



# cavlo

ideate. integrate. operate.

# SEATTLE

## OCTOBER 10, '24

Lynnwood Event Ctr.

[www.cavlo.tech](http://www.cavlo.tech)

The Lead

After a successful Nashville show in April, cavlo is headed to the Pacific Northwest for another all-inclusive edition of the event that is democratizing #proAVL tradeshow! Our goal is to make it easy to exhibit, easy to attend and easy to produce. We call it E3: your exhibitor fee delivers a furnished booth (including nominal power)<sup>1</sup>, lunch on load in day, the Welcome Reception, hotel room night/s<sup>1</sup> & the registrant list—all in a union-free exhibit space, so no drayage fees, hidden “service” fees or \$186 wastebaskets!<sup>2</sup>

The City/Venue

Approximately 9.5 million people live within 200 miles of downtown Seattle; 41% of them work in the education, health care, hospitality, technical & construction industries.<sup>3</sup> Easy access via Seattle-Tacoma airport (SEA) & interstate highways 5 & 90. cavlo Seattle will be held at the Lynnwood Event Center (hotel accommodations by Embassy Suites) on October 10, 2024 (load-in & Welcome Reception on the 9th). And this time, the Breakout Sessions are free (first come, first served—twelve (12) time slots available)!



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The Booths  
Sponsorships

*Furnished booths include power/room night(s) as listed:*

**8x20** (~160 sf)—10 amps of 120V power, three (3) exhibitor badges & room nights (three brands max)\*: **\$2,795**

**8x15** (~120 sf)—5 amps of 120V power, two (2) exhibitor badges & room nights (two brands max)\*: **\$2,495**

**8x10** (~80 sf)—5 amps of 120V power, one (1) exhibitor badge & room night (one brand max): **\$2,195**

*Got training? Twelve free, 1-hour breakout sessions avbl!*

### Welcome Reception

Host a cavlo Day 1 staple: the complimentary Welcome Reception where AVL pros meet, mingle & munch! Web presence & event branding—**\$1,495**

### Equipment Sponsorships

Keep your brand front-and-center by placing it in our breakout spaces: **\$495**/product type (speaker, display, microphone, etc.); signage allowed & all equipment acknowledged each session.

### cavLOUNGE

Debuting in Nashville, the cavLOUNGE provides complimentary refreshments in a comfy, chill space right on the show floor. Unwind, catch up & recharge with your fave #avtweeps!!

\* - brands must be owned or distributed by the same entity. Please ask if uncertain.



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## The Extras

cavlo Seattle will feature several “extras” to further engage our audience & drive attendance:

- “Guess cavlo” - our own version of “Where’s Waldo®” - offers a \$1,500 prize for correctly guessing what each of the letters in the word cavlo stand for;
- The cavlo Community Corner will house representatives from WAVIT, HETMA & other trade organizations;
- Free breakout session slots with included AV systems—let’s get (y)our learning on!

## The Numbers

cavlo delivers decision makers to the show floor. cavlo Seattle will be the seventh edition—here are some stats from the previous editions:

- over 2,500 registrants in three markets (LAS, BNA, DFW);
- just over 50% identify as integrators, 27% as end-users, 12% as specifiers & 10% as rental/production;
- 43% say they have direct influence over buying decisions, while 45% say they make the sole and/or final decision.



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cavlo Seattle's Media Partners include

**Lighting & Sound  
America**

 **MarketScale**

**TECHNOLOGIES  
FOR WORSHIP®**

All exhibitor & guest accommodations for

cavlo Seattle provided by

Embassy Suites by Hilton Lynnwood

20610 44th Ave West

Lynnwood, WA 98036

(425) 775-2500

*free parking - fitness center - pool*

**Questions? Requests? Ordering info?**

**Contact [mike@cavlo.tech](mailto:mike@cavlo.tech) !**

**Media/Press**

**The Hotel**