Rochelle Richardson
SVP, Exposition and Event Services
AVIXA

Dave Labuskes
CEO
AVIXA

Brad Sousa
CTO
AVI Systems

Are you including Creating Integrated Experiences as a part of your strategy?

A. Yes — 0%

B. No — 0%

C. We have discussed and are planning to do so in the future — 0%

D. No plans to include — 0%

Strategy

- AVIXA Association Strategy, Senior Leadership Team

- InfoComm Show Strategy

- AVIXA Global Show Strategy

- Exhibitor Advisory Committee & Key Accounts

- InfoComm Post Show Attendee & Exhibitor Surveys

- Exhibitions & Events Industry Research & Survey

- AVIXA Market Intelligence Research

Success Looks Like

Reinforce Brand Leadership

Create And Optimize The Overall Experience

Produce Sustained Business Value

ic23

**Attendees'
Top Reasons
for Attending
InfoComm**

1. **Exhibit Hall / New Products/ Meeting with exhibitors & solution providers**

2. **Networking and engagement with peers in the industry**

3. **Content & learning more about the industry, trends, new and existing products**

4. **Experience and fun**

13.5 Hours

Spent on the tradeshow floor

3.5 hours more than the tradeshow industry average.

Attendee post-show survey results, 2022

Trailblazers Zone

Technology Innovation Stage

- Trend Forecasts

- Interactive Experience Moment Factory Keynote

- Tech giants, Microsoft & Cisco joint presentation

- NEP Virtual Studios

- Partner presentations, IFMA

- DEI

- Exhibitor talks from major brands and more!

Interactive Experience

- **Created by Moment Factory and powered by Nanolumens**

- **Three days of dazzling experiences, distinct visual systems through integration of kinect, scanning, and tracking technologies**

- **One-of-a-kind fusion of art and technology**

InfoComm Esports Live

- **Presented by InfoComm and AVI Systems**

- **Technology provided by 7 key manufacturers**

- **Technology, Business, and Academic Collegiate Esports**

- **Key Areas/ Technology Providers**

  - **Production**
  - **Shout Cast**
  - **Gaming Stage**
  - **Coach's Stage**

- **Three-days of programming, live gaming competition, thought leadership, and podcast interviews**

