

InfoComm 2026 Post Show Report

Momentum, Markets, and Meaningful Connections
Across the Global Pro AV Community

Education: **June 13-19, 2026** | Exhibits: **June 17-19, 2026**

Las Vegas Convention Center

Las Vegas, Nevada, USA



infoComm

Headline Partner

SHURE

audio-technica

Bladmagdesign

diversified

FORTÉ

Microsoft



The Future of AV, Experienced

InfoComm 2026 was the most interactive and engaging show we have ever produced. We set out to deliver an event reflecting the convergence of pro AV, IT, broadcast and AI. Attendees didn't just hear about the future of AV; they experienced it at the show. The vibrancy of InfoComm 2026 was felt as soon as you entered the Las Vegas Convention Center.

Across 395,500 net square feet of show floor space, 807 exhibitors brought the latest in audiovisual solutions, collaboration, retail, broadcast, digital signage, AI-driven systems, workplace innovation, immersive experiences to the floor. Industry experts led conversations on where pro AV stands today and where it's headed next.

Two leaders in our industry, Microsoft and Cisco, took the stage for keynotes and not only shared their vision for the future of AI-powered communication and collaboration but brought it to life in front of attendees.

Hundreds of attendees joined AVIXA Women's Breakfast centered on authenticity, leadership, and trust in the age of AI. Peabody Award-winning journalist, entrepreneur, and bestselling author, Mariana Atencio, shared her journey from an uncertain future to becoming a widely recognized voice and explored the architecture of trust.

We are proud to collaborate with the exhibiting companies, presenters, education partners, sponsors, and venues who work so hard each year to make InfoComm possible. From opening day to closing moments, we are thankful for everyone who attended and immersed themselves in what the future of the industry has to offer.

We are so grateful for your support of AVIXA, InfoComm and our industry. We can't wait to see you next year!

Thank you,



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



Jenn Heinold
Senior Vice President,
Expositions, Americas,
AVIXA

By the Numbers: InfoComm 2026 at a Glance



InfoComm 2026 brought together the global professional AV community in an unparalleled showcase of innovation, collaboration, and opportunity, highlighting the technologies that transform experiences at work and at play.

These results reflect InfoComm’s continued role as the industry’s most influential marketplace and knowledge hub.

Show Floor Summary

Total Exhibit Space
395,500
Net Sq. Ft.

Total Exhibitors
807

1st Time Exhibitors
131

Attendee Snapshot

 **28,130**
Total Verified Attendees

Attendee Types



16,693
Buyers

10,841
Exhibitor Personnel

427
Speakers

169
Press

Total Sessions: Education, Workshops & Programs

381



37%
1st Time Attendees

34%
2-4 Times

29%
5+ Times

“

At InfoComm we find our industry, we find partnerships, we find big customers who expect to see us here to reach out. It’s a great way to get attention this way.

Felix Malchow, Growth Executive, OptiSigns

The Audience Snapshot: Business Sectors Represented



Primary Business Categories - Pro AV Channel

Pro AV Channel	
AV Integration/Installation	47%
Rental/Staging/Live Events/Meeting Planning	11%
Architecture/Engineering/Planning/Design	8%
AV Manufacturer/Component Manufacturer	6%
IT Integration/Installation	6%
Distributor	5%
Manufacturer Rep or Independent Rep	4%
Business Consulting	4%
Software Development/Programming	3%
Additional Representation (includes the following, each with less than 3% representation: content creation/management, creative/advertising/pr agency, video/film production, experience design consulting)	

Example of AV Channel Titles in Attendance

CEO | President | COO | CTO

Executive Vice President | Director of AV

IT Director | Design Engineer | Solutions Architect

Technology Consultant | AV Consultant

Principal Consultant | Designer | Project Designer

Experience Design Consultant | Sales Director

Business Development Director | VP of Operations

Project Manager | Event/Production Manager



The Audience Snapshot: Business Sectors Represented



Primary Business Categories - End Users

End Users	
Education	26%
Venues/Events	15%
Corporate	14%
Media/Entertainment/Broadcast	11%
Government/Military/Government Contractor	8%
Manufacturing	7%
Hospitality	5%
Healthcare	5%
Retail	4%
Additional Representation (includes the following, each with less than 3% representation: energy/utilities, transportation)	

