

InfoComm 2025 Post Show Report

Unveiling the Numbers: A Comprehensive Look
at Attendance and Audience Demographics

Education: **June 7-13, 2025** | Exhibits: **June 11-13, 2025**

Orange County Convention Center

Orlando, Florida, USA

Produced By



act

BOOTH #3943

MA

proco

AVRTON

VISUAL

GREEN

AVI

ONE

MDG

ULTIMATE

POBMY

PKSOUND

zactrack

Everything Pro AV
is at —> InfoComm

infocomm



A Note of Gratitude

InfoComm 2025 was truly the definition of industry leading show...energizing, forward thinking and innovative. Each year, the success of InfoComm is defined by how it brings together manufacturers, integrators, dealers, and end users from around the world for the most comprehensive trade show where Pro AV, IT and broadcast converge. With more than 31,022 verified attendees from 95 countries, and a record-setting 35% end user attendance, our goal was achieved.

The success of InfoComm was visible as you ventured throughout the 400,100 net square feet of the West Hall of the Orange County Convention Center and engaged with our community, the 817 exhibitors on the show floor, as well as the dynamic speakers on panels. A showcase of the latest technologies, products, and services and discussion about the future of pro AV was accessible to everyone in attendance.

Speakers engaged in all types of discussions on the current state and future of pro AV, IT and broadcast technologies. Leaders from Universal Destinations & Experiences, Ripley Entertainment, and Amazon Web Services (AWS) discussed the rising demand for immersive, personalized experiences that blend the digital and physical worlds. They also shared the critical role that cloud infrastructure and AI-powered intelligence plays in driving these experiences.

Visionaries from Crestron, Diversified, Shure, and TELUS joined the InfoComm stage for a discussion on the future of AV, covering topics from workplace collaboration to standards, and AI.

We also celebrated the accomplishments of women in pro AV. Hundreds attended the AVIXA Women's Breakfast, where technologist Noelle Russell, founder and chief AI officer of the AI Leadership Institute, shared stories from her career, which includes roles with AWS and Microsoft.

Producing a show as exciting as InfoComm requires the hard work and effort of so many exhibiting companies, presenters, education partners, sponsors, and venues. We are grateful to everyone who attended and participated in this year's show. We're also proud to know that thousands of pro AV professionals were able to experience the future of the pro AV industry from the moment the doors opened until they closed.

See you next year!

Thank you,



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



Jenn Heinold
Senior Vice President,
Expositions, Americas,
AVIXA

Power in Numbers: Success Snapshot



InfoComm 2025 brought together the global professional AV community in an unparalleled showcase of innovation, collaboration, and opportunity.

These figures reflect InfoComm’s position as the leading platform for showcasing AV solutions and driving business growth.

Show Floor Summary

Total Exhibit Space

400,100

Net Sq. Ft.

Total Exhibitors

817

1st Time Exhibitors

138

Attendee Snapshot



31,022

Total Verified Attendees

Total Sessions:
Education, Workshops
& Programs

283

Attendee Types



20,121
Buyers

10,412
Exhibitor Personnel

340
Speakers

149
Press



40%
1st Time Attendees

34%
2-4 Times

26%
5+ Times



InfoComm in Orlando was a great success for us. Our booth was consistently packed and we had over 200 of our customers there which was awesome!

John Zettel, CEO, AVI-SPL

Who's Buying: Top Business Sectors Represented



Primary Business Categories



65%
Pro AV Channel

35%
End Users

Pro AV Channel	
AV Integration/Installation	45%
Rental/Staging/Live Events/Meeting Planning	14%
Architecture/Engineering/Planning/Design	8%
IT Integration/Installation	7%
Distributor	6%
AV Manufacturer/Component Manufacturer	4%
Manufacturer Rep or Independent Rep	4%
Business Consulting	3%
Video/Film Production	3%
Additional Representation (includes the following, each with less than 3% representation: creative/advertising/pr agency, content creation/management, experience design consulting, software development/independent programming)	

