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cavlo: An Update

Much has changed over the last four years in the world of commercial audio, video, lighting and control systems. From basic distributed systems to the most elaborate live entertainment production rigs, everything has leveled up. And virtual meetings? Fuggedaboutit...what cost five figures ten years ago is now built into a good laptop.

Trade shows have changed as well. The days of one or two massive, impersonal experiences being the only options for manufacturers to showcase their solutions are gone, likely (and, from my point of view, thankfully) forever. Audiences nationwide have proven that **smaller, more intimate events** allow participants to have more meaningful conversations focused on products and solutions - not booth production and hype.

Exhibitors also benefit from this revolution: gone are the days of their only option being riddled with high-dollar nickel-and-diming, points systems that are used more to extort than reward and outrageous fees for basic amenities. And attendees no longer need to scramble for a "VIP" code to simply gain access to their own trade organization's main event without paying hundreds of dollars – and this after already paying for travel, lodging and lost time.

I'm happy to be part of this revolution: I created cavlo while on a covid-induced hiatus from contracting: with Vegas nearly completely shut down, not only was there no need for AV systems, there was no money for them, either. The first edition of cavlo -- held in Las Vegas in May of 2021 -- was successful enough to schedule a second one in the DFW area that fall and then a third in Nashville the following spring. And we've been producing two shows a year since, never stopping to formulate a plan or figure out where we were headed. Heck, I've never even done a SWOT analysis – I just juggled being a #proAVL contractor and trade show producer as best I could.

So, with that said, we're taking a break. There will be no cavlo in the spring of 2025. After finalizing our strategic plan we'll be back in the fall of 2025 with all the features we've become known for: all-inclusive booth packages for exhibitors, easy-to-access show locations for commercial AVLC pros and, of course, free parking, free admission and free snacks! We will also reveal some new partnerships and expand our training and education offering, including some options that the industry has been missing – but still in need of -- for years.

And yes -- we'll also keep offering a cash prize for anyone who can successfully decipher what the letters in cavlo stand for (although, to be quite honest, I sure would like someone to figure it out sooner rather than later – this is getting expensive!).

I'm excited about what cavlo has in store for all of us AV geeks and hope that you'll join us as we strengthen our industry from within.

My best, *Mike*