



CEDIA 2017 POST SHOW REPORT

SEPTEMBER 4-8, 2018

San Diego Convention Center | San Diego, CA



Life Connected

CEDIA[®] EXPO

www.ediaexpo.com

THIS IS YOUR INDUSTRY.

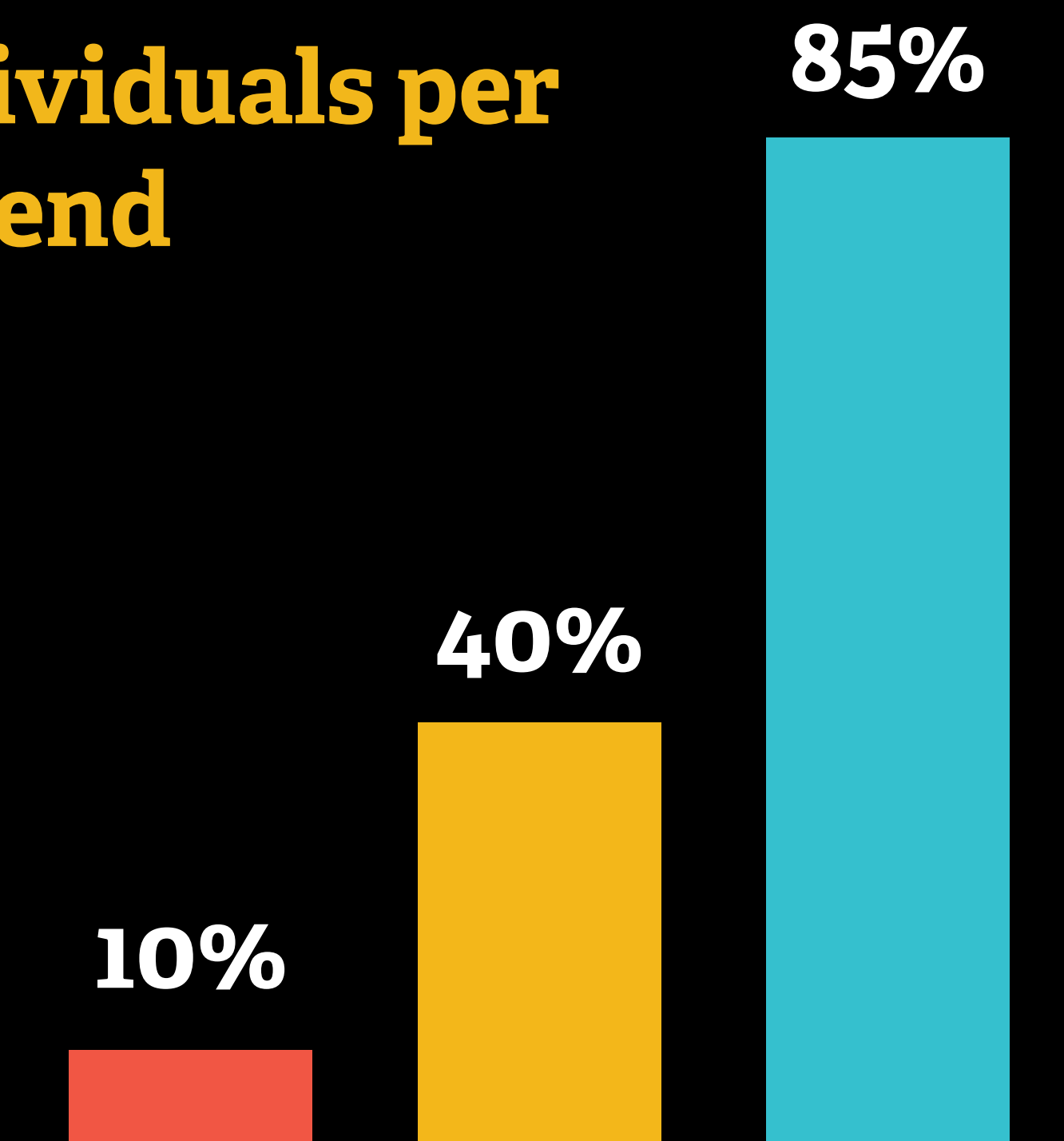
Immerse yourself
in the explosion of
connectivity. CEDIA 2018
is your opportunity to
stay informed, equipped,
and connected with a
passionate network of
home tech pros.



