



August 24, 2021

Addressing CV19 Concerns

The cavlo trade show was created during the early days of the CV19 pandemic, so monitoring statistics is nothing new to us. Just as we did with our inaugural Las Vegas event in May, we've been studying key metrics as published by the Texas Department of State Health Services and the Mayo Clinic to help us make an informed decision about the health practices we intend to employ at cavlo Texas.

Based on the data we've studied, it appears that the numbers of cases in Texas is beginning to plateau. Specifically, data published by the Mayo Clinic* indicates that the peak of infections will be reached between August 23rd and September 3rd (more than a month before cavlo Texas), followed by a steady decline thereafter as the impact of increased vaccination rates is felt. Anecdotally, we've also noticed that some hospitals in Texas – including in the DFW area -- continue to do elective and non-emergency procedures, indicating that there is no acute shortage of hospital beds.

When you combine these facts and the fact that the cavlo Texas exhibit booths will be outdoors (under the cover of the Ram Backyard at Texas Live!), we feel that cavlo Texas is a safe event to welcome professionals from the audio, video and lighting fields to come network and learn. However, out of an abundance of caution – and to help make all of our guests feel comfortable – we are implementing the following procedures:

1. We will be *requesting* that you wear a proper mask at all outdoor spaces (exhibit booths); and
2. We will be *requiring* that you wear a proper mask in all indoor spaces (panel discussions and educational sessions).

At this time – unlike NAB and CES -- there are no plans to require proof of vaccination; instead, we will be relying on each attendee's sense of courtesy and professionalism to "be a good neighbor" and help make all who attend cavlo Texas feel welcome and secure regardless of their personal beliefs.

I sincerely hope this allays any concerns anyone may be experiencing about attending cavlo Texas; if not, please go to the website – www.cavlo.tech – and reach out through the "Contact" page and let me know where you feel we've fallen short.

Sincerely,

M. Brown-Cestero

Mike Brown-Cestero
Managing Director

* - www.mayoclinic.org, 24Aug21