



cavlo

ideate. integrate. operate.

May 11, 2022 Nashville

THE HISTORY

cavlo

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

Designed with the typical AVL professional in mind, **cavlo** is for the 99% of pro-AVL firms that don't have unlimited travel budgets and can't afford the lost productivity of sending key employees on a multi-day, cross-country trip for a trade show.

The first **cavlo** trade show was in May, 2021 in Las Vegas – the first post-pandemic, in-person pro-AVL convention. The second was held in Arlington (TX) in October of 2021; both shows included attendees who identified as designers, integrators and end users from the education, hospitality, worship, entertainment and event production markets.

Daryl Porter (right) and David Bauer (center) listen as Matt Larson (left) of DiGiCo explains some of the features of their Quantum audio console at cavlo Las Vegas (2021)



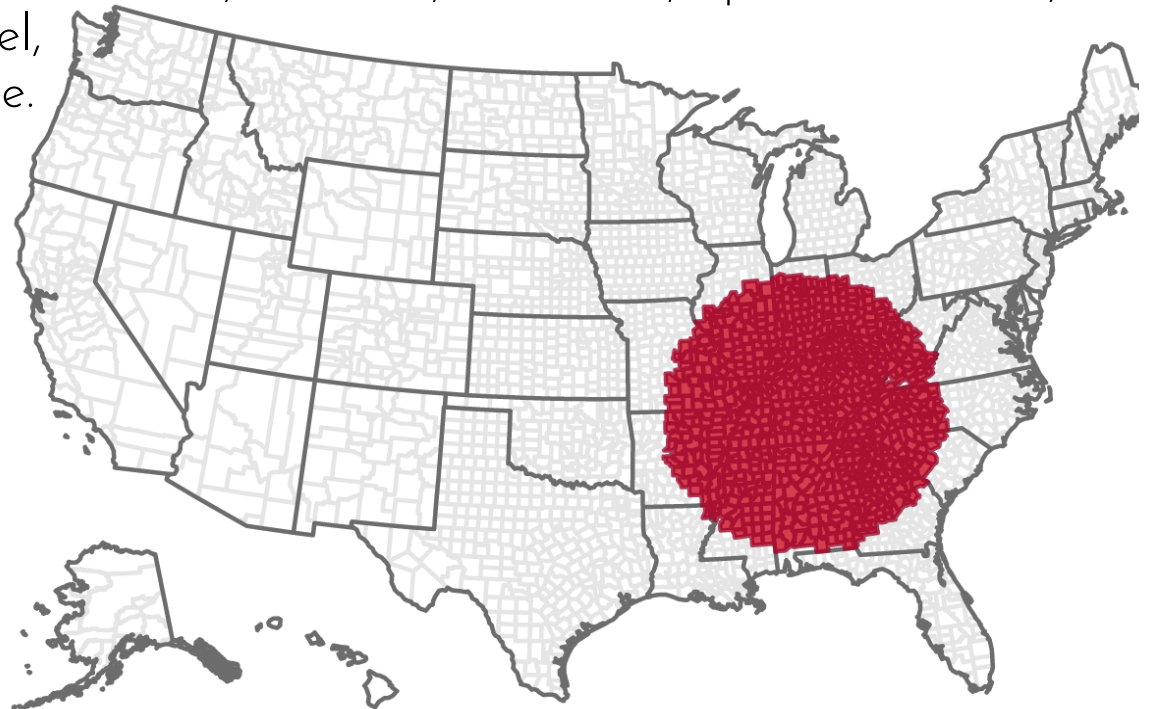
NEXT UP: NASHVILLE

The third edition of **cavlo** will be in the “Music City:” Nashville, Tennessee! Not just a live entertainment mecca, Nashville is a major metropolitan area in it’s own right and popular vacation destination with nearly 52 million people living within a five hour drive. In addition to an international airport (BNA), it is easily accessed by interstate highways 24, 40 and 65.

Nearly 23% of Nashville residents are employed in the education in health care fields; another ~23% make up the professional and retail fields nearly equally, while more than 10% are in the hospitality/entertainment markets.