BRINGING THE HOME TECH INDUSTRY TOGETHER

6,000 unique companies attending

Nearly 2 individuals per company attend



Number of buyers increased nearly 10%

Close to 40% of 2017 buyers attended for the first time

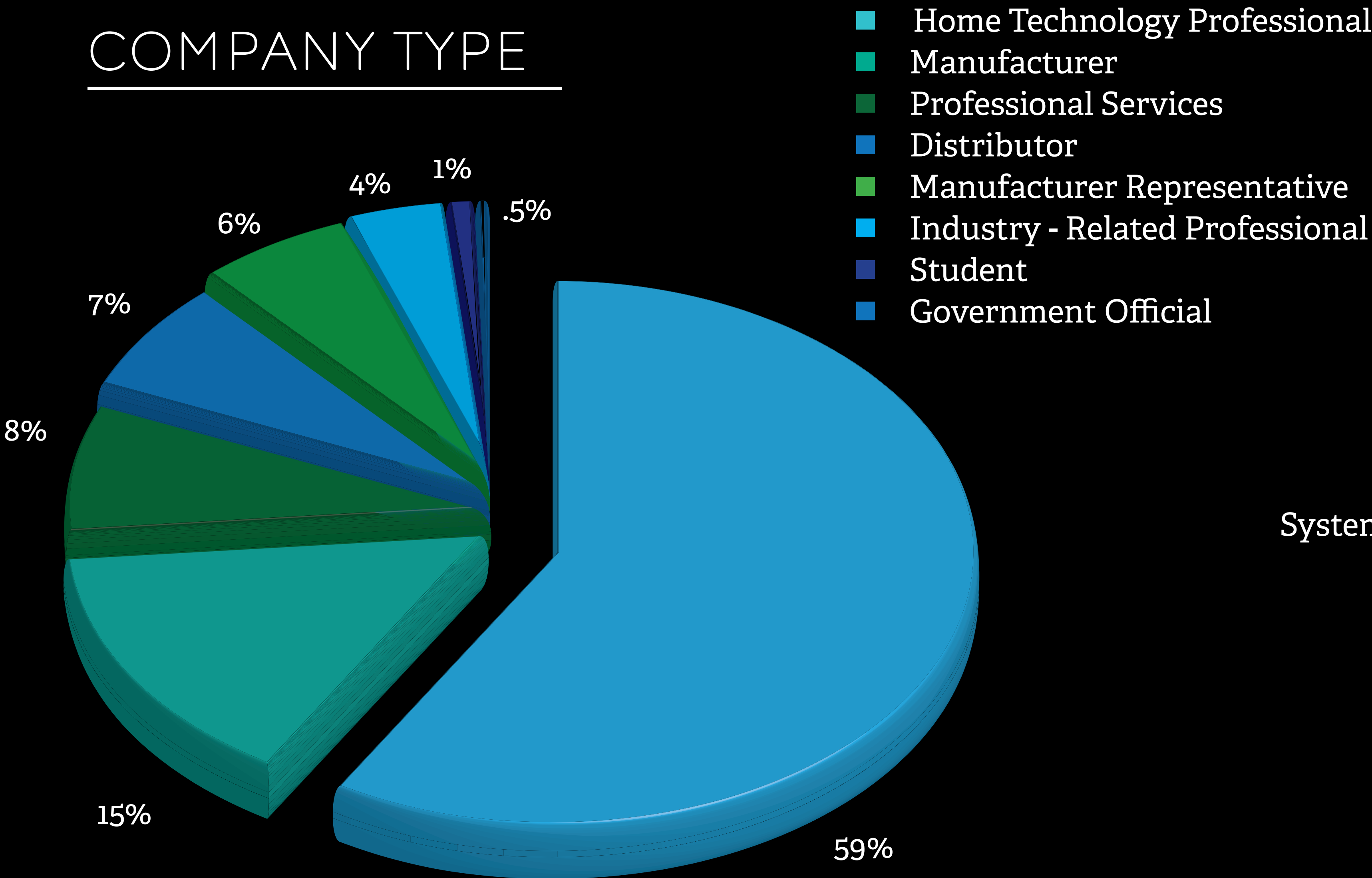
Over 85% of attendees held buying power



KNOW YOUR AUDIENCE.

