
LDI And BPM Announce EDM@LDI

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New Component of LDI Will Include Show Floor for DJs/VJs, Live Demos and Performances, EDM Master Classes for Lighting, Projection, and Sound, Vegas Club Tours and More

Las Vegas, NV and Birmingham, UK—Penton, producer of the LDI trade show in the US, and Marked Events, producers of the BPM and PRO trade shows in the UK, announced today a joint venture that will bring the entire spectrum of electronic dance music, the world's most popular musical genre, to LDI's 27th show. EDM@LDI will be held at LDI 2014 in Las Vegas, November 19-23.

As part of the agreement, BPM will provide sales and content support for a special section of the LDI show floor dedicated to all the components of the EDM experience, catering to DJ, VJ, lighting, projection, audio, and staging companies looking to reach professionals working in this exploding field.

"We're thrilled to be partnering with BPM and Marked Events for EDM@LDI," says David Johnson, brand leader for the LDI franchise. "Their expertise and high profile in the DJ and Electronic Music Production markets, coupled with our market reach in the entertainment technology industry, makes for a great fit and a unique opportunity to bring together both worlds on a large scale stage in the Vegas desert. The electronic dance music market has exploded in the last few years, and EDM@LDI will bring together the largest mix of working DJs and VJs, lighting, sound, staging, and projection professionals in North America."

Marked Events' sales director Mark Walsh weighs in on both the new partnership and the growth of electronic dance music in the United States:

"It's been really interesting watching the EDM explosion in the US and this opportunity to collaborate is so well timed. We have been looking at launching a US event for a couple of years now, so we were delighted when we got the chance to partner with such an established show as LDI – it was an absolute no-brainer. We are enthusiastic about what can be achieved stateside; with our industry-wide respect and expertise within the DJ and Electronic Music Production sector and the foundation LDI gives us, this really is an exciting time for the BPM brand."

As part of this new launch, the highly successful Live Design Electronic Dance Music Master Classes, held last December in Los Angeles, will now be part of LDI and will be split into two

components: one for lighting and video, and one for sound reinforcement. EDM veterans Steve Lieberman and Vello Virkhaus serve as co-creative consultants for the event. Todd Konecny and Rupert AG Murray of Sound Investment Audio, Ltd handle creative consultant duties for the EDMMC's sound portion.

Other components of EDM@LDI include live demos and performances on the show floor, and exclusive tours of some of the hottest clubs in Vegas.

Through partnerships with top content and event entities in this burgeoning field, EDM@LDI looks bring an unprecedented mix of vendors and end users together in Las Vegas.

For additional information contact Joanne Zola at 415-310-2802 or at joanne.zola@penton.com (mailto:joanne.zola@penton.com).

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