

# rental & STAGING ROAD SHOW

## TOUR DEMOGRAPHICS 2009

Demographics below taken from the 2009 Road Show tour registration databases. Questions in bold were asked of each attendee, the percentage to the right indicates the aggregate responses for all attendees registered for the event

### ORLANDO ROAD SHOW | Techni-Lux | March 2009

#### Primary Business:

AV Rental & Staging Company	58%
Lighting Designer	4%
Event/Meeting Planner	2%
Show Producer	8%
Facility End User	4%
Other:	23%

#### What best describes your purchasing authority inside your company?

Final decision	55%
Influence and/or recommend	45%
No involvement	5%

#### Annual Purchasing Budget for Lighting, Sound & Video Equipment

Over \$500,000	11%
\$400,000 - \$500,000	1%
\$300,000 - \$400,000	3%
\$200,000 - \$300,000	5%
\$100,000 - \$200,000	13%
\$50,000 - \$100,000	15%
Under \$50,000	52%

#### Overall Stats:

**261 registered attendees | 26 exhibit personnel  
16 exhibiting companies**

### NEW YORK ROAD SHOW | Altman Rentals | July 2009

#### Primary Business:

AV Rental & Staging Company	53%
Lighting Designer	9%
Event/Meeting Planner	6%
Show Producer	10%
Facility End User	3%
Other:	19%

#### What best describes your purchasing authority inside your company?

Final decision	48%
Influence and/or recommend	49%
No involvement	9%

#### Annual Purchasing Budget for Lighting, Sound & Video Equipment

Over \$500,000	22%
\$400,000 - \$500,000	3%
\$300,000 - \$400,000	3%
\$200,000 - \$300,000	3%
\$100,000 - \$200,000	14%
\$50,000 - \$100,000	19%
Under \$50,000	36%

#### Overall Stats:

**289 registered attendees | 59 Exhibit Personnel  
18 exhibiting companies**

## CHICAGO ROAD SHOW | Production Plus | September 2009

### Primary Business:

AV Rental & Staging Company	43%
Lighting Designer	3%
Event/Meeting Planner	7%
Show Producer	10%
Facility End User	2%
Other:	35%

### What best describes your purchasing authority inside your company?

Final decision	53%
Influence and/or recommend	32%
No involvement	16%

### Annual Purchasing Budget for Lighting, Sound & Video Equipment

Over \$500,000	17%
\$400,000 - \$500,000	6%
\$300,000 - \$400,000	3%
\$200,000 - \$300,000	5%
\$100,000 - \$200,000	17%
\$50,000 - \$100,000	22%
Under \$50,000	30%

### Overall Stats:

**125 registered attendees | 17 Exhibit Personnel  
11 exhibiting companies**

## TORONTO ROAD SHOW | MULTIMEDIA STAGING | OCTOBER 2009

### Primary Business:

AV Rental & Staging Company	65%
Lighting Designer	1%
Event/Meeting Planner	1%
Show Producer	8%
Facility End User	3%
Other:	22%

### What best describes your purchasing authority inside your company?

Final decision	24%
Influence and/or recommend	61%
No involvement	15%

### Annual Purchasing Budget for Lighting, Sound & Video Equipment

Over \$500,000	22%
\$400,000 - \$500,000	7%
\$300,000 - \$400,000	2%
\$200,000 - \$300,000	4%
\$100,000 - \$200,000	12%
\$50,000 - \$100,000	19%
Under \$50,000	34%

### Overall Stats:

**114 registered attendees | 18 Exhibit Personnel  
11 exhibiting companies**

## BURBANK ROADSHOW | IATSE LOCAL 80 | DECEMBER 2009

### Primary Business:

AV Rental & Staging Company	33%
Lighting Designer	3%
Event/Meeting Planner	4%
Show Producer	10%
Facility End User	4%
Other:	46%

### What best describes your purchasing authority inside your company?

Final decision	37%
Influence and/or recommend	50%
No involvement	13%

### Annual Purchasing Budget for Lighting, Sound & Video Equipment

Over \$500,000	21%
\$400,000 - \$500,000	4%
\$300,000 - \$400,000	5%
\$200,000 - \$300,000	8%
\$100,000 - \$200,000	10%
\$50,000 - \$100,000	20%
under \$50,000	32%

### Overall Stats:

**205 registered attendees | 47 Exhibit Personnel  
12 exhibiting companies**