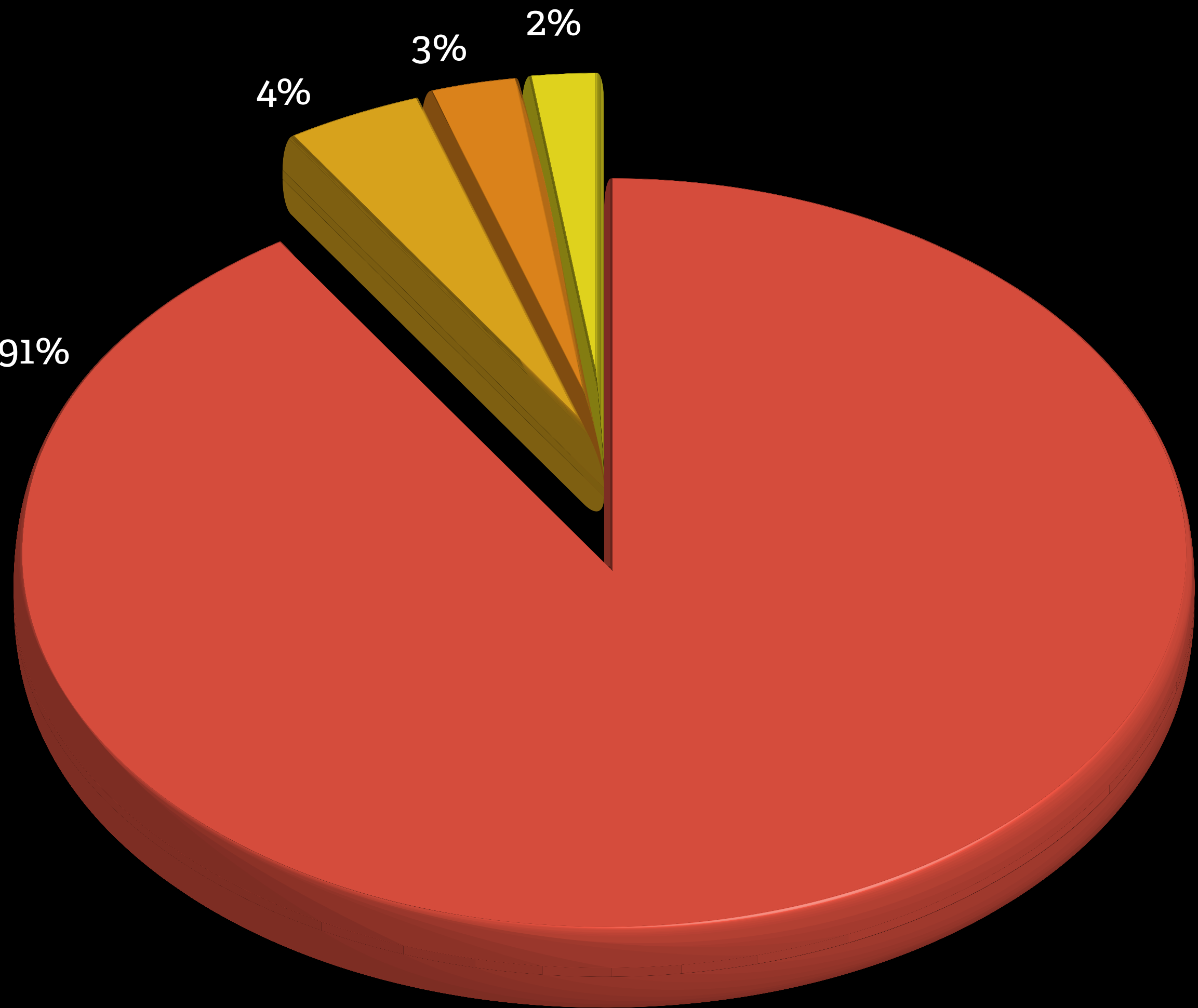
ATTENDEE PROFILE

COMPANY TYPE



HOME TECHNOLOGY PROFESSIONAL TYPE

- Systems Integrator/AV Installer
- IT Professional
- Electrician
- Security Professional