Example of End User Brands in Attendance

- Apple | Boeing | Caesars Entertainment
- Carnival Cruise Line | Chick-fil-A*
- Church of Jesus Christ of Latter-day Saints
- Cincinnati Zoo | DocuSign* | Door Dash*
- Firefly Aerospace* | Genentech | Google
- Harvard Medical School* | Hess Corporation*
- Library of Congress | LinkedIn*
- Marathon Petroleum* | Marriott | Meta
- NBCUniversal | Netflix | Paramount | Pfizer
- Penske Truck Leasing | Red Bull* | Rivian*
- Roche Diagnostics* | Rutgers University*
- San Francisco Giants | Seattle Convention Center
- Shell | University of Chicago* | UPS | Walmart

*Represents a first time attending in the last 3-years



The Audience Snapshot: Professional Roles

Powering the Show



Job Function

Primary Job Function	
Leadership/Executive Office/Owner	17%
AV Management	16%
Business Development/Sales	13%
Engineering	9%
Design	6%
Consulting	6%
IT Management	6%
Project Management	5%
Installation	4%
Event/Production Management	4%
Additional Job Functions (includes all of the following, each with less than 3% representation: marketing/communications, solutions development, client/customer service, product management, digital media/production/broadcast, finance/accounting, facilities/property management, human resources)	

“

The traffic has been fantastic. It has been really exciting to see all of our customers come into the booth and share in the excitement and the interest and see all of these different products and solutions.

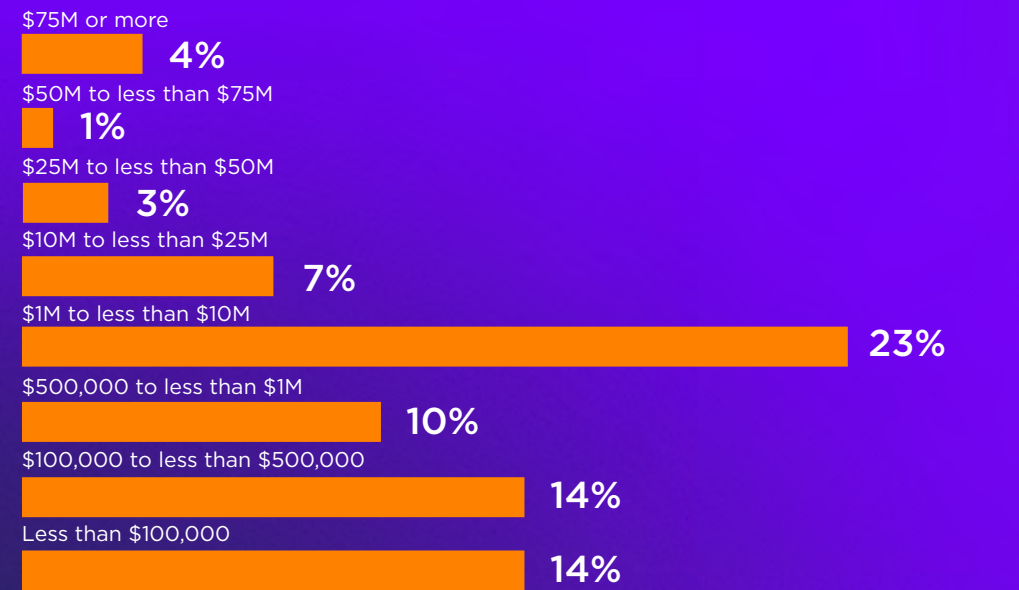
Matt Camp, Vice President of Product Development, ADI

Purchasing Influence & Investment Power



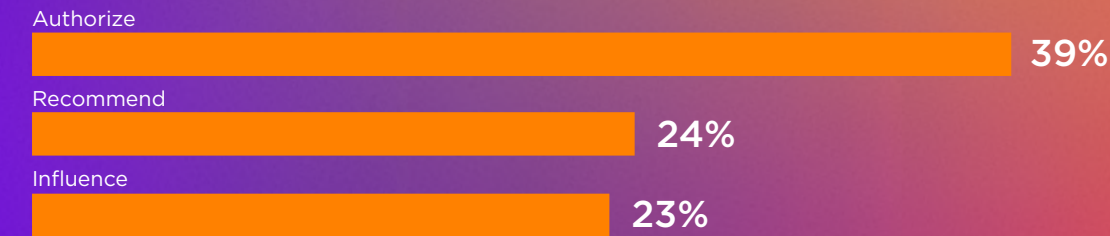
Average Budget Per Buyer* **\$8.0 million**

Buyer Annual AV Spend*



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

Role in the Buying Decision



There is nothing like being able to see everyone in one place, and that includes your competition. You get to walk the halls and see what everyone else is up to and sort of check your thinking against their thinking.

