

Typical AV Budgets for Conferences in Atlanta

Reference Guide for Conferences with 100–500 Attendees
360 AV Rentals

A photograph of a conference room. In the foreground, there are several rows of dark wooden tables with grey upholstered chairs. The room is carpeted with a pattern of red, blue, and grey. In the background, there is a stage area with a red curtain. A person is standing on the stage near a podium. A large projector screen is on the stage, displaying the text "BUSINESS Media!". There are two large white cylindrical pendant lights hanging from the ceiling. A black speaker is visible on the left side of the stage. The overall lighting is warm and slightly dim.

Small Conference (100–150 Attendees)

- Typical Budget Range: \$3,500 – \$9,000
- Single projection screen or LED display
- 5K–7K lumen projector
- Podium mic + 2–3 wireless microphones
- Basic stage lighting
- Small sound system
- Laptop integration & presentation support

Mid-Size Conference (150–300 Attendees)

- Typical Budget Range: \$9,000 – \$25,000
- Dual projection screens or LED displays
- 7K–10K lumen projection
- 4–6 wireless microphones for speakers and panels
- Digital audio mixing console
- Stage wash lighting + room uplighting
- Confidence monitor for presenters
- Breakout room AV support

Larger Conference (300–500 Attendees)

- Typical Budget Range: \$25,000 – \$55,000+
- Dual large screens or LED wall
- 10K+ lumen projection systems
- Multiple wireless microphones & panel setups
- Professional sound reinforcement
- Custom scenic stage design
- Full lighting design
- Multi-camera recording or livestream
- Technical direction & show management



Factors That Influence AV Budgets

- Room size and ceiling height
- Number of breakout rooms
- Scenic stage design requirements
- Lighting complexity
- Recording or livestream production
- Length of event (single day vs multi-day)

Local Atlanta Production Partner

- 360 AV Rentals
- **Service-Focused** Audiovisual production for conferences, meetings, and corporate events
- Serving hotel ballrooms and conference venues across Atlanta and the Southeast
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