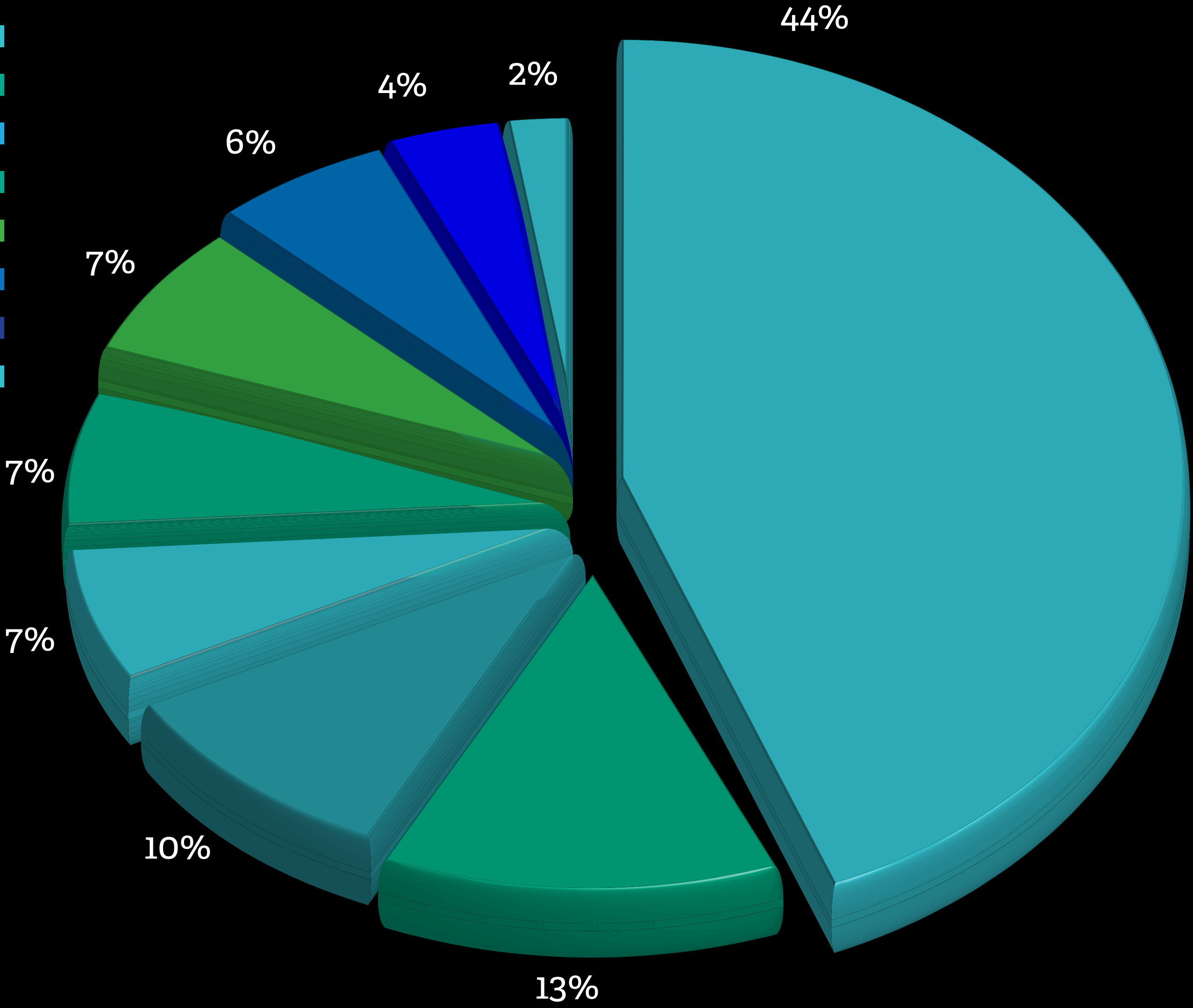


Over 90% of the Home Technology Professionals are Systems Integrator/AV Installers.



JOB TITLE

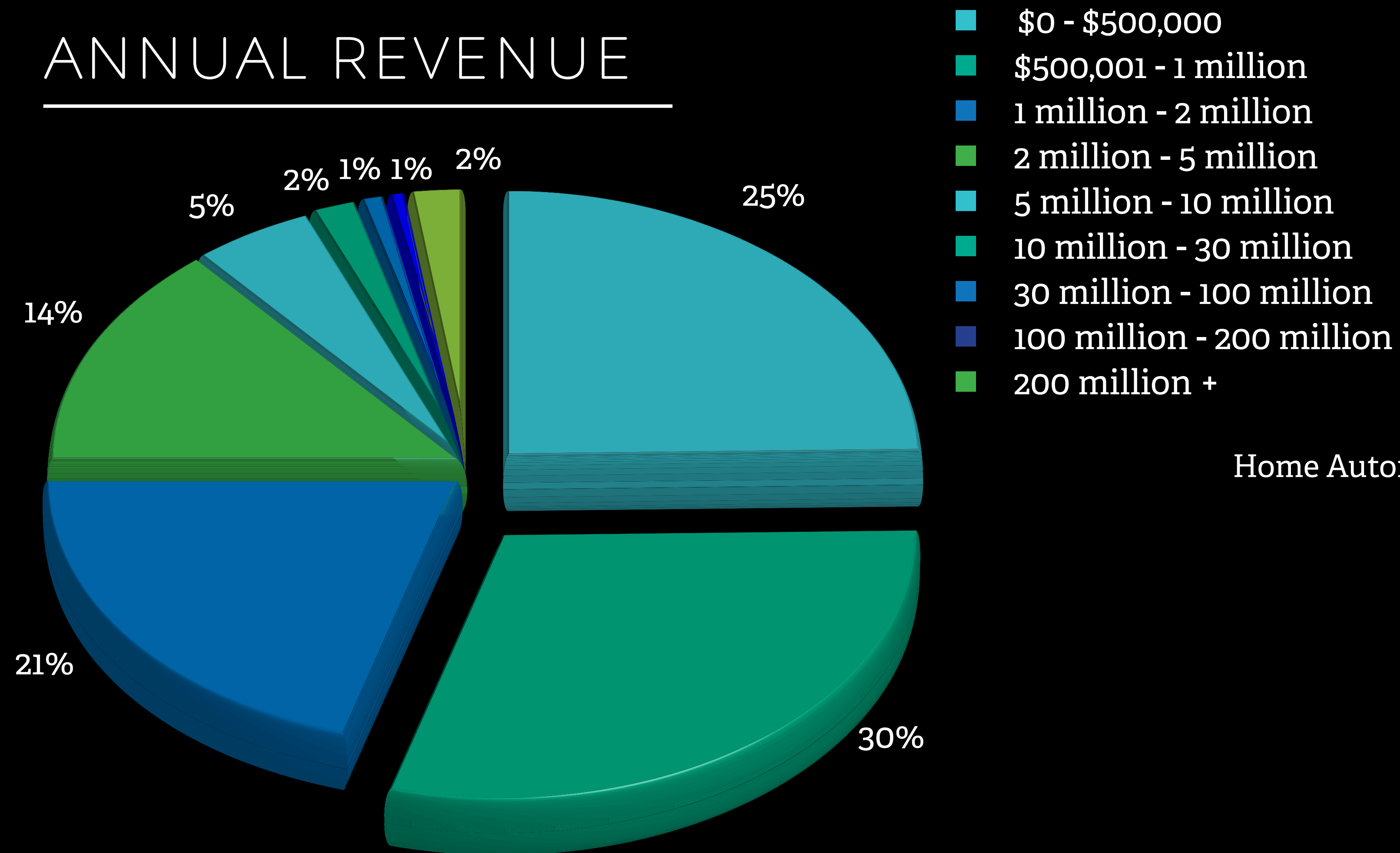
- President/Owner/CEO
- Sales
- Technician/ Installer
- Project Manager
- Designer/Engineer
- Admin/Operations
- Marketing
- Programmer



2017 saw an over 10% increase in the Owner/CEO category.

