

Xchange by the Numbers*

*as of Jan '24



814K

2024 Page view
forecast



197K

2023 Visitors



700+

AV/IT Solutions
Providers



18K+

Individual
Members



7.7K

Channel
Subscriptions



6.3K

Room
Subscriptions



208

Countries
Represented



8.6K

Average Monthly
Profile Views

Xchange – a complementary tool

InfoCommshow.org

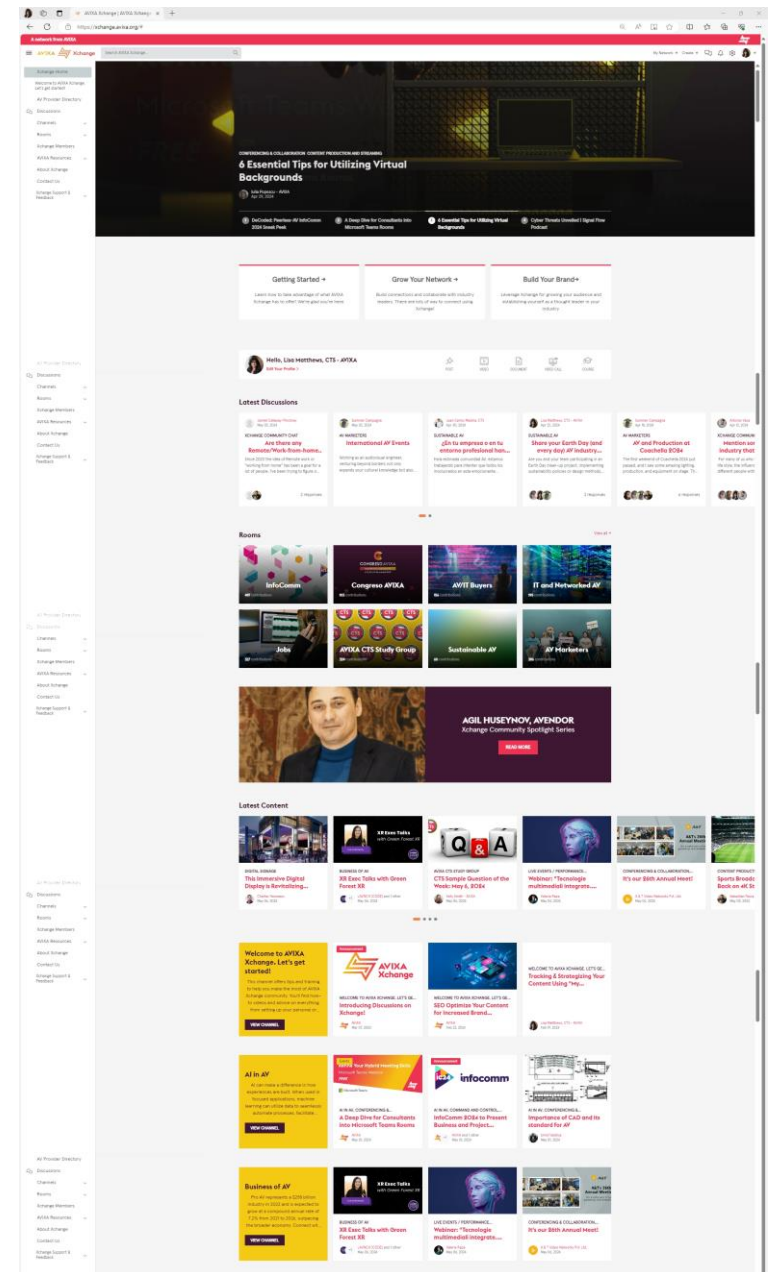
hosts the show's details, exhibitor directory, and more.

Xchange.AVIXA.org hosts the community;

a place for insightful content,

lively conversations,

and lasting connections.



AVIXA TV to highlight Xchange LIVE at InfoComm!



AVIXA TV is your front-row seat to the latest in AV innovation!