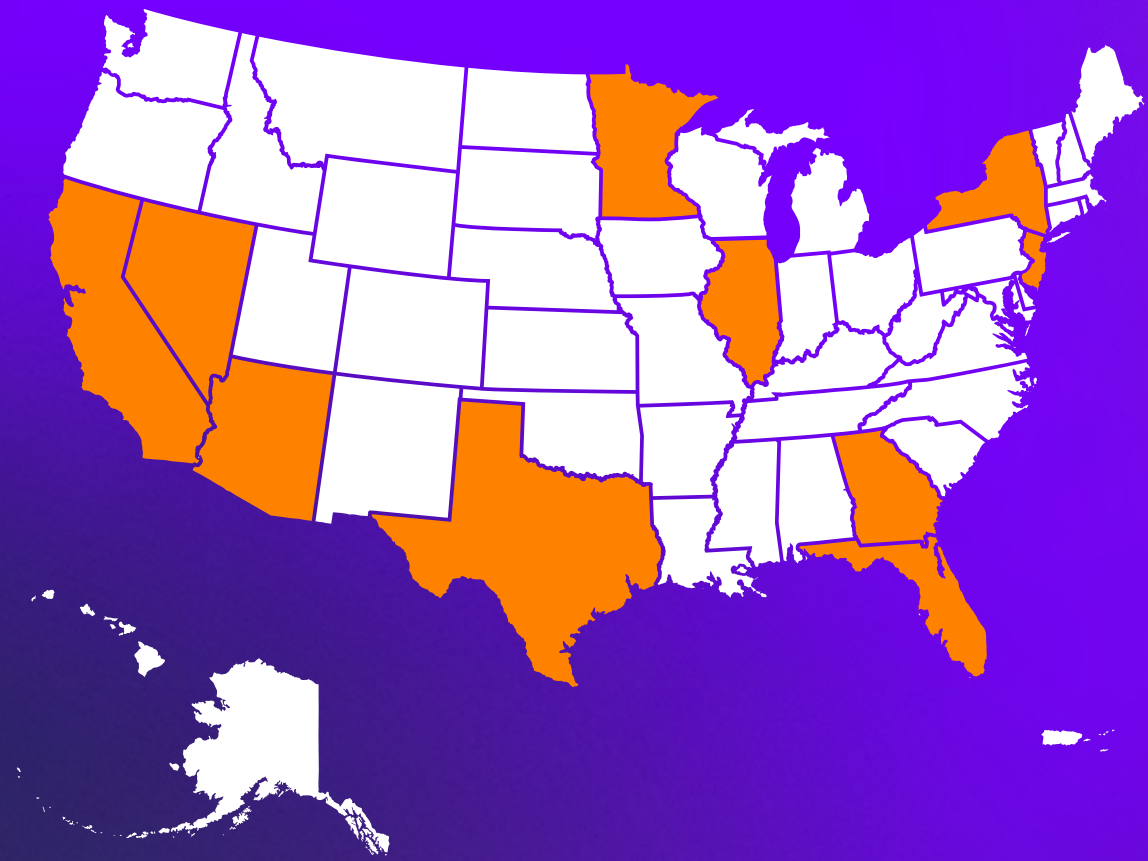
John Maier, CEO, Bose Professional

Global Reach: Where Attendees Come From



| Where Do Our Buyers Come From?

InfoComm 2026 had representation from all 50 states and Puerto Rico.



Top 10 US States Represented	
Arizona	Minnesota
California	Nevada
Florida	New Jersey
Georgia	New York
Illinois	Texas

“

I think from a technical perspective there’s a lot of innovation that a company puts out there and I know there’s several avenues to do that – press releases, media, social media – and the information is out there, but a place like InfoComm gives us the opportunity to be that one-stop shop for meeting all kinds of people.