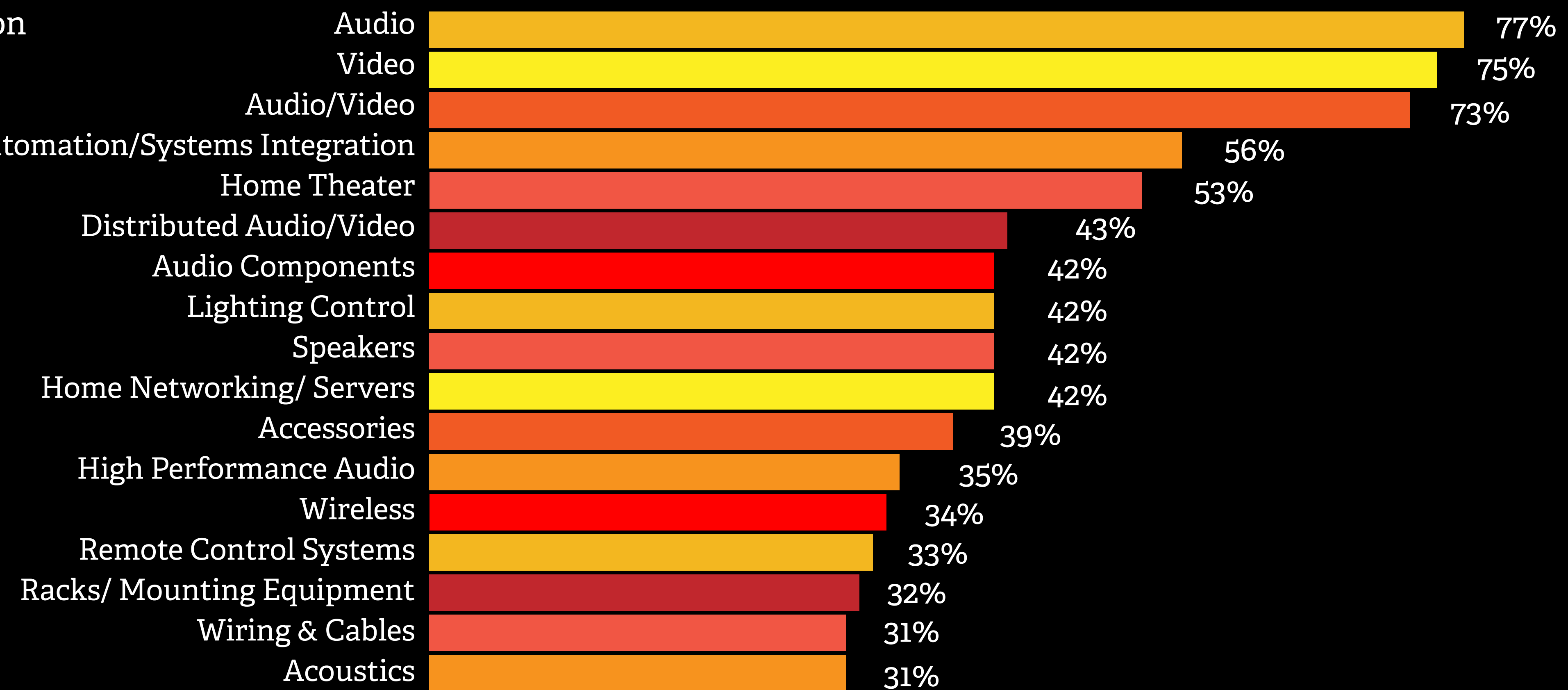
ATTENDEE PROFILE CONT.

