

leat con & Future of Festivals Partnership



leat con and Future of Festivals are joining forces to launch a new partnership designed to send a positive signal to the entire events industry: Both events will create added value by allowing future attendees to gain access to both events with a single ticket purchase. Ticket buyers for one event will receive a code for a free ticket to the other event. The combined allocation is limited to 500 tickets. The picture above shows Duc Nguyen (leat con) and Robert Stolt (Future of Festivals).

Through this collaboration, leat con and the Future of Festivals aim to demonstrate that the future of the events industry lies not in competition, but in cooperation. Both events have distinct profiles, appeal to different target audiences in some respects, and focus on their own specific content areas. Yet this is precisely where the added value lies: While leat con focuses on experience technologies in the fields of live events, ProAV, stage technology, broadcast, and telecommunications, the Future of Festivals brings together festival organizers, service providers, cultural actors, and innovators in the festival industry. These are diverse target audiences, yet they face similar challenges, and their great opportunities lie in the many points of intersection that make exchange and collaboration indispensable. Especially in an industry facing major changes, there is a need for platforms that work together, share knowledge, and facilitate new connections. The new partnership builds a bridge designed to make exactly that possible.

The joint ticketing partnership is therefore not only intended to provide added value for visitors, but also to send a clear signal to the entire events scene: Different profiles can complement one another. In this way, cooperation strengthens the industry. And together, we create greater visibility, greater relevance, more

leat con & Future of Festivals announce Ticket Partnership

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innovation, and greater future potential for the entire events industry.

www.leatcon.com

www.futureoffestivals.com