End Users	
Education	20%
Venues/Events (theme parks, arenas, sports venues, museums)	14%
Media/Entertainment/Broadcast	13%
Corporate (finance/legal/real estate)	12%
House of Worship	11%
Manufacturing (consumer goods/ non-AV)	7%
Government/Military/Government Contractor	7%
Hospitality (includes casinos and cruise ships, restaurant)	6%
Retail	4%
Healthcare	4%
Additional Representation (includes the following, each with less than 3% representation: energy/utilities, transportation)	

Who's Buying: The Professionals Shaping the Show



Job Function

Primary Job Function	
Leadership/Executive Office/Owner	16%
AV Management	15%
Business Development/Sales	11%
Engineering	8%
Event/Production Management	6%
Design	6%
Other	5%
IT Management	5%
Project Management	5%
Consulting	4%
Installation	4%
Digital Media and Production/Broadcast	3%
Additional Job Functions (includes all of the following, each with less than 3% representation: client/customer service, facilities/property management, finance/accounting, human resources, market intelligence/research, marketing/communications/PR/brand management, meeting planning, product management, solutions development)	

“

InfoComm is the greatest meeting point for professional audio customers, integrators and industry participants in North America. If you want to connect with your customers, partners, or other people that can make your business grow, InfoComm is the place to go.

Joe Andrulis, Executive Vice President of Corporate Development, Biamp

Decision Dollars: Budgets and Purchasing Power



Average Budget Per Buyer **\$5.7** million

Buyer Annual Budget*



1 out of **3**

buyers are currently employed at an organization that spends over \$1,000,000 on AV annually



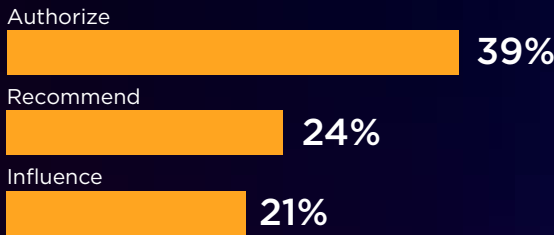
*Excludes those who reported not knowing their company's annual AV expenditures

Purchasing Authority



5 of every **6**

buyers reported they impact AV purchases and spend by authorizing, recommending, or influencing the decision



We come to InfoComm to showcase our new technology, but it's also a great place to collaborate and meet with our key partners and connect with end users as well.

