

**The Inaugural Event Live Expo 2011**  
**Los Angeles Convention Center**  
**April 12-14, 2011**

Event Live Expo is set to be **the** industry infrastructure event providing a truly creative and inspiring supplier-buyer meeting point specifically for all those involved in large-scale big budget live event production.



Until now there has never been a convenient one stop-shop in which large event owners, operators and promoters can be introduced to brand new innovations and ideas, network with peers and inform crucial purchasing decisions. Through the creation of a world-leading showcase, Event Live Expo will attract the industry's top professionals in a melting pot of creative thinking ensuring that time spent at the event is highly productive and making certain that their forthcoming events or festivals are truly memorable, cost-effective and spectacular experiences.

To be staged at the LA Convention Center, Los Angeles, California, the home of entertainment – the show will connect owners, operators and promoters including those of music festivals, public events, corporate product launches and one-off celebrations with industry leading experts and a comprehensive range of leading suppliers to ensure the event is a convenient and highly relevant and productive experience.

The Event Live Expo has the added benefit of being co-located with Stadia Design and Technology Expo, the established and highly regarded global stadium design and technology event covering all aspects of permanent sport stadium and arena design and architecture. Attending architects and designers will be able to seamlessly cross over into Event Live Expo in order to understand about how they could valuably utilise live events as a lucrative revenue stream. The large-scale live events industry finally has a truly global showcase - a first class trade show and exhibition bringing together buyers and suppliers in a highly focused environment.

Smarter Shows is a subsidiary of UK and International Press (UKIP), one of Europe's largest and most successful event organisers. UKIP has over 10 years' experience in producing highly successful, carefully targeted industry-leading events in Europe, Asia and the USA.

If you are interested in becoming involved in the 2011 Event Live Expo please contact Emma Stokes on +44 1306 871 308, email [emma.stokes@eventlive-expo.com](mailto:emma.stokes@eventlive-expo.com) or visit our website at: [www.eventlive-expo.com](http://www.eventlive-expo.com)

**EVENT LIVE EXPO 2011**  
**IFEA MEMBERS TO RECEIVE 15% DISCOUNT**

The inaugural industry showcase dedicated to large scale, big budget event production is scheduled for April 12-14, 2011 in conjunction with the Stadia Design & Technology Expo at the Los Angeles Convention Center, with the full cooperation of AEG right at the heart of L.A. Live. Created to be the most influential forum for suppliers to the large-scale, live event production industry across the globe,



Smarter Shows is pleased to be working in partnership with IFEA to create a truly unrivalled opportunity for visitors to see and experience the very latest in creative expertise, ideas and technological innovations and *are pleased to announce that IFEA members can benefit from a full 15% discount on the cost of exhibiting at Event Live Expo 2011 and a further 15% discount on the cost of conference tickets (running in parallel to the Expo).*

If you would like to enquire about being involved in Event Live please email Emma Stokes, Sales & Marketing Director, Smarter Shows at [emma.stokes@smartershows.com](mailto:emma.stokes@smartershows.com)

For much more information about this exciting new event, the categories of equipment and technology that will be on show and further information on our visitor profile please visit our website at [www.eventlive-expo.com](http://www.eventlive-expo.com)