ANNUAL REVENUE



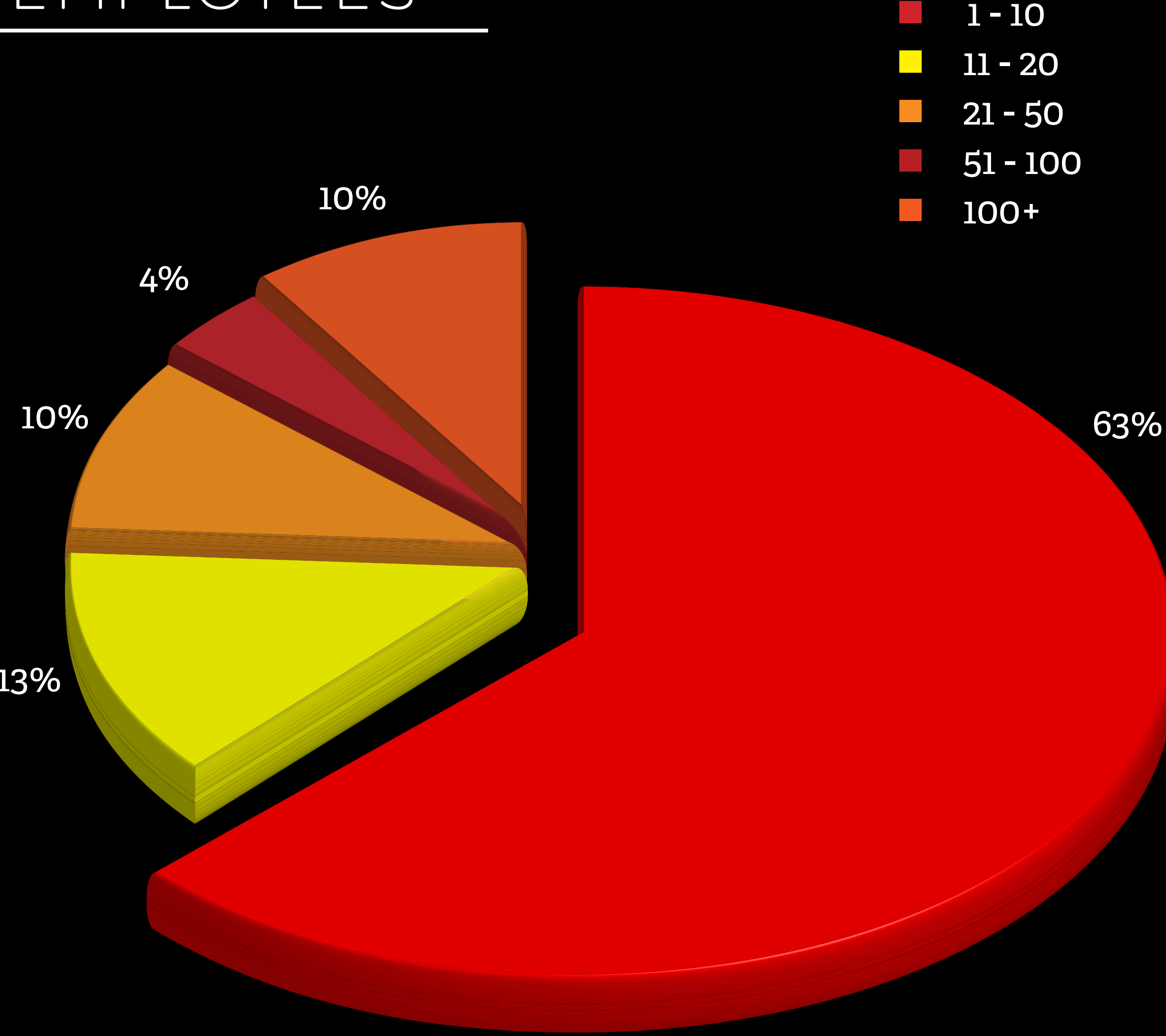
Over 70% of attendee's company's annual gross revenue is over 500,000. (or 40% over 1,000,000)

AREAS OF INTEREST AT CEDIA 2017

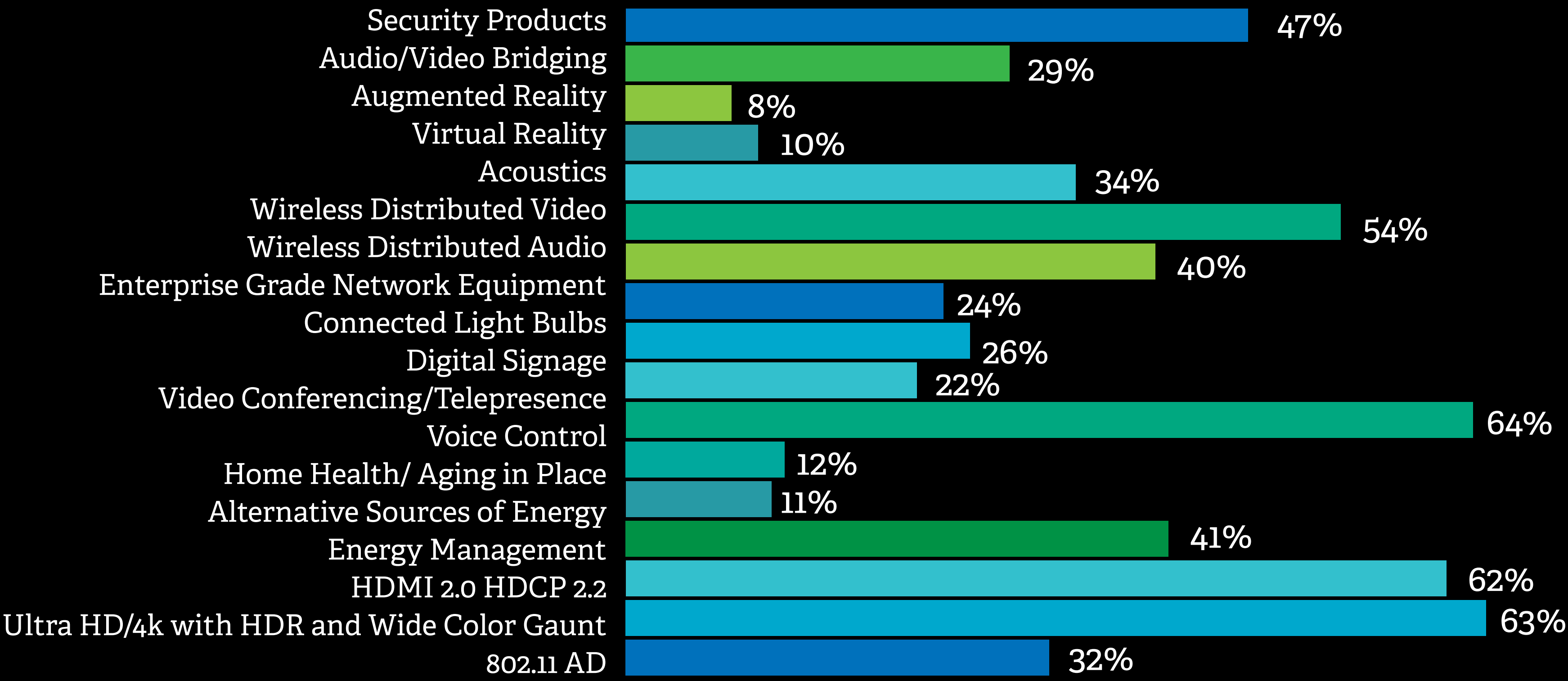


ATTENDEE PROFILE CONT.

