

GET AHEAD OF THE CURVE: LED EVENT SOLUTIONS



SMARTSOURCE



LIGHT UP YOUR EVENTS WITH LED

If you want to create an engaging and visually appealing event, then LED-based technology is the answer.

LED displays and lighting solutions can completely transform any event space and leave a lasting impression on your attendees. Whether you're organizing an association event, conference, or designing your next trade show experience, LED technology can help make your event stand out.

Imagine delivering an immersive environment that transports attendees to another world or subtly enhances your brand messaging with strategic lighting.

With the power of LED technology, event planners and exhibition managers can transform any event into something truly breathtaking. Not only does it reduce energy costs and increase efficiency, but the creative possibilities are endless.

We outline here not only the advantages of using LED technology at your next event but also delve into the psychology of visuals and highlight the latest trends that should be on your radar.

Whether you're an event planner or trade show organizer, this guide is designed to assist you in creating your very own LED experience that will transform your next event space into something truly extraordinary.

HOW IS LED USED IN EVENTS?

LED, which stands for light-emitting diode, is commonly employed in screens and displays and offers superior color accuracy, reliability, and efficiency compared to conventional lighting techniques.

This technology is incredibly versatile and can produce a range of striking visuals such as moving video walls, vibrant digital signage, custom lighting displays, or creative backdrops – all while highlighting branding or key messages with minimal energy consumption.

“Identify the purpose of your LED display – Ask yourself why you need to use LED technology in your event space and what message you want it to convey. By understanding the goal of your installation, you can determine the type of display that meets your needs.”

- Brett Hyams, Senior Solution Sales Executive

BUT HOW DOES THIS IMPACT AN EVENT?

Your event signage will likely attract attention when you have a vibrant display that stands out in busy aisles. And with LED, you can create something truly memorable to keep attendees talking long after they leave the event.

Improving the aesthetics of your event is only the tip of the iceberg. With a longer lifespan and greater energy efficiency than other lighting sources, your sustainability efforts will also get a boost by switching to more energy-efficient lighting sources such as LED.

From interactive signage to attractive ultra-clear displays, LED solutions combine visuals, colors, and patterns to help bring life to any event space.



A 26' wall welcomed and informed attendees with videos and messaging at International Pizza Expo.



A 90' LED wall served as the backdrop for the general session at IAEE Expo! Expo!



Side-by-side LED Posters created a mini-LED wall at International Roofing Expo.

THE PSYCHOLOGY OF VISUALS

Our brains can process images 60,000 times faster than text alone; visual stimulation can impact how we interpret and understand information. From affecting our attitude to arousing strong emotions within us, utilizing LED-based graphics and lighting can create a powerful form of communication that enables efficient information retention.

Research on the psychology of visuals has found that people are more likely to remember an image than they are to remember a sentence or phrase. For example, our brains can be led in specific directions through strategically placed LED signage, allowing us to make connections and decisions without further explanation.

There's no doubt that visuals play a huge role in how we think, feel, and interact with one another.

“By using LED-based visuals throughout your event, you have the potential to change attendees' behaviors and increase engagement opportunities.”

- Roy Benear, Director of Sales





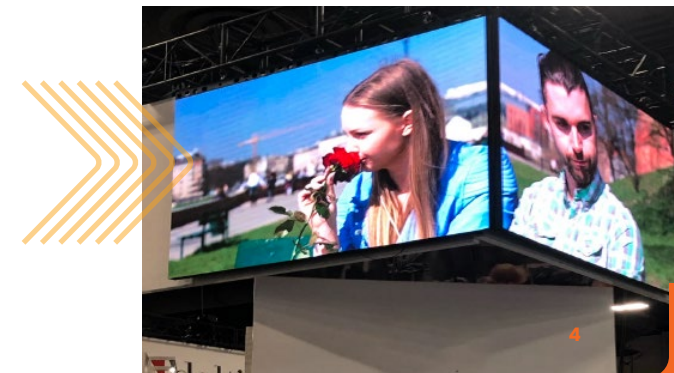
THE EMOTIONAL CONNECTION

Visuals play a key role in creating an emotional experience, as they can set the tone, convey key messages, and create a sense of atmosphere and ambiance. Branding, signage, and multimedia displays can convey a sense of professionalism, expertise, and innovation and set the tone of voice for a brand in a more tangible way.

The emotional impact felt by attendees can lead to positive brand engagement by using imagery that complements the event's message or product. Marketers and event designers can evoke feelings of joy, trust, or excitement, positively influencing the audience's opinion depending on what is being shown or discussed.

If used correctly, smart visuals will help ensure that your event is one that attendees will remember fondly and talk about long after they've headed home. Psychology should always be considered when leveraging LED.

Our team at [SmartSource](#) is dedicated to helping you leverage the power of visuals with LED technology at your next event.