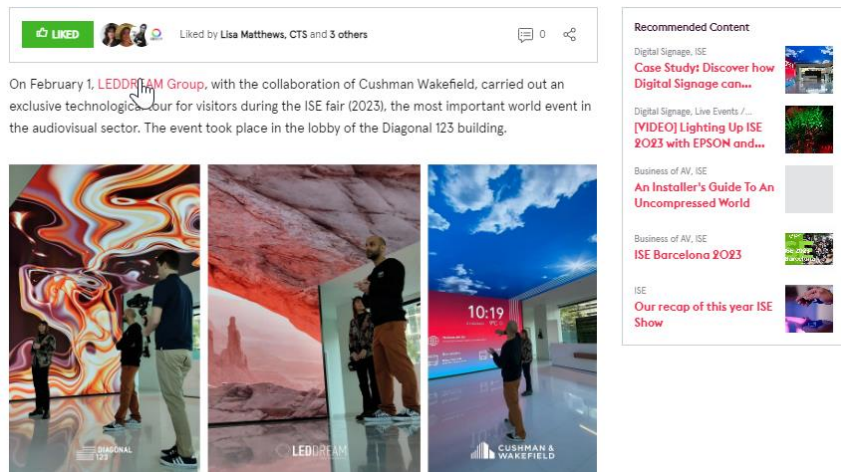
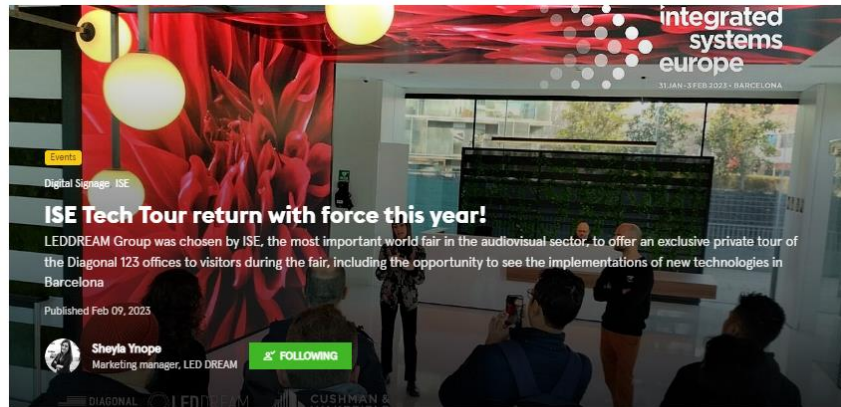
Livestreaming interviews and discussions covering trending topics at the show and across the industry

- Streaming on LinkedIn, YouTube, and Facebook

Xchange LIVE – bringing the conversations for AVIXA Xchange to life!

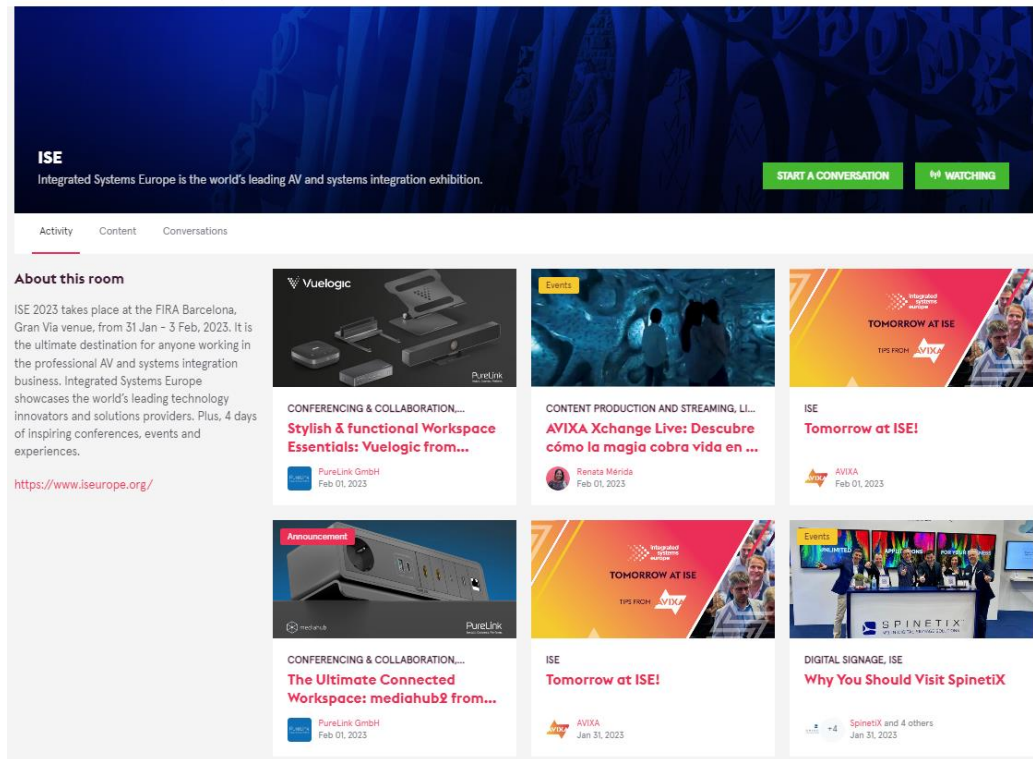
- Featuring vibrant discussions and engaging meet-ups
- Plan to attend the live programming and join the online discussions, many of which are taking place as Xchange Talks in the InfoComm Room
<https://xchange.avixa.org/rooms/infocomm/discussions>
- Find the schedule at:
<https://www.infocommshow.org/avixa-xchange-live>