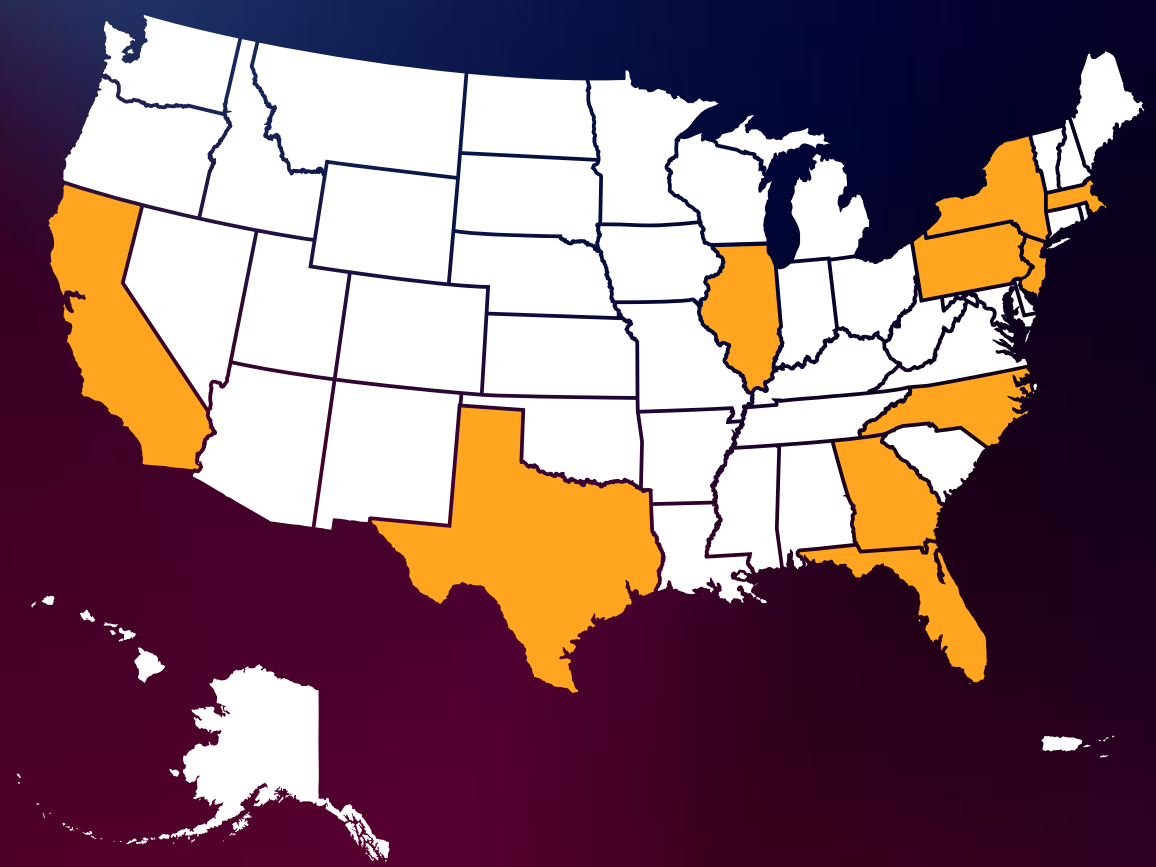
Steve Capling, Sr. Director, Marketing, Christie

Who's Buying: Mapping the Markets



Where Do Our Buyers Come From?

InfoComm 2025 had representation from all 50 states and Puerto Rico.



Top 10 US States Represented	
Florida	New Jersey
California	Illinois
Texas	Pennsylvania
Georgia	North Carolina
New York	Massachusetts

“

InfoComm is the best place to come see all the professionals that are using our technology to collaborate, share content and use spaces and also meet customers that need that.

