



# LAVNCH WEEK X

**EdTech  
Day**

OCTOBER 21

**Experiential  
Tech Day**

OCTOBER 22

**HomeAV  
Day**

OCTOBER 23

**ProAV Day**

OCTOBER 24

# LAVNCH WEEK is back and better than ever with LAVNCH WEEK X!

This multi-day virtual event is designed to offer educational resources, facilitate industry discussions led by subject matter experts and create a virtual networking space for the AV Community. We attract qualified attendees with days themed around different market verticals and opportunities to earn AVIXA CTS renewal credits!

## What attendees look forward to



Watch exclusive product launches



Network with industry experts via chat



Win daily prizes



Gain insights from thought leaders



Earn up to 10 CTS or CTS-D RUs

# Sponsorship Highlights

As a sponsor, gain exclusive access to our registration-protected platform with significant brand visibility during the week. Showcase your products, solutions and expertise to an attentive audience and directly connect with attendees through interactive polls, real-time Q&A sessions and one-on-one networking.

## Leverage our event to share your message with our community of AV professionals!

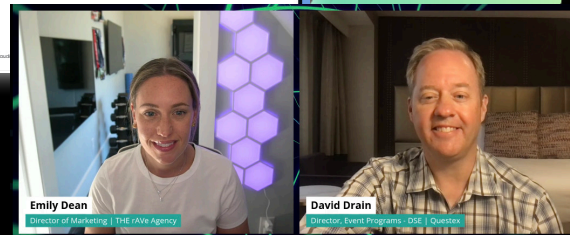
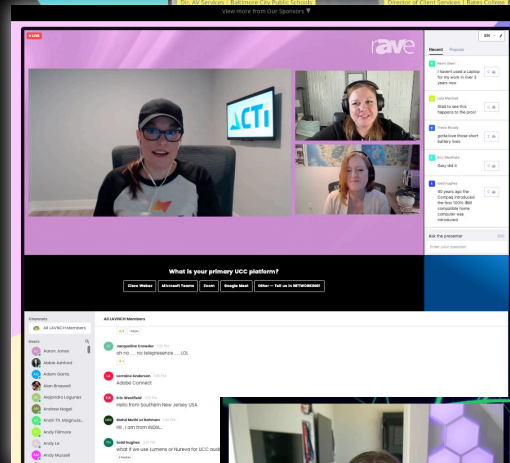
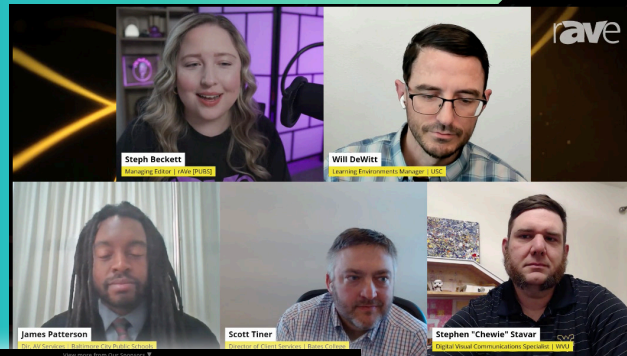
This upcoming LAVNCH WEEK will be filled with what you've come to expect: education, new ideas, new technologies and of course, AVIXA CTS RU credits.

LAVNCH WEEK X sponsorship highlights:

- Live-streamed education sessions
- Qualified lead generation
- Interactive audience participation
- Extensive brand exposure
- Thought leadership opportunities
- Significant marketing value

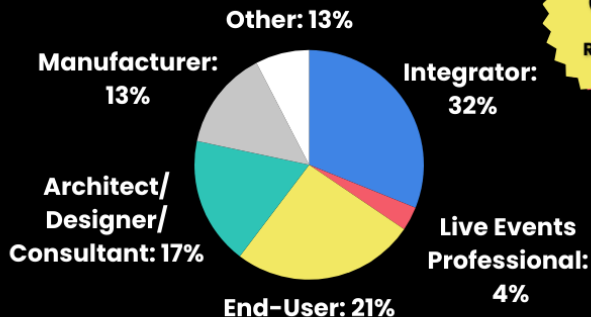


**All LAVNCH WEEK days  
will be CTS RU certified!**



# LAVNCH WEEK 9 DATA

## REGISTRANT BREAKDOWN



**801**

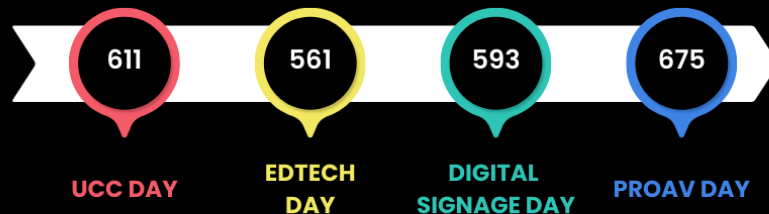
Total Registrants



DAILY  
AVERAGE  
MINUTES  
WATCHED:

**178**

## REGISTRANTS BY DAY



**59%**

SHOW UP RATE

**471**

INDIVIDUALS ATTENDED  
AT LEAST 1 DAY LIVE

**64%**

ENGAGEMENT RATE



REGISTRANTS  
FROM 550+  
COMPANIES



60% CTS  
CERTIFIED  
ATTENDEES



6,136 POLLS  
ANSWERED



REGISTRANTS  
FROM 45  
COUNTRIES

## TOP JOB TITLES

Consultant **CEO** Account Manager  
Sales Manager **Project Manager**  
Sales Engineer **President** Director **Owner**  
**Design Engineer** **Engineer** Consultant  
**Principal** AV Engineer AV Specialist