Develop your audience & brand



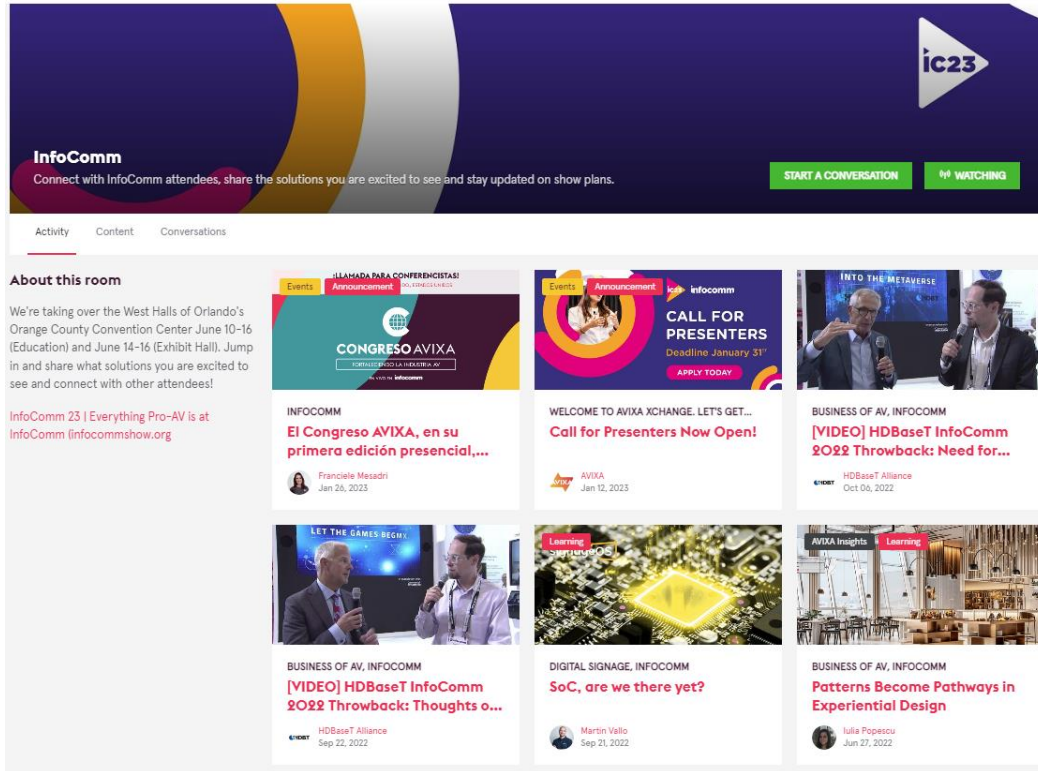
- Capitalize on the increased traffic by posting case studies, thought leadership pieces, announcements of new technology solutions
- Showcase your company's human side and culture by sharing insider tips, engaging in "best restaurant" discussions, teasing your cool swag, etc.
- Increase earned media opportunities. Follow influencers, presenters, etc. Contribute insights into their content.
- Grow your following across Twitter, LinkedIn, Facebook and Instagram as Xchange members can easily click through to your various social profiles.
- Leverage the audience by inviting members to "Follow" you, share what they want to see, book a booth tour, and more!