TOP TRENDS IN LED TO WATCH OUT FOR

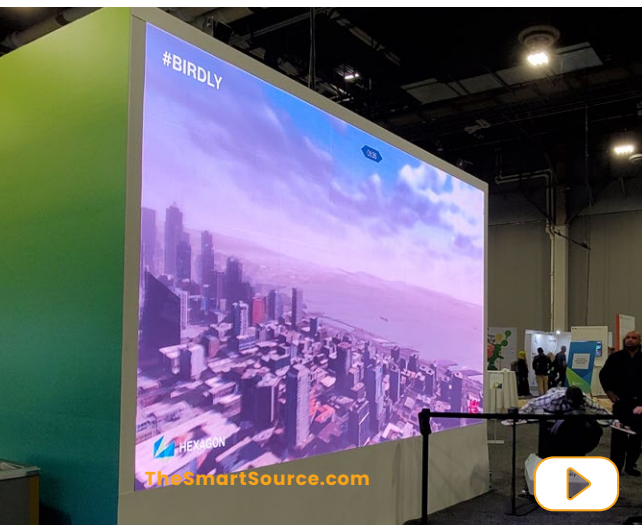
To create extraordinary event experiences, the latest trends allow you to immerse attendees in a visual spectacle with ultra-clear displays and dynamic lighting effects that respond to sound, motion, and touch.

INTERACTIVE LED DISPLAYS

Interactive LED displays allow users to interact in real-time with your content.

With LED displays, attendees can engage with content, creating an immersive experience. From touch-sensitive walls to motion-activated displays that respond to movement by your attendees, interactive LED technology is a great way to keep attendees engaged.

You can hyper-personalize your content by combining interactive elements such as video, 3D modeling, and animation, which is great for visual storytelling.



Experience this augmented reality LED.



INTELLIGENT LIGHTING CONTROL / LIGHT UP YOUR EVENT SPACE

When designing an event, are you thinking about the clever use of lighting and how it can affect the attention of attendees throughout your event?

Intelligent lighting control technology allows lighting designers to control the lights of your entire event, immersing your attendees in a multi-dimensional experience through the emotive power of light.

At the push of a button, you can adjust the colors and opacity of your lights on a show and completely change the look and feel of a room. You can transform your event space by accentuating architectural features of your set build, and you can create unique room or theatre environments for different types of events or breakouts, without the need for costly set builds.

HUMAN-CENTRIC LIGHTING

Human-centric lighting helps to engage the senses, build anticipation, and provide a sense of comfort to your attendees.

By mimicking natural light cycles, human-centric lighting can support health and well-being, much like when you dim the lights when you return home after a busy day for a more relaxing atmosphere. Utilizing this type of lighting in your event space allows you to create that same calming atmosphere for your event attendees or, combined with sound, build excitement when your keynote speaker is about to begin!

You can positively affect the mood of thousands of attendees at your next event simply by adjusting lighting levels and colors to improve mood or create engagement. Used correctly, attendee experiences can be enhanced through lighting based on your event schedule, theme, or content.

Our designers are at the forefront of intelligent lighting design and can help you create dynamic lighting effects that can be changed on the fly.



LED VIDEO WALLS

With their seamless canvas and flexible LED modules, active LED video walls provide an incredibly engaging viewing experience. Not only can curved installations be mounted on vertical or horizontal surfaces for added impact, but the lack of unsightly grooves creates a truly captivating environment that immerses viewers in its content.

LED video walls are becoming increasingly popular at events due to their high resolution and flexibility. These walls can be used to display anything from live feeds of the event to branded content and sponsor messages, or to help accentuate sessions on stage.

With their bright colors and high contrast ratios, LED video walls are a great way to make an impact at any event.

ULTRA-REALISTIC DISPLAY

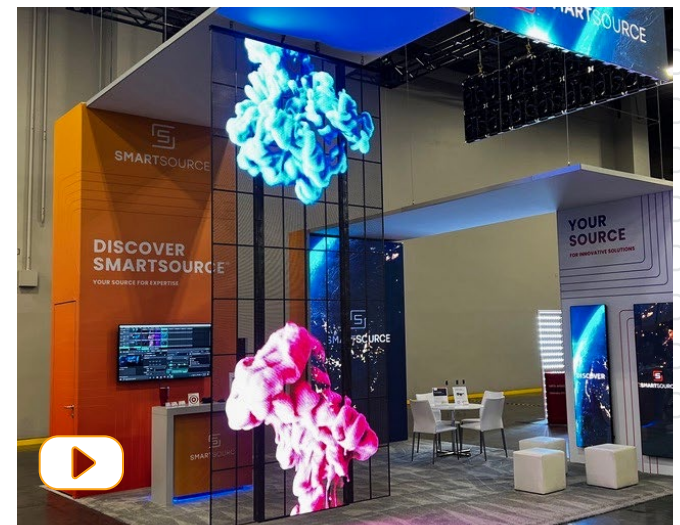
Ultra-clear LED displays offer an excellent opportunity to increase engagement and interaction with event attendees.

