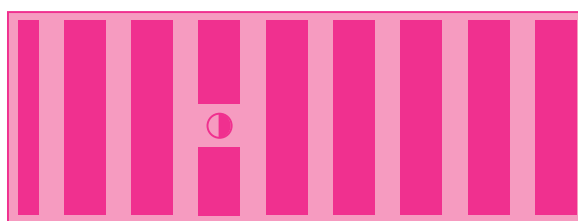


## Save Money On Your Exhibit Space Investment

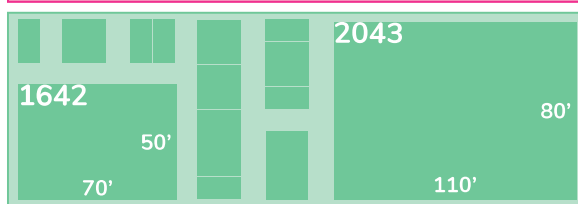
Become an AVIXA member and get discounted rates on exhibit space at select trade shows, access to free online training, discounts on AVIXA market intelligence, and more!

	Member	Non-member
Zone A	\$48.00	\$53.00
Zone B	\$47.25	\$52.25

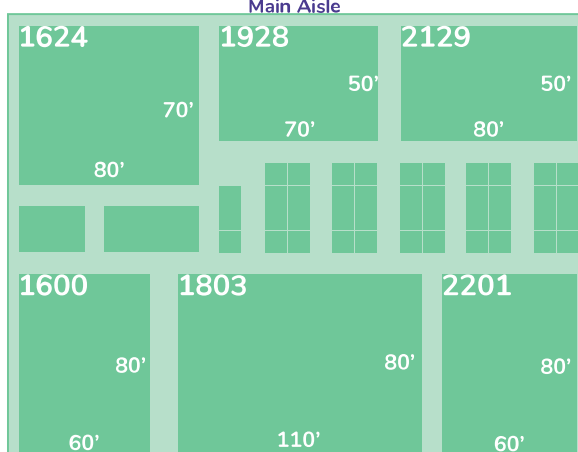
Rates are per net square foot / 100 NSF exhibit size minimum.



← ZONE B



← ZONE A



Learn more at [avixa.org/membership](https://avixa.org/membership)

# EXTEND YOUR REACH BEYOND THE SHOW FLOOR

## Highlight Your Brand By Seizing Sponsorship Opportunities

Ensure your company's visibility to attendees before, during, and after the show. Whether your goal is increased recognition, thought leadership, or targeted attendee acquisition, InfoComm offers a variety of ways to put your company in front of thousands of attendees.



### Thought Leadership

Elevate your brand's authority, drive industry conversations and showcase your expertise with thought leadership opportunities at InfoComm 2025. Thought leadership will enhance your reputation, attract high-value prospects and position your brand as a Pro AV innovator.



### Focused Events

Supporting focused events at InfoComm 2025 provides elevated visibility and direct access to decision-makers in the Pro AV industry. These targeted opportunities allow you to position your brand at the center of niche market conversations, fostering valuable connections and significantly enhancing your brand's presence among influential professionals.



### Onsite Branding

Onsite branding opportunities provide prime logo placement, exclusive exposure in high-traffic areas, and sponsorship of visible promotional items, enabling companies to directly connect with their target audience. Take advantage of these options to showcase your expertise and products, and establish a strong, memorable presence among an engaged InfoComm audience.



### Digital Advertising

Enhance your brand's digital presence with dynamic ad opportunities across high-traffic platforms, including the registration website, pre-show emails, and the InfoComm Mobile App. These opportunities put your message directly in front of attendees, sparking engagement and meaningful brand connections before, during, and after InfoComm 2025.

Contact your Expositions Sales Manager about Sponsorship opportunities  
or learn more at [infocommshow.org/sponsorship](https://infocommshow.org/sponsorship)

# EXTEND YOUR REACH BEYOND THE SHOW FLOOR

## Audio Demo Rooms

Located off the show floor, Audio Demo Rooms are specially reserved individual facilities that allow you to demonstrate your latest audio products and show off its full capabilities.

## Manufacturers' Training

You provide the expertise, we'll take care of the rest. When you host a Manufacturers' Training session at InfoComm, you'll reach a captive audience of customers and channel providers seeking training on your products and services.



Talk to your InfoComm Expositions Account Manager  
about additional sponsorship opportunities!