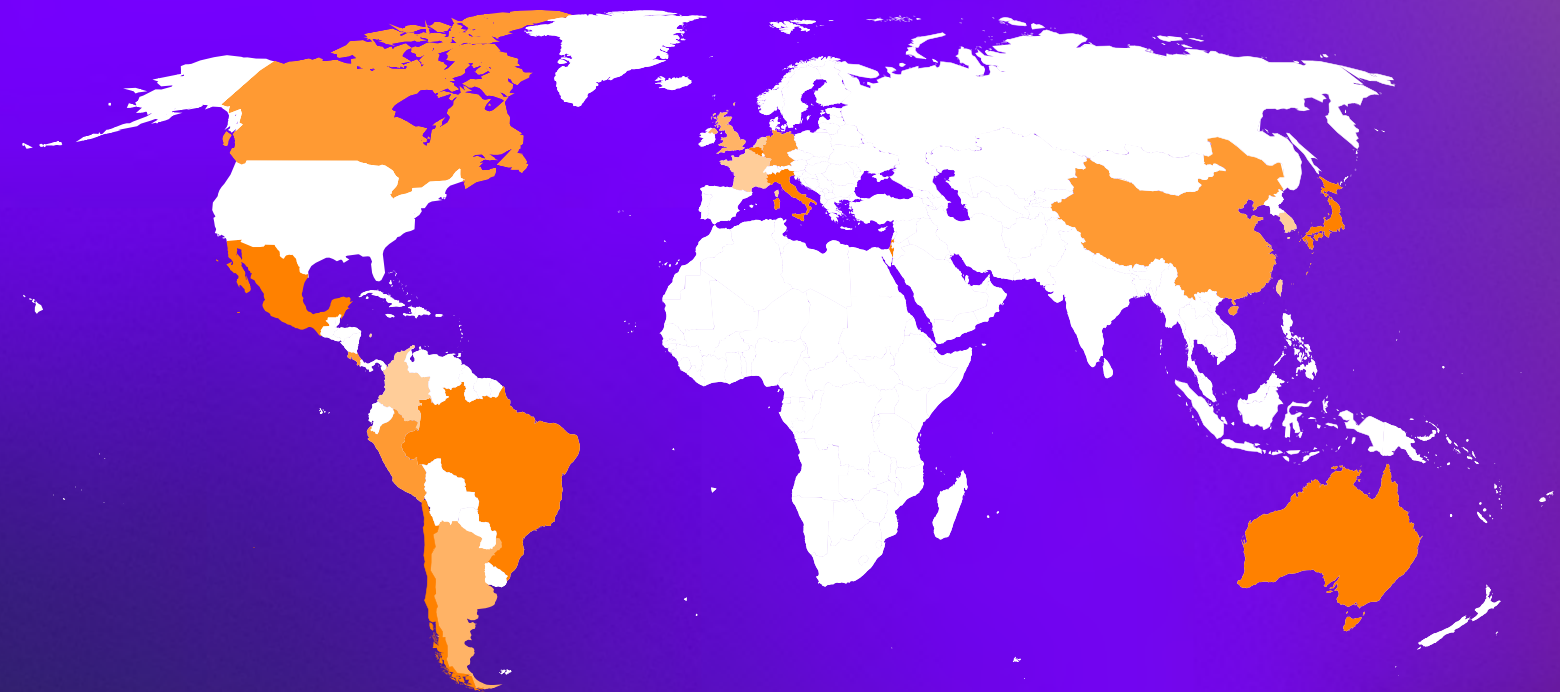
Frank Padikkala, Senior Technical Sales Architect,
Zoom Spaces

Global Reach: Where Attendees Come From



| Where Do Our Buyers Come From?