Transparent LED displays provide a captivating display experience, allowing bright graphics to be seen. With an impressive transparency range of 70-95%, this unique type of screen creates stunning facades with eye-catching content that can quickly draw in audiences.

These ultra-clear LED screens offer a new way to communicate and engage with attendees at events. From interactive information collection to "glass-less" virtual reality simulations, ultra-realistic displays allow attendees to explore and engage with content in a previously impossible way.



This 157' curved LED tunnel created an immersive experience at our client's annual innovation showcase. For more details, check out our case study and video at [Building an LED Wall Worthy of Showcasing a Client's Smart Manufacturing Technology](#).



Watch this clear LED come to life.



ENERGY EFFICIENCY

LED lighting is known for its energy efficiency, making it the perfect solution for events needing or wanting to conserve energy and reduce environmental impact.

LED lighting is more durable than traditional lighting or LCD solutions and has a lifespan of up to 50,000 hours, which makes it ideal for repeated use at events, conventions, or conferences.

With a lower energy consumption, LED screens can help reduce heat emissions, minimize waste, and save costs while providing visually stunning and engaging experiences for event attendees.

“Choose the right location – Consider the environment where the display will be installed. Is the display going to be used in an indoor or outdoor space? What you put on display and its location can make a big impact on attracting an audience.”

- Bevan Cass, Manager of Trade Show Solutions



TOP TIPS FOR DESIGNING AN EXCELLENT LED EXPERIENCE

When designing an exceptional LED experience for events and exhibitions, the SmartSource team of experts knows a thing or two. Here we share advice on what you should consider when adding LED technology to your next event.

PURPOSE

What's your why? Why do you need to use LED technology in your event space?

With a clear purpose, we can determine the type of display (and the message it shares) that best fits your needs.



HOW DO YOU WANT YOUR AUDIENCE TO FEEL?

Do you want them to be captivated, amazed, engaged, relaxed, calm?

The type of display and/or lighting and its positioning will depend heavily on the emotion you are trying to evoke.

LOCATION AND ENVIRONMENT

The location of the display and how the audience will view it are essential, as this will determine the display's size, shape, brightness, and perspective.

Is the display going to be used in an indoor or outdoor space? What is the distance from the audience, and what type of angle will they have when viewing the installation?

THE CONTENT

What content will you be sharing? Will it be a high-definition and dynamic video, or are you aiming for an interactive display? Do you need to include interactive touch screens or motion sensors to make the experience more engaging?

By having a clear understanding of your content, you can make sure to choose the right type of display and technology to deliver your message.

“Select appropriate content – Consider the type of content you want to share and how it will be displayed. Remember, you have only a few seconds to grab attention, so don't forget to choose content that aligns with your goal.”