St. Thomas Health, Nissan NA, HCA Healthcare, the other UT, Lowes, Bridgestone, Amazon, Walgreens, Vanderbilt, the Southern Baptist Convention & Shoney’s call it home. You’ll also find Bandit Lites, Sound Image, Clair Solutions, Diversified, Solotech, ProMedia, Spectrum Sound, LMG, NWN Carousel, CTS & AVI-SPL there.

The area within a 350-mile radius of the Nashville metropolitan area: a five-hour drive (or ~90-minute flight) for nearly 52 million people.



NEXT UP: NASHVILLE

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- **cavlo** exhibitors will again enjoy all-inclusive pricing: each of the three standard booth sizes (10x10, 10x15 & 10x20) includes pipe-and-drape, furniture, a wastebasket and power – and every exhibitor receives the *entire list of registrants* after the show!
- **NEW** for Nashville: every **cavlo** booth will also include hotel room nights, so you're only handling travel and shipping!
- As always, **cavlo** has no union fees, no drayage, no "service" fees or other hidden costs: your booth is one set price, period.
- Attendance for qualified AVL professionals is free; **cavlo** is where they come to network and learn in a pro-business, low-hype environment: no chocolate fountains, 40-foot-tall speaker stacks or thousands of looky-loos clogging the aisles. **cavlo**'s focus is on products and people, not the production value of a booth. And, since **cavlo** is a more intimate event, every booth is a great booth (we call it "booth parity")!
- Also included is the **cavlo** Welcome Reception, where you can meet & mingle with other industry pros – on us!



Dan Baker (L) & Jean Rene Georges of LG
with Kathryn Cordina (Sound Control Technologies) at cavlo Texas (2021)

Booth costs:

100sf (~10x10): \$2,495.00 (one brand max)

150sf (~10x15): \$2,995.00 (one brand max)

200sf (~10x20): \$3,495.00 (two brands max)

All booths include pipe-and-drape, a draped table, two chairs, a wastebasket, power (120V/5A for 10x10 & 10x15 and 120V/10A for 10x20; additional power available if requested in advance), exhibitor badges (2, 2 & 3, respectively) & hotel room nights (2, 4 & 6, respectively)

About two weeks after the show, every exhibitor will receive the full list of registrants via email

On-site “empties” storage and overnight security provided. Freight goods can arrive no earlier than May 9th

returning cavlo Las Vegas 2021 exhibitors enjoy a 10% discount

Sponsorship opportunities:

Platinum Sponsor

Enjoy the exposure of being in the largest booth – a 300sf (~10 x 30) booth flanked by the doors that lead to the Discussion Panels – and being recognized as our Platinum Sponsor on all marketing. \$4,995 includes the booth, receiving the list of registrants one week before any other exhibitor, five exhibitor badges and ten hotel room nights at **cavlo** Nashville.

Equipment Sponsors

Feature your AVL gear in our discussion panels – \$495 (per product type) ensures your microphone, speaker, camera, mixer, switcher, streamer, light, etc. is the only one used in all Discussion Panels and is so recognized at the beginning of every Discussion Panel.

Attendees will enjoy:

- Complimentary admission for qualified members of the professional audio, video and lighting community
- Reconnecting in person with their local reps and manufacturer contacts
- Hands-on, in-person demonstrations of professional audio, video and lighting gear from the world's leading manufacturers
- Discussions Panels featuring subject matter experts on current, relevant topics
- A chance to win a 4K LG TV (*winner chosen from attendees*)

NASHVILLE: THE VENUE

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cavlo Nashville will be held at the
Embassy Suites Nashville South Cool Springs
820 Crescent Centre Drive Franklin, TN 37067

*(Load in & Welcome Reception on
May 10, Show & load out May 11)*

Featuring:

- *True two-room suites*
- *Indoor pool & Fitness Center*
- *Business Center*
- *On-site restaurant*
- *Room service*
- *Free self parking for exhibitors*
- *Load-in dock at exhibit space*
- *Easy access—just off of IH-65*

MY KEY TO:



A TWO-ROOM SUITE



COMPLIMENTARY DRINKS



MADE-TO-ORDER BREAKFAST



**EMBASSY
SUITES**
by HILTON™

NASHVILLE: QUESTIONS?

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Additional information, the exhibitor application
and the show floorplan are available at
www.cavlo.tech

Requests for further information can be sent to
info@cavlo.tech

Music City, here we come!

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