InfoComm 2026 had attendees from 92 countries

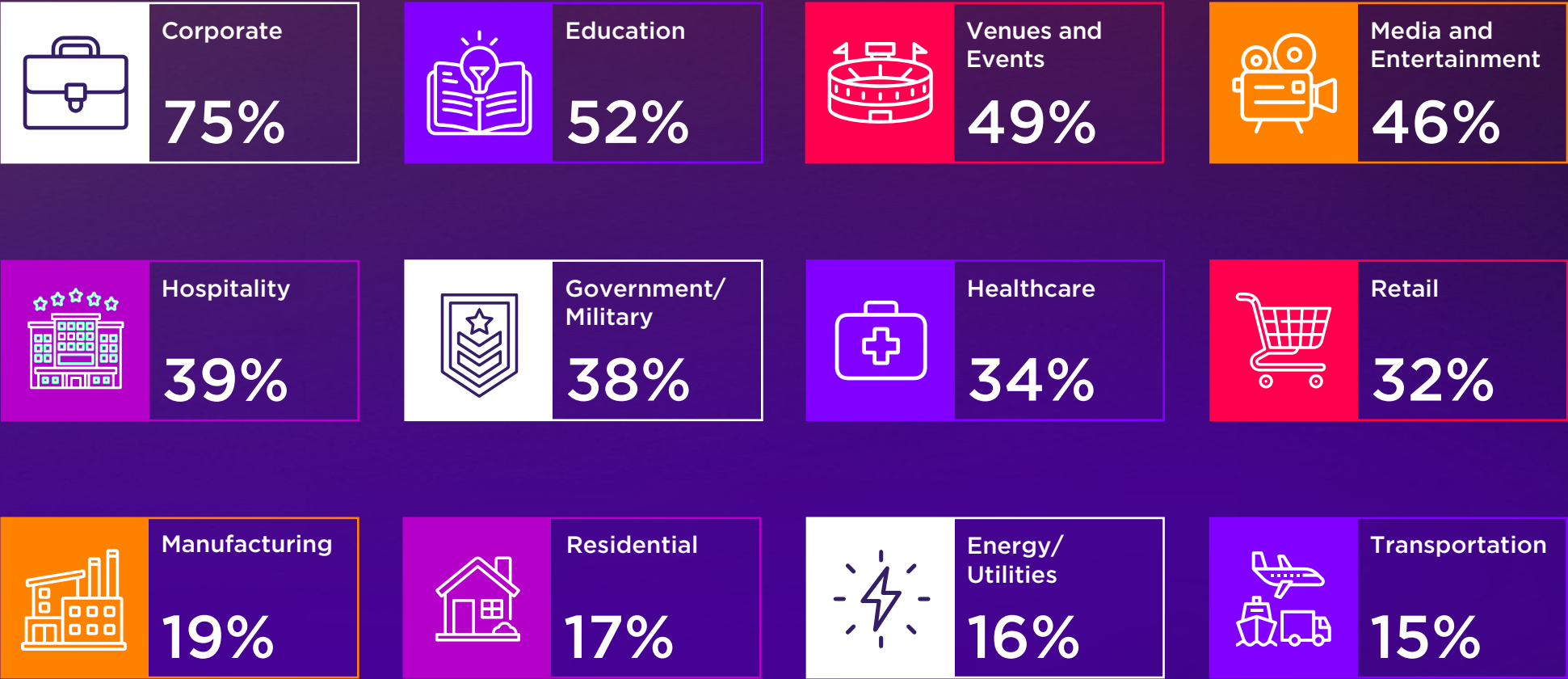


Top 20 Countries Represented	
Argentina	Germany
Australia	Israel
Belgium	Italy
Brazil	Japan
Canada	Mexico
Chile	Netherlands
China	Peru
Colombia	South Korea
Costa Rica	Taiwan
France	United Kingdom

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.



Solutions Driving Demand: Buyer Interests Solutions



Solutions		
Conferencing and Collaboration	57%	
Digital Signage	52%	
Live Events	46%	
Broadcast AV	45%	
Performance/Entertainment	43%	
Command and Control	40%	
Learning Technology	38%	
Security and Surveillance	23%	

“

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

Overheard On The Show Floor



““ You'll save months of research in a few days. Every major display, audio, control, collaboration, and networking vendor is there. You can compare products in person, meet engineering teams, and build relationships that help with future projects.

““ InfoComm isn't just an AV show anymore. It's a preview of where technology integration is heading across commercial buildings, education, healthcare, government, and enterprise environments. If your business touches communications, networking, low-voltage systems, smart buildings, collaboration technology, or workforce development, it's worth attending..

““ Technology doesn't change every two years, it changes every two months. I think it's extremely important to be in person and on top of things to see like convergence and merging of technologies vs reading that online. You cannot replace in person touch and connections human to human.

Zoran Visnjic, Senior Sales Engineering, Southeast, Mason Technologies

““ We love coming to InfoComm because every year we are always looking to get new equipment, learn new things, and make upgrades in our facilities. This is the best place to see all the new equipment, really get hands on, and be able to see some new stuff coming out.

Gerrod Martinez, Executive Producer, Palm Valley Church

““ A good place to network and connect with people in the industry, especially with vendors and manufacturers that our companies work with. A great place to see what is up and coming in technology.