EMPLOYEES



TECHNOLOGIES TO BE OFFERED WITHIN 24 MONTHS



REASONS FOR ATTENDING

“

[The] CEDIA [show] has such an exciting atmosphere! It brings together many different industries and technologies which always makes for a great show. We look forward to exhibiting at the show each year because we know we can count on thoughtful conversations and interactions with all of the right people.

”

CARRIE HIGBEE,
CTSM SR. MARKETING
EVENTS MANAGER,
CONTROL4

97%

of all attendees cite
exposure to new products
the top reason for attending

94%

of all attendees cite
exhibiting companies as
one of the top reasons for
attending

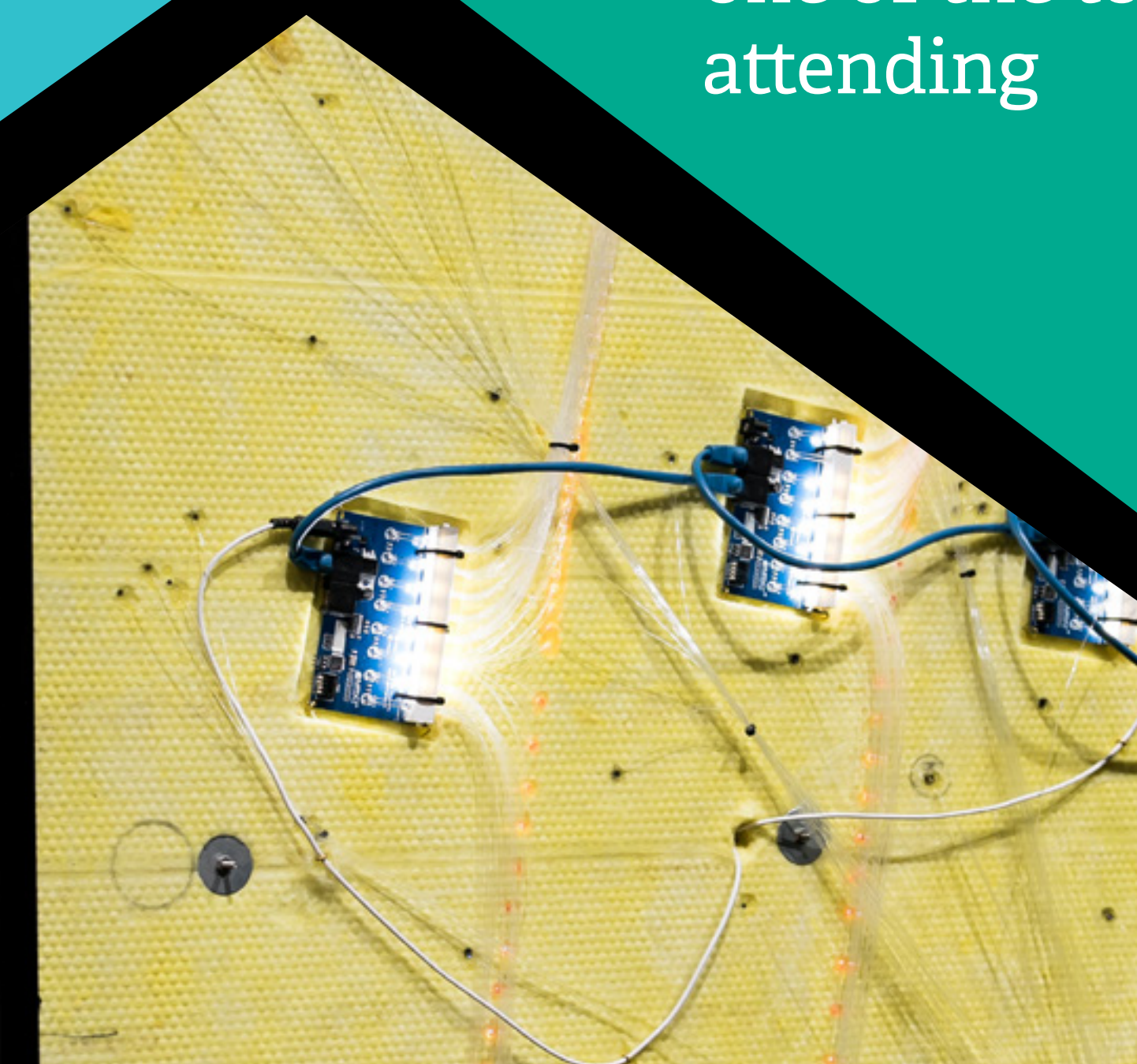
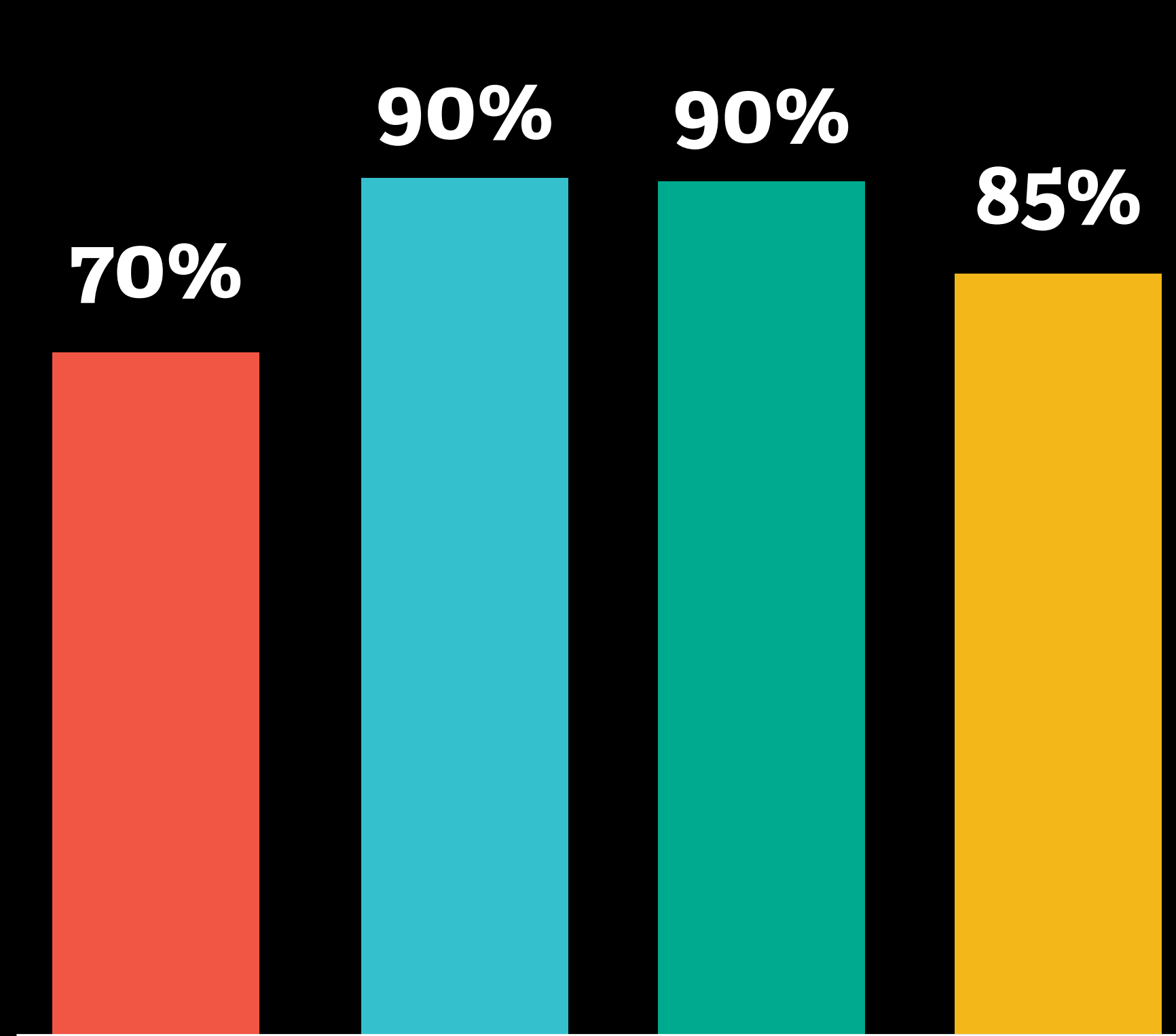