Leveraging Xchange as an Exhibitor



- Review the ISE and InfoComm Rooms to discover what others are doing
- Follow people and companies who post and engage in the InfoComm room and particularly, with your content
- Will your team be presenting or sponsoring a session? Invite your presenter(s) to join Xchange so that you can tag, promote and engage them.
- Do you have a podcast or blog? Post them!
- Are you offering courses online or at the show? Promote them!
- Do you want to attract talent? Showcase your brand in the Workforce Dev Channel & InfoComm Room

The InfoComm Room



InfoComm
Connect with InfoComm attendees, share the solutions you are excited to see and stay updated on show plans. [START A CONVERSATION](#) [WATCHING](#)

Activity Content Conversations

About this room

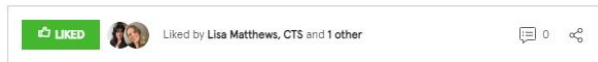
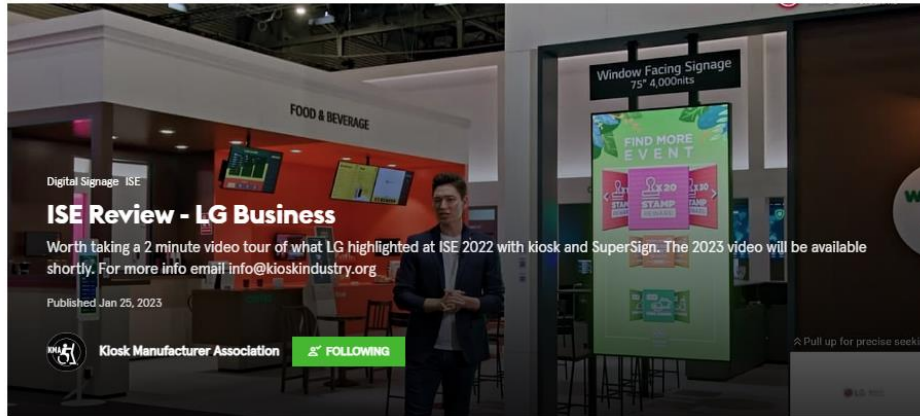
We're taking over the West Halls of Orlando's Orange County Convention Center June 10-16 (Education) and June 14-16 (Exhibit Hall). Jump in and share what solutions you are excited to see and connect with other attendees!

InfoComm 23 | Everything Pro-AV is at InfoComm infocommshow.org

- CONGRESO AVIXA**
Franciele Masadri
Jan 26, 2023
- CALL FOR PRESENTERS**
AVIXA
Jan 12, 2023
- [VIDEO] HDBaseT InfoComm 2022 Throwback: Need for...**
HDBaseT Alliance
Oct 06, 2022
- [VIDEO] HDBaseT InfoComm 2022 Throwback: Thoughts o...**
HDBaseT Alliance
Sep 22, 2022
- DIGITAL SIGNAGE, INFOCOMM SoC, are we there yet?**
Martin Vallo
Sep 21, 2022
- Patterns Become Pathways in Experiential Design**
Iulia Popescu
Jun 27, 2022

- The most-watched room on Xchange.
- Your content will reach Xchange visitors AND all room subscribers via a Daily Digest email!
- Hosts AVIXA TV content
- Reach attendees, non-attendees, Systems Integrators, end users...
- Post across channels and rooms to broaden your targeted reach – easy, one-step posting
- Stay engaged year-round
- Easier to navigate to topics and events than via social platforms, plus, your posts will be seen by everyone entering the space, not just those following you
- Your content will build a library on your profile and continue to be viewed for months (and years)

