



## ***Greetings from Las Vegas!***

Spring is a busy time for commercial AVL-focused trade shows on the west coast: beginning with NAMM in late January (it's always springtime in Anaheim) and concluding with InfoComm in June –with Campus Safety Conference, CinemaCon, Digital Signage Expo and LightFair in between – nearly 300,000 attendees pack west coast convention center halls in search of the next “game changer” product, re-kindling business relationships or perhaps just relaxing and getting way from the home office for a few days.

But not in 2020. As the enormity of the pandemic enveloped our entire industry, trade shows fell by the wayside at a near-weekly rate. Industry stalwarts like NAB and InfoComm cancelled and smaller shows rescheduled before ultimately cancelling as well. Digital Signage Expo and Light Show West are gone for good.

Enter **cavlo**, a regional trade-show for professionals in the commercial audio, video and lighting market. Originally conceived and scheduled for 2020 (when I thought “just a few weeks to flatten the curve and then we’ll be back to normal,” lol), **cavlo** will be your only opportunity to connect in person with commercial AVL manufacturers, designers, integrators and end users from the greater southwest US on the west coast in 2021 (NAMM was cancelled, DSE is defunct and Infocomm is in Florida). Occurring **May 13** at The Orleans Hotel & Casino in Las Vegas, **cavlo** will feature demo rooms and panel discussion as well as a traditional show floor full of exhibits from commercial A/V/L manufacturers and solution providers.

Our typical attendee will likely reside in the area that is within a ~400 mile radius of Las Vegas, will likely drive – rather than fly – to Vegas, and is likely very familiar with Vegas already, having previously attended trade shows and probably vacationed here. The Orleans Hotel is less than two miles from The Strip, so you’re close enough to catch a show or do some shopping, but far enough away that it won’t take you 45 minutes to find a parking spot.

Of course, your comfort and ease of mind are of utmost concern to us - if any Covid19 precautions or mandates remain in place, we will follow official edicts of the CDC and the local authorities, as well as the best practices laid out by the Event Safety Alliance and the Las Vegas Convention and Visitors Authority, to make you feel safe and secure as we return to live, in-person networking.

We look forward to seeing you May 13 as we kick off the 2021 convention season in Vegas!

Sincerely,

*Mike Brown-Cestero*

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Managing Director

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