EXHIBIT WITH EXCELLENCE



>70% of exhibitors launched new products at CEDIA 2017

>90% of exhibitors met their target attendees

Close to **90%** walked away with quality leads

Over **85%** plan to exhibit at CEDIA 2018

“

CEDIA 2017 was an outstanding experience for Modulus Media Systems! We met with key integrators and partners, and even used the CEDIA event as the platform for our national product launch party. We will continue to focus on CEDIA in the years ahead.

”

STEVE SCHULZ, PRESIDENT
AND CEO, MODULUS MEDIA
SYSTEMS, INC.



BEYOND THE BOOTH

MEETING SPACES

Utilize meeting spaces to consult with current and potential clients. Generate leads and establish relationships.



HIGH PERFORMANCE AUDIO ROOMS

These rooms provide a venue for high-end audio exhibitors to accurately demo the quality of their luxury products without competing with the noise from the tradeshow floor.

INNOVATION ALLEY

New company? CEDIA 2018 is your cost-effective opportunity to mass market at the leading event in home technology and automation.

MARKETING & PR OPPORTUNITIES

As an added value to participating in the show, we have invested in marketing tools to help drive traffic to your booth and to your company before, during and after CEDIA 2018. Details coming soon!

MANUFACTURER PRODUCT TRAINING

The education attendees need from the exhibitors they know and trust. Offer a variety of product training that will help answer questions and move you forward.

SOUND ROOMS

Display your quality speakers in our insulated sound rooms directly on the show floor.



CEDIA® EXPO

JOIN THE CONVERSATION

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www.cediaexpo.com/exhibit

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