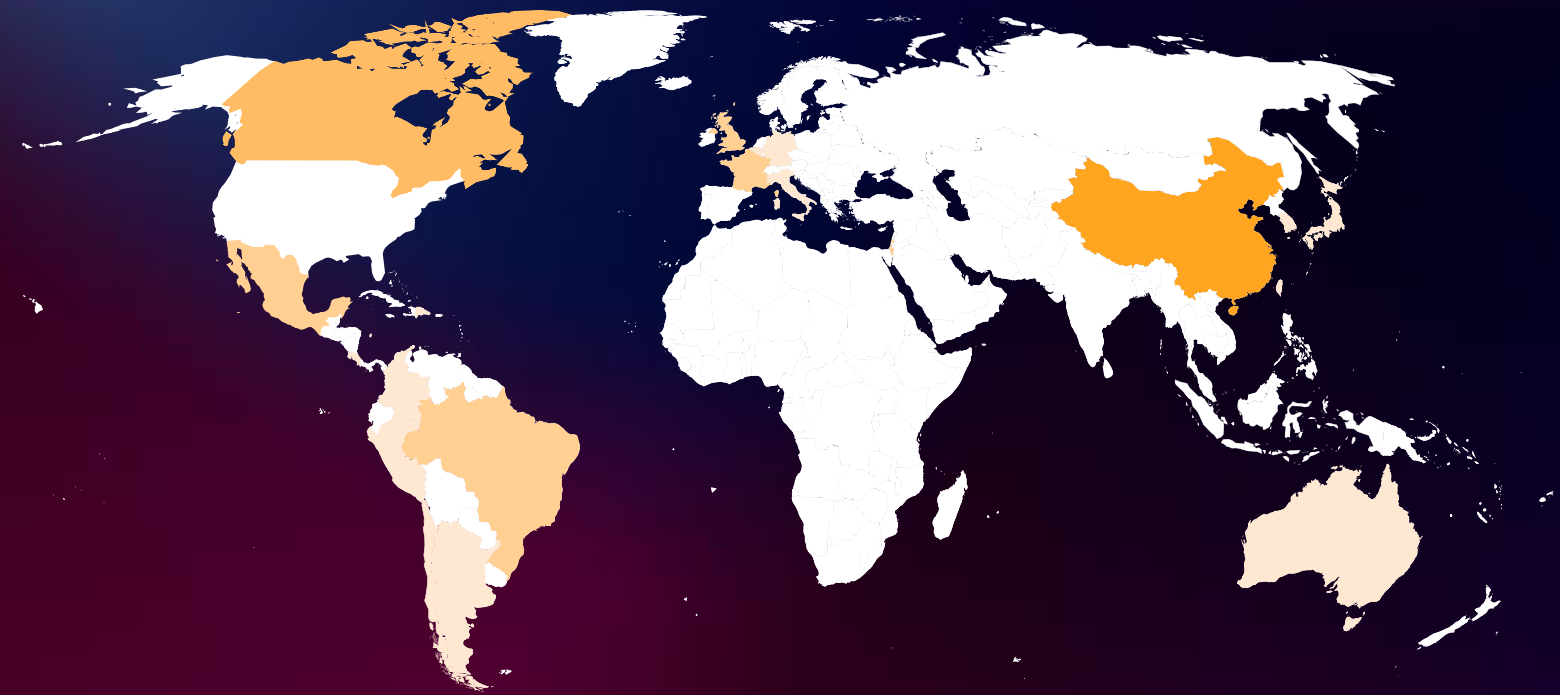
Brad Hintze, Executive Vice President,
Global Marketing, Crestron

Who's Buying: Mapping the Markets



| Where Do Our Buyers Come From?

InfoComm 2025 had attendees from 95 countries.