Amplify the Experience



Here we are in the retail zone

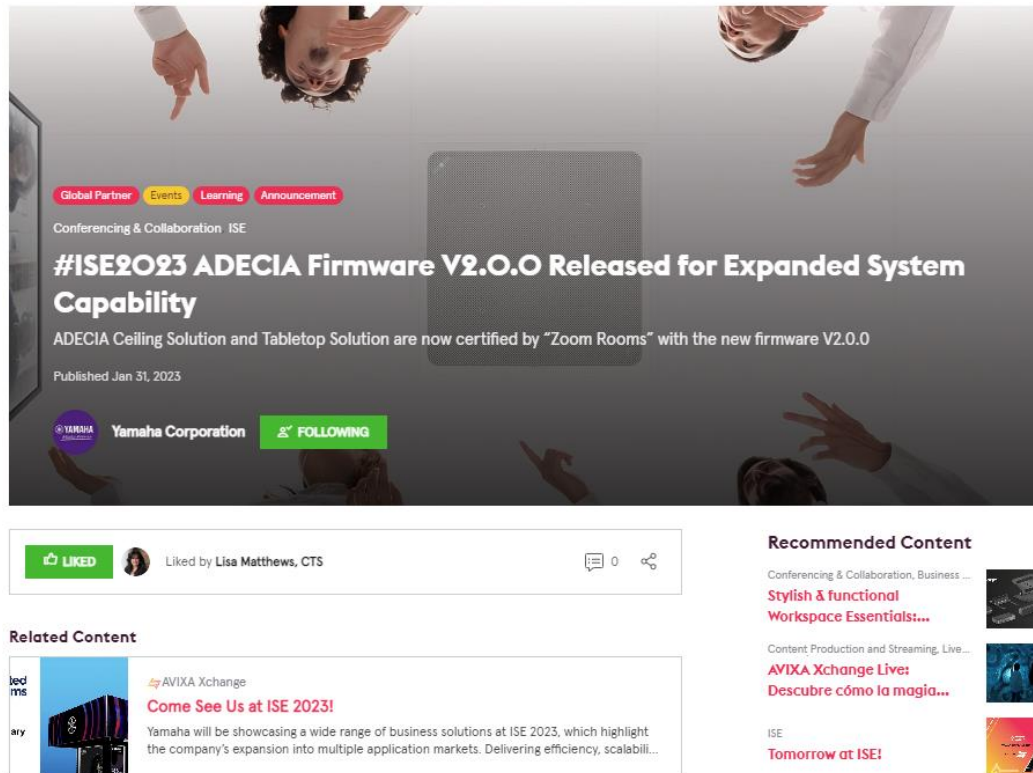
The retail industry in general is quickly transitioning to a more digital world and LG's innovative solutions are leading this trend. Let's take a closer look together.

Recommended Content

- Conferencing & Collaboration, Business ... Stylish & functional Workspace Essentials...
- Content Production and Streaming, Live... AVIXA Xchange Live: Descubre cómo la magia...
- ISE Tomorrow at ISE!
- Conferencing & Collaboration, Business ... The Ultimate Connected Workspace: mediahub2 fro...
- ISE Tomorrow at ISE!

- Post a teaser about what attendees will see at your booth
- Introduce team members who will be at the show/booth and invite members to connect
- Invite attendees and non-show-goers to ask questions and invite them to "Follow" you on Xchange to stay in the know!

Create Excitement



Global Partner Events Learning Announcement

Conferencing & Collaboration ISE

#ISE2023 ADECIA Firmware V2.0.0 Released for Expanded System Capability

ADECIA Ceiling Solution and Tabletop Solution are now certified by "Zoom Rooms" with the new firmware V2.0.0

Published Jan 31, 2023

Yamaha Corporation FOLLOWING

LIKED Lisa Matthews, CTS

Recommended Content

Conferencing & Collaboration, Business ...
Stylish & functional Workspace Essentials:...

Content Production and Streaming, Live...
AVIXA Xchange Live: Descubre cómo la magia...

ISE
Tomorrow at ISE!