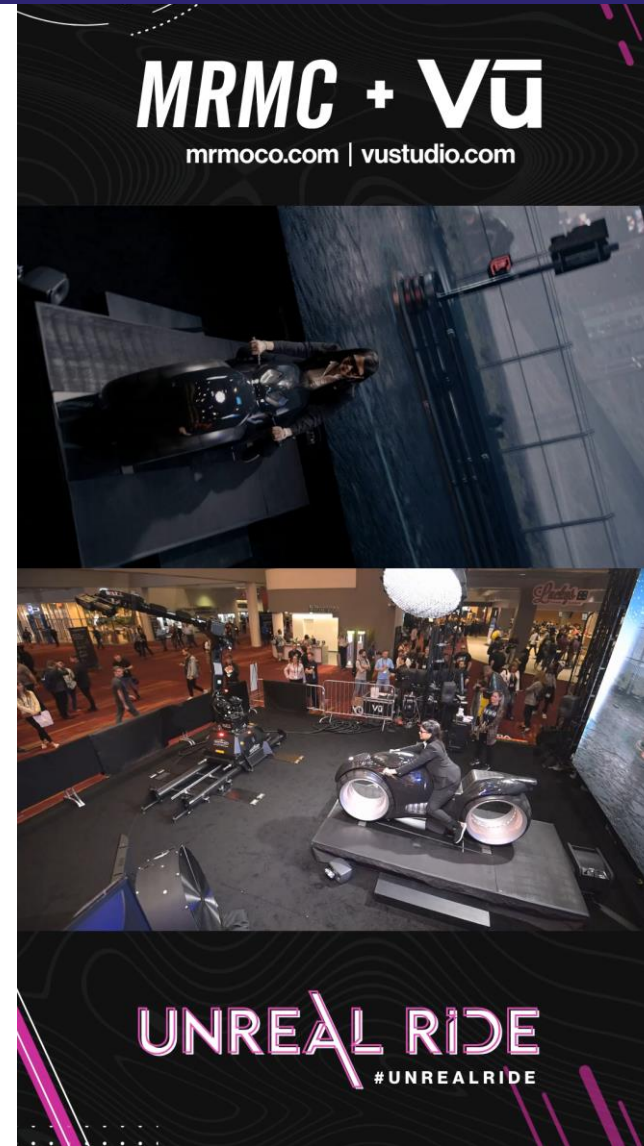- **Welcome, Champagne Toast, and Ribbon Cutting Ceremony**
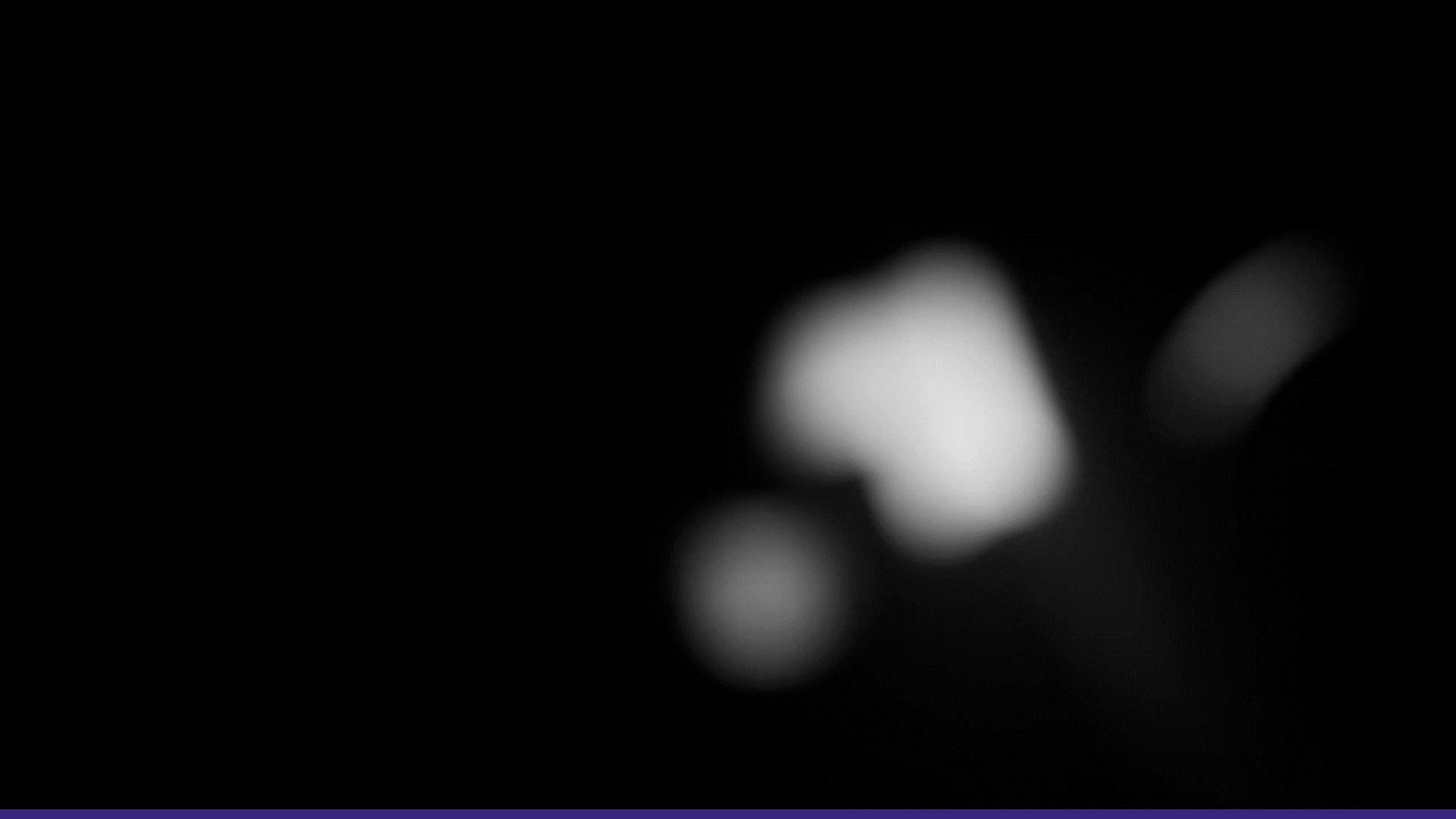
Unreal Ride Experience

- **Vū Technologies, Unilumin, and MRMC present the Unreal Ride Experience**

- **Virtual Production, selected background and open vehicle experience**

- **Unique and first-time experience presentation**

Ameria Gaming Experience

- **Race Car Gaming Competition**

- **Touch free Experience interaction**

- **Avatar**

- **Sony Gaming Headsets; daily giveaway to one winner**

iC23

AVIXA Lounge

- **AVIXA members and non-members welcomed**

- **Service provided by Global Industry Engagement, Customer Service, Marketing, Content, and Content Delivery Teams**

- **Scheduled appointments, invited guests, and international meetings**

AVIXA Xchange Live & AVIXA TV

- **Three days of live programming**

- **Best of Xchange Online Community brought physical experience**

- **AVIXA TV Live stream to all major social channels, AVIXA.org, Xchange, and more!**

- **Content covered:**

  - **Humans of AV**
  - **AVIXA TV en Español**
  - **Conferencing & Collaboration Content Production & Streaming**
  - **Digital Signage; Events & Entertainment**
  - **Wrap up and looking forward**

- **View the full Xchange Live schedule at infocommshow.org/attend/xchange**

ic23 Integrated Experience Tours

Fantasmic at Disney's Hollywood Studios

Full Sail University

University of Central Florida

infocomm

Q&A / Open Discussion

Contact us:

Dave Labuskes, dlabuskes@avixa.org
Rochelle Richardson, rrichardson@avixa.org
Brad Sousa, brad.sousa@avisystems.com

ic23 Thank you!