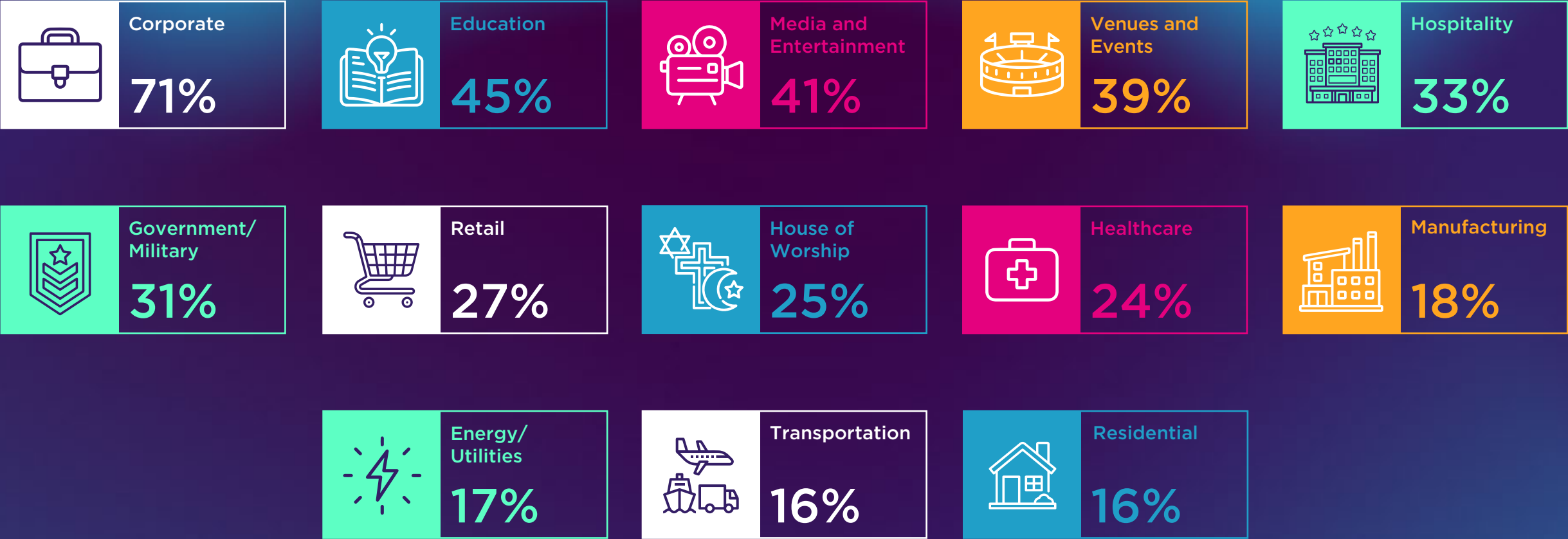


Top 20 Countries	
China	Italy
Canada	Dominican Republic
Brazil	South Korea
United Kingdom	Chile
Mexico	Costa Rica
Taiwan	Belgium
Colombia	Australia
Germany	Peru
Japan	France
Argentina	Israel

Who's Buying: Markets Powered by Pro AV Channel Buyers



Buyers who sell or recommend solutions to a customer are classified as the Pro AV Channel. Below are the sectors these buyers target.



In Demand: Buyer Solutions Interests



Solutions

Live Events	43%	
Conferencing and Collaboration	40%	
Broadcast AV	40%	
Digital Signage	40%	
Performance/Entertainment	38%	
Learning Technology	34%	
Command and Control	33%	
Security and Surveillance	17%	

“

InfoComm is the best place to be when it comes to all the end users and manufacturers we need to talk to. It’s an excellent investment for us from a marketing perspective.

Craig Gudorf, Vice President of Brand Marketing, FORTÉ

Overheard On The Show Floor



““

You can't afford to not attend InfoComm. It's an investment in yourself.

Michelle Loret, CEO, ATAVAI Technology Advisors

““

At InfoComm, I can always expect to find new products and the latest products that are going to be on the cutting edge of what is happening.

George Cartwright, Managing Director,
On the Brink Media Group

““

InfoComm brings together the entire AV industry and all the subset specialties in it. That means you have all kinds of folks from the entertainment side, UC, digital signage, and all these other aspects that touch on AV. It blends everything together and brings it to one spot where you can explore all those different areas.

Nathan Danek, Enterprise Technology Manager

““

I love coming to InfoComm every year and I think everyone should be coming because it's always a great time and always a lot of cool stuff to see.

Joshua McKinley, Lead AV Programmer and Engineer,
Assurance Media

““

If you're going to go to one show for AV in the world, InfoComm is it. This is the one that you want to not miss.

Jose Mora, President, Nuva

““

InfoComm is a place you should be coming to because it's a place you're going to see what's going to happen in the near future.

Phillip Rivera, Director of Operations,
Encore - Disney Swan & Dolphin

Content Program Spotlight



Topics Represented

Learning Spaces

2030 Vision

Conferencing & Collaboration

Digital Signage

Diversity & Accessibility

Business and Project Management

Artificial Intelligence

Broadcast AV

Events & Entertainment

283

Sessions

340

Speakers

Top Attended Free Content Sessions

Attendees were most interested in learning about Future Trends and hearing from Trusted Manufacturers.