Related Content

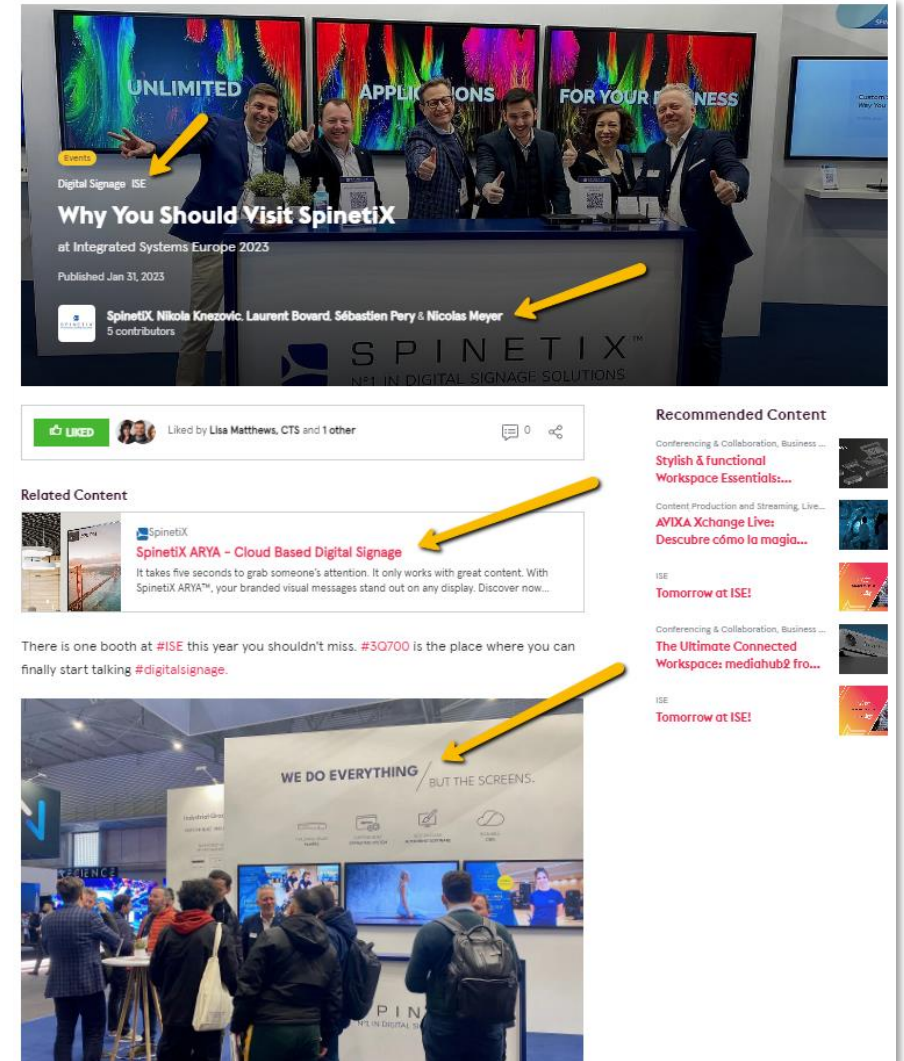
AVIXA Xchange
Come See Us at ISE 2023!

Yamaha will be showcasing a wide range of business solutions at ISE 2023, which highlight the company's expansion into multiple application markets. Delivering efficiency, scalabili...

- Before or during the show, interview your team's experts about the innovative technology you're introducing. A quick video can be embedded or linked and is sure to grab the audience's attention!
- Create a short video booth tour to post, or even give a quick daily "what's happening in the booth today" update!
- Leverage your company's social media posts - share links from your social posts or embed them in a post on Xchange and, conversely, easily share Xchange posts across your social platforms.

Example of an Impactful Post

- Shared in a Channel and the show's room
- Multiple contributors – linked directly to their profiles
- Fun image, visual references of the booth
- Booth details – What are they showing? Why should attendees visit them?
- Related content – resource shared
- Call to action!



Being an active member of the community year round



- Increases visibility and brand awareness
- Demonstrates thought leadership
- Engages a fresh audience for rich conversations and lasting connections
- Inspires project ideas and collaboration
- Reaches both in-person and online audiences. Leverage the overlap and show momentum.

It's more than a show platform, it's a year-round community!