““ Best place to learn about new AV/VC Tech, and to hear and connect with people in the top leagues of the AV Industry, to hear from their experiences managing and running events as big as the Emmy's and the Superbowl. Also, a great place to demo and test in person the latest tech from great AV/VC Manufacturers!

Content Program Spotlight: Education



Program Overview

Key Content Themes

- Artificial Intelligence
- Audio
- AV Networking
- Broadcast AV
- Business & Project Management
- Certification
- Preparation
- Conferencing & Collaboration
- Design & Integration
- Digital Signage
- Events & Entertainment
- Inclusivity & Accessibility
- Learning Spaces
- Hospitality
- Retail
- Workplace

381

Sessions

427

Speakers

Top Attended Free Content Sessions

- Microsoft Keynote: Exploring the Future of AI-Powered Collaboration and Connected Workplaces
- Cisco Keynote: Powering the modern workplace with Connected Intelligence
- Vision Stage Showdown: Powering the Future Workplace
- Digital Signage: Where Loyalty, Data, and Digital Experience Converge
- Live Event Failures and How We Overcome
- Shure: The Wake Up Call for AV & IT
- Are We Thinking Beyond Uptime? Rethinking Experience, Outcomes, and the Managed AV/UC Estate
- The Experience Engine: How AV is Driving Engagement and Revenue in Entertainment Venues
- Live Streaming in Action
- Designing Immersive Experiences
- Who Will Build It? The Future AV Workforce

Top Attended Paid Education Sessions

- HETMA Higher Education Summit
- Crafting Enterprise AV Standards for the Modern Workplace
- AVIXA AI Accelerator
- Legrand: How to Plan and Deploy AVoIP Systems
- Legrand: Scope of Work - Make a Statement with your Work!
- Legrand: AI in the AV Industry: Foundations, Applications, and Impact
- Audinate: Beyond the Protocol: What Actually Determines AV Networking Success
- Zoom: Spaces Architecture and Room Design
- Remote Management for Systems: Best Practices, Challenges, and Future Trends
- Integrating AI with AV in Higher Education: Promise, Pitfalls, and Practical Use

Media Relations





725
Total Posts

26.2 Million
Total Impressions

Social Followers

62,345
Total Followers

X
14,788
X Followers

f
14,518
Facebook
Followers

Instagram
16,678
Followers

in
12,958
LinkedIn
Followers

@
2,345
Threads
Followers

TikTok
936
Followers

Bluesky
122
Followers

The Future Expands



infocomm | RESIDE | Lightapalooza

One investment. Three buyer communities.

The Connected Experience Ecosystem

Today's customers no longer buy technology in silos. AV, IT, lighting controls, networking, automation, AI, and user experience are converging across commercial, residential, and hybrid environments.

For the first time, InfoComm, RESIDE, and Lightapalooza come together as a unified platform connecting every major stakeholder influencing experience technology decisions.



InfoComm - The Scale Engine

Global AV demand generation, innovation, and market reach.



RESIDE - The Channel Engine

Direct access to residential integration firms, buying groups, and dealer networks.



Lightapalooza - The Growth Engine

The industry's fastest-growing category focused on lighting, controls, and intelligent environments.

Why Technology Convergence Changes the Buying Journey

The Industry Is Changing

YESTERDAY:

- Commercial AV
 - Residential AV
 - Lighting
 - Controls
 - IT
- Were separate industries.

TODAY:

- Intelligent workplaces
 - Connected homes
 - Hospitality experiences
- Depend on integrated technology ecosystems.

Customers No Longer Buy Individual Systems.

THEY EXPECT:

- Unified user experiences
- Intelligent lighting
- Integrated controls
- Seamless automation
- AI-enhanced environments

Technology Is Converging

AV + Lighting + Controls + Networking/IT + AI

The companies that succeed will be those positioned across multiple categories and customer environments.

Your customers are expanding beyond traditional categories. Your event strategy should too.

Your Next Big Opportunity is Already on the Calendar

infocomm | **RESIDE** | **Lightapalza**

Education June 12 - 18	Exhibits June 16 - 18	Orange County Convention Center
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Secure Your Exhibit Space Today

Contact your InfoComm exhibition sales team to secure your booth for InfoComm 2027



Exhibitors A-C and M-O

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Exhibitors P-Z

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