Keynote - 2030 Vision: The Future of AV

Trend Forecast - Digital Signage

Trend Forecast - Conferencing and Collaboration

Revolutionizing Retail Operations with Digital Signage: Enhancing Efficiency and Employee Engagement

Common Techniques and Technologies Across Entertainment Disciplines

AI-Enabled Meeting Spaces—Smarter Collaboration with Lenovo

Shure: An Amazing Collaboration Experience in Any Space? It's Foundational!

Crestron: Content, Collaboration, & Control: Crestron's Vision for the Future of AV

Why Audio Matters More Than You Think

AI Tools for Business Productivity in the AV Industry

Top Attended Paid Education Sessions

Attendees were most interested in AI's impact on the Workplace and IT.

HETMA Higher Education Summit

Legrand AV: Deploying Effective USB-C Solutions

Demystifying Multi-Camera Solutions for High-Impact Spaces

Beyond the Meeting Room: AI's Expanding Role in the Workplace

Scope of Work: Make a Statement with Your Work!

Audio Design for Auditoriums and Lecture Halls

Building a World Class AV Support Team

AVoIP 101 - Payload, Bandwidth and Compression

Using Network Filters, AV Over IP Meets Access Control Lists

Basic Acoustics for Meeting Rooms

Media Relations



149
Verified Press



12
Media Partners



16,001
Media Mentions

Social Media Impact



799

Total Posts

5.3 Million

Total Impressions

Social Followers

55,277

Total Followers

X 14,808

X Followers

f 13,812

Facebook Followers

@ 13,263

Instagram Followers

in 10,334

LinkedIn Followers

@ 2,161

Threads Followers

🎵 816

TikTok Followers

🦋 83

Bluesky Followers

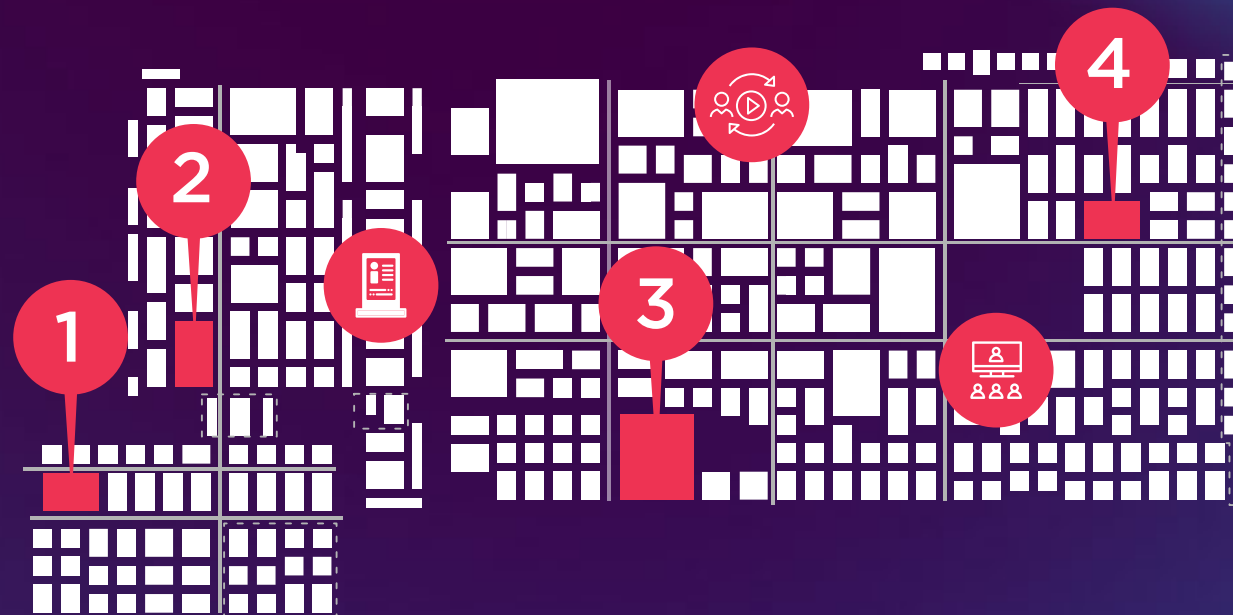
Looking Ahead to InfoComm 2026



Be Part of the Future

InfoComm 2026 is being rebuilt to feature AV in action on the show floor and promises more opportunities to showcase your solutions, connect with key buyers, and drive your business forward. Secure your spot now to be part of the world's leading AV event!