# GROW YOUR BRAND WORLDWIDE WITH OUR GLOBAL PORTFOLIO OF SHOWS



June 7 - 13, 2025  
Orlando, Florida, USA



February 4-7, 2025  
Barcelona, Spain



April 16 - 18, 2025  
Beijing, China



October 22-24, 2025  
Mexico City, Mexico



September 9-10, 2025  
Mumbai, India



July 23 - 25, 2025  
Bangkok, Thailand

# ABOUT AVIXA → PRODUCER OF INFOCOMM

TOGETHER, WE CHANGE THE WAY PEOPLE EXPERIENCE THE WORLD.

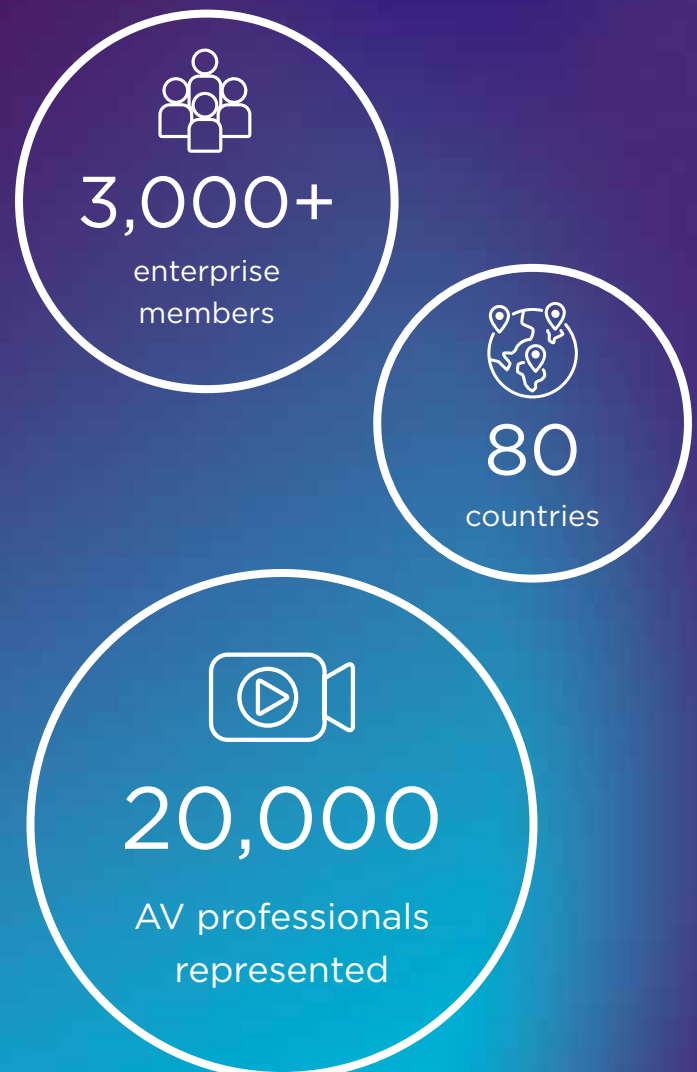


AVIXA®, short for the Audiovisual and Integrated Experience Association, is the international trade association representing the professional audiovisual (AV) and information communications industries.

## AVIXA's Reach

Established in 1939, AVIXA has grown to include 3,000+ enterprise members. Today our association represents more than 20,000 AV professionals globally, from manufacturers to multimedia professionals in over 80 countries. The association plays a crucial role in advancing the audiovisual industry by educating professionals, setting standards, and fostering a community of innovation and knowledge-sharing.

If you use audiovisual technology to change and communicate how people experience the world, AVIXA is your hub to the industry.





# SECURE YOUR EXHIBIT SPACE TODAY

View the live floor plan at [infocomm25.mapyourshow.com](https://infocomm25.mapyourshow.com) to see available exhibit space, then contact your Expositions Account Manager today!

## Your InfoComm Team



### EXHIBITORS A-C

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### EXHIBITORS R-Z

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An AVIXA event



Trade Show Executive  
**GOLD  
100**

Trade Show Executive's  
**FASTEST  
50**  
Honored as one of the  
50 Fastest-Growing  
Shows of 2024

“InfoComm is a place where we get to see the largest collection of our most important customers, and it’s really so valuable for them to experience our solutions live.”

**DAN FELDSTEIN, CEO, CRESTRON**