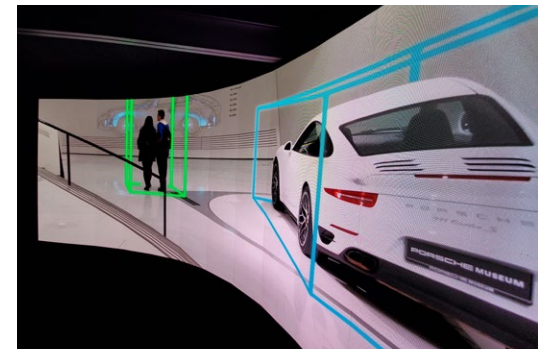
- Matthew Thomas, Account Executive



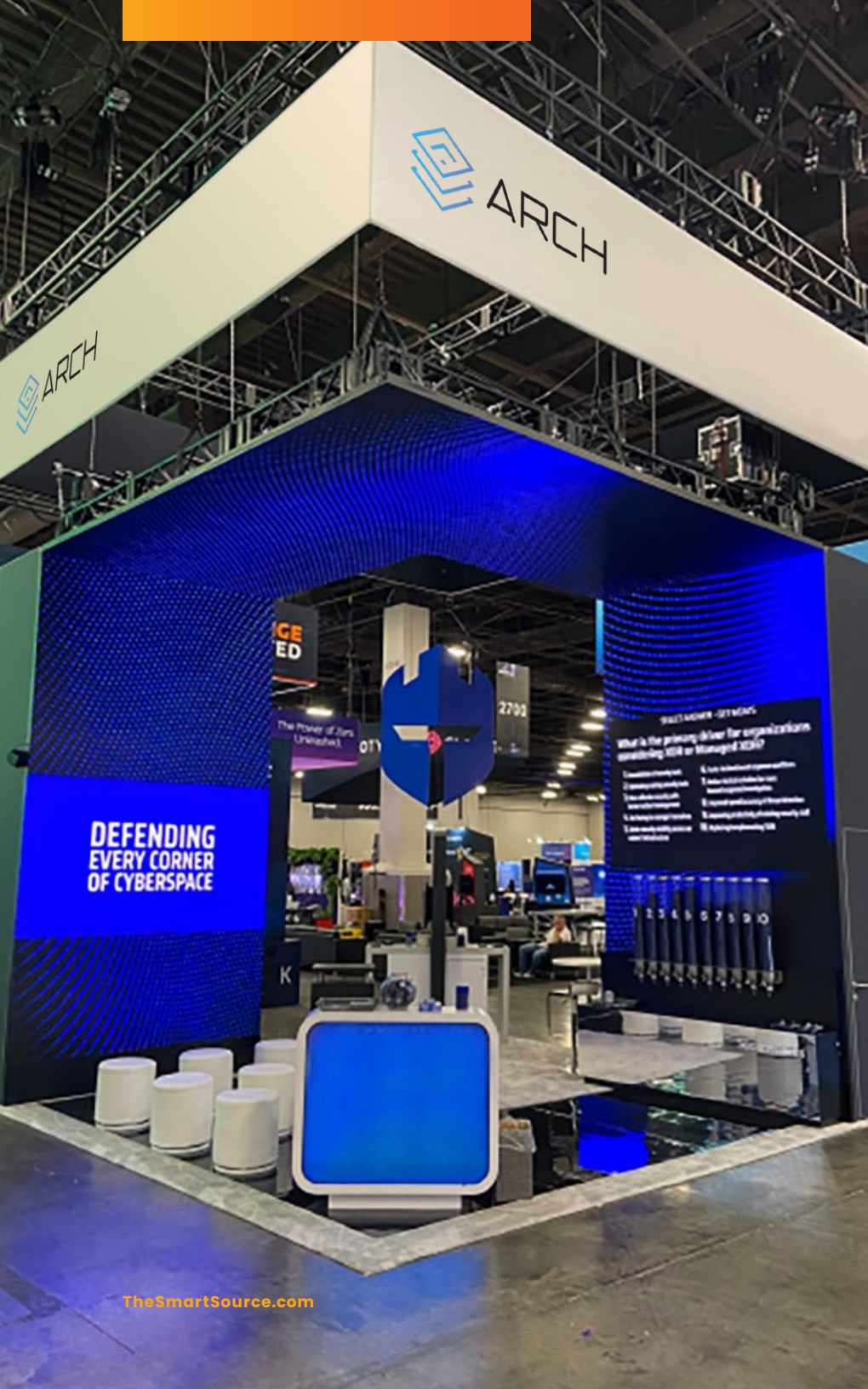
This LED floor and wall was the perfect booth backdrop at the NAHB International Builders' Show.



This 18'-wide double-sided LED entertained attendees at the outdoor Farm Progress Show.



Wall-to-wall, floor-to-ceiling, this curved LED provided an immersive experience at Hexagon. 10



THE RIGHT PARTNER

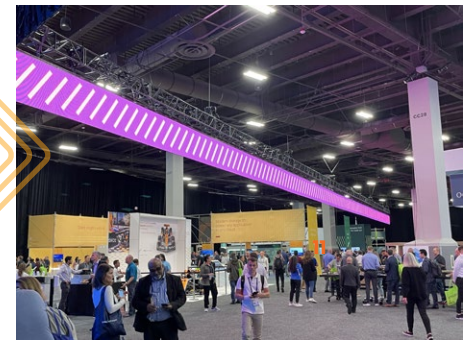
Unprecedented success in LED technology is achievable with the right partner. By selecting the right partner, you can tap into their years of expertise to discover innovative solutions tailored to your event space and optimize experiences beyond expectation.

By considering these factors during the design process, you can create a visually stunning and effective LED experience that meets your audience's needs while achieving your goals. Deliver impact at your next event with LED.

LED technology is revolutionizing the live events industry by introducing energy-efficient solutions, creative designs, and cutting-edge trends to engage audiences.

Whether you want to positively affect people's moods, convey a powerful message, stand out from the crowd, or all the above, LED technology can help you make an impact at your next event. Leverage the latest innovations in LED technology to revolutionize your event space, and take your event to the next level.

Our designers are at the forefront of intelligent lighting design and can help you create dynamic lighting effects that can be changed on the fly.





Coral Reefs & Climate Change

“To create an effective, unique, and engaging LED experience, you need to find the right partner. Selecting a trusted partner with years of expertise can help optimize your LED installation beyond expectations.”

- Bevan Cass, Manager of Trade Show Solutions

QUESTIONS? VISIT [THESMARTSOURCE.COM/LIVE](https://thesmartsource.com/live)

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