Central Hall: Work Technologies
Command & Control, Conferencing & Collaboration,
Digital Signage



- ① **Future of Learning** to highlight advancements in Education
- ② **Workplace of the Future** to showcase the most cutting-edge technology found in event spaces and board rooms throughout the world.
- ③ **Technology Innovation Stage**
- ④ **Retail Technology IRL** – Store or QSR on the show floor to highlight retail tech

The North and Central Halls are located in close physical proximity to each other, each of them offering a specialized focus to all attendees.

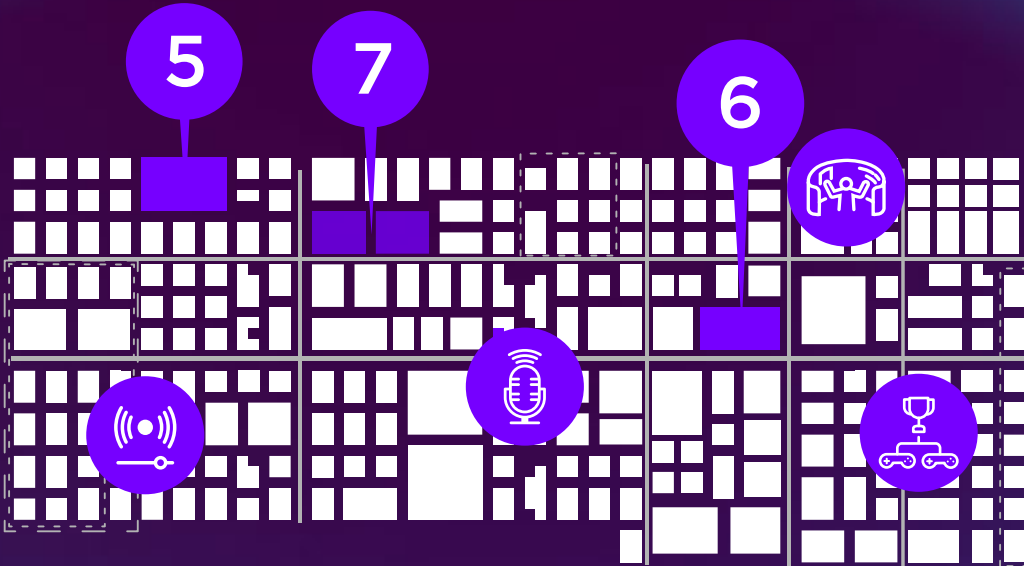
Looking Ahead to InfoComm 2026



Importance of Strategic Booth Location

Choosing a booth location in the hall that aligns with your company’s solutions will maximize visibility to your target audience. Positioning near these hubs means more foot traffic, especially for attendees keen to see cutting-edge technology.

North Hall: Play Technologies Audio, Broadcast AV, Lighting & Staging



 Audio Demo Rooms: located in close proximity to the North Hall

- ⑤ **eSports Arena** – The ultimate convergence of broadcasting, live event production and gaming.
- ⑥ **AVIXA® TV with the Broadcast Studio of the Future** – Fully functioning live broadcast studio with the latest technology for both enterprise and live event applications.
- ⑦ **AVIXA Member booth/Xchange Live** – The centerpiece of our community with traffic driving meet ups, evening receptions and compelling content.

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Get In Touch With Your InfoComm Team



Secure Your Exhibit Space Today

Contact your Exhibition Account Manger to reserve your booth for InfoComm 2026.



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