



cavlo

ideate. integrate. operate.

May 3-4, 2023 Las Vegas

HISTORY

Now in its third year, **cavlo** was born from two converging needs: manufacturers of professional audio, video & lighting equipment looking for a quick, simple & cost-effective way to engage with the professionals who specify, install & use their products & those same individuals looking to connect with those manufacturers without the expense & lost productivity of a cross-country trip.

The first **cavlo** was in May of 2021 in Las Vegas – the first post-pandemic, in-person, pro-AVL trade show. And now we're back, baby! After turns in Texas & Nashville, **cavlo** is returning to Las Vegas bigger & better than ever!

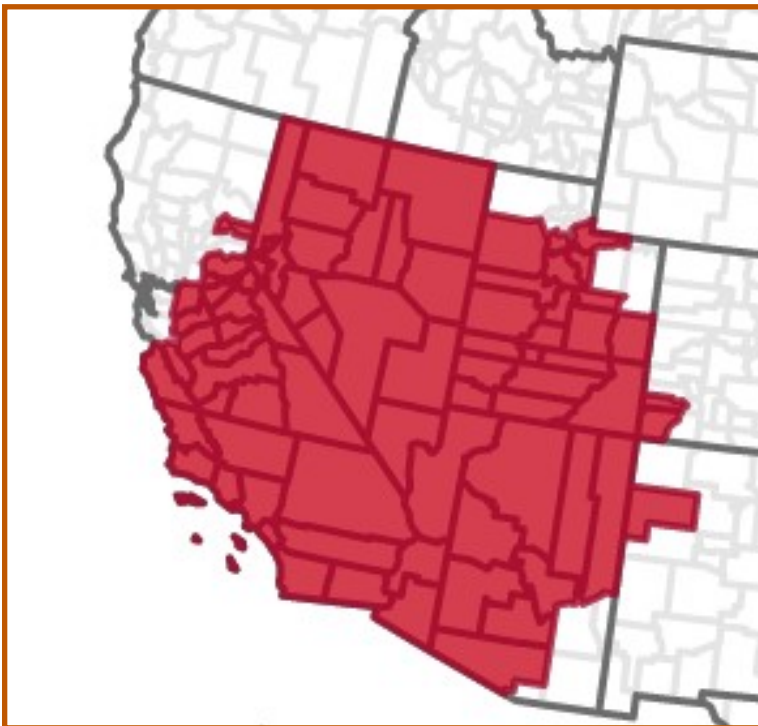
cavlo alternates between Las Vegas & Nashville in the spring & heads to Texas every fall; as we look to the future, **cavlo** will be adding a third regional show to be held in the summer of each year—stay tuned!

VEGAS: THE REGION

cavlo

cavlo's return to Vegas will again take advantage of the #proAVL-rich communities located within easy driving distance—& even shorter flight times (unless you're on Southwest) — of southern Nevada. Designed for the typical AVL contractor/production firm in mind, **cavlo** is geared to the 99% of pro-AVL firms that aren't SCN T50 firms, that don't have unlimited travel budgets & that can't afford the lost productivity of sending key employees on a multi-day, cross-country trip to attend a trade show. Attendance is free, hotels reasonable & our target audience is AVL professionals who live within 350 miles of Las Vegas.

We will be actively engaging with the #avtweeps that live & work in the SoCal/SoNev/AZ/UT regions; approximately 37 million people, 5.5 million of



whom are employed in the hospitality, professional/technical, education &/or construction fields⁽¹⁾. This region is the most #proAVL-dense region in America, featuring countless F500, higher-ed, hospitality & entertainment firms/venues—& thousands upon thousands of designers, integrators & operators supporting them!

(1) US Economic Development Administration, January 2023

VEGAS: FEATURES

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- **cavlo** exhibitors will again enjoy our unique “Booth Parity” features:
 - booth pricing is all-inclusive: pipe-and-drape, furniture, badges, nominal power & hotel room night/s — and *every exhibitor receives the entire list of registrants* after the show!
 - booths are “first come, first served” - no “priority lists” or special treatment for larger exhibitors;
 - need a bit of help with load in? our **cavlo** Ambassadors can help you with that bulky display (no need to send extra staff just to carry/lift something); and
 - no union fees, no drayage, no “service” fees or other hidden costs: your booth is one set price, period.
- Also, based on exhibitor feedback, we’re continuing to offer...
 - complimentary box lunch for exhibitors on load-in day;
 - complimentary Welcome Reception the evening of day one;
 - ...and added
 - on-site food & beverage options on show day to keep attendees on the show floor!

Booth costs:

10x10: \$2,495 (one brand max)

10x15: \$2,995 (one brand max)

10x20: \$3,495 (up to two brands, w/ management approval)

All booths include pipe-and-drape, carpeting, a draped table, two chairs, 120V power (5A for 10x10 & 10x15 & 10A for 10x20), exhibitor badges & hotel room nights (1, 2 & 3, respectively).

*Additional power, room nights, badges & internet connectivity are available—**please inquire early!***

About two weeks after the show, every exhibitor will receive the full list of registrants (in Excel format) via emailed link.

On-site “empties” storage & overnight security provided. Freight goods can arrive no earlier than May 2nd—please inquire for address

As always, Original Exhibitors (those who exhibited at cavlo Vegas 2021) enjoy a 10% discount on their booth cost

Sponsorship opportunities:

Platinum Sponsor

*Enjoy the exposure of the central booth — a center-house, 10x40 booth that every attendee will see from the main entrance — & being recognized as our Platinum Partner in all **cavlo** marketing. Display up to four brands; it includes four badges, four hotel room nights & access to the registrant list one week sooner than any other exhibitor.*

\$4,995 all in.

Event Sponsorships

***Lunch-n-Learn:** feed the #avtweeps as they listen, lunch & learn about “AVoIP: Best Practices” \$2,495*

***Podcast Zone:** Get your #proAVL gear (& your brand) in front of today’s influencers at our dedicated Podcast Zone, where they will be broadcasting their shows from the **cavlo** show floor. \$495 per product type*

Attendees will enjoy:

- Complimentary admission for qualified members of the professional audio, video & lighting community;
- Reconnecting in-person with their local reps & manufacturer contacts;
- Hands-on, in-person demonstrations of professional audio, video & lighting gear from the world's leading manufacturers;
- On-site Discussion Panels featuring real-world subject matter experts; &
- A chance to win \$500 cash!

VEGAS: THE VENUE

All events will be at The Orleans Hotel, located just a little over a mile from The Strip & featuring free parking, a fitness center, pool, movie theaters, a bowling center, several dining options & easy access to all of Las Vegas; if you need more room nights than those included with your booth, check with us first!



VEGAS!

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The latest information, forms &
show floorplan can be found on the web:

www.cavlo.tech/exhibit

Requests for additional services, room nights or more
specific information can be sent to

info@cavlo.tech

We'll see you in Vegas!

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