

CEDIA<sup>®</sup>  
EXPO

2019 POST  
SHOW REPORT

SAVE THE DATE

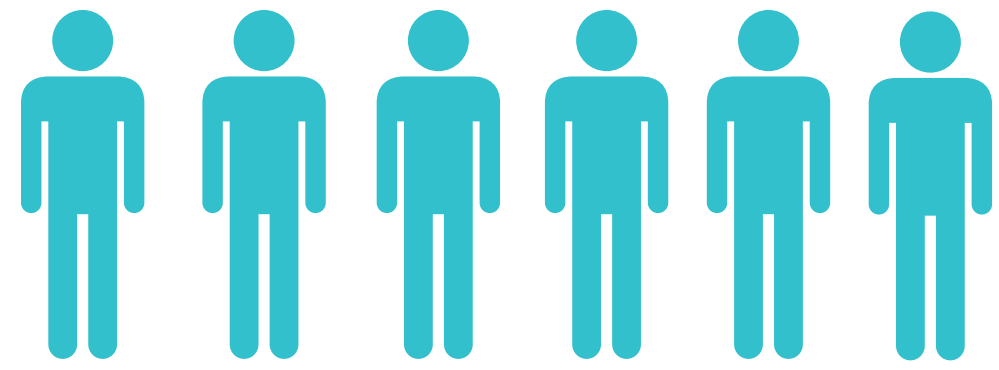
EXPO: SEPTEMBER 10-12, 2020

CONFERENCE: SEPTEMBER 8-12, 2020

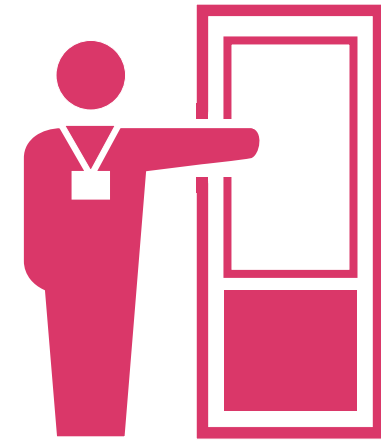
COLORADO CONVENTION CENTER | DENVER, CO



# SHOW STATS



NEARLY 20,000  
PROFESSIONALS



>500  
EXHIBITORS



~10,000  
QUALIFIED BUYERS



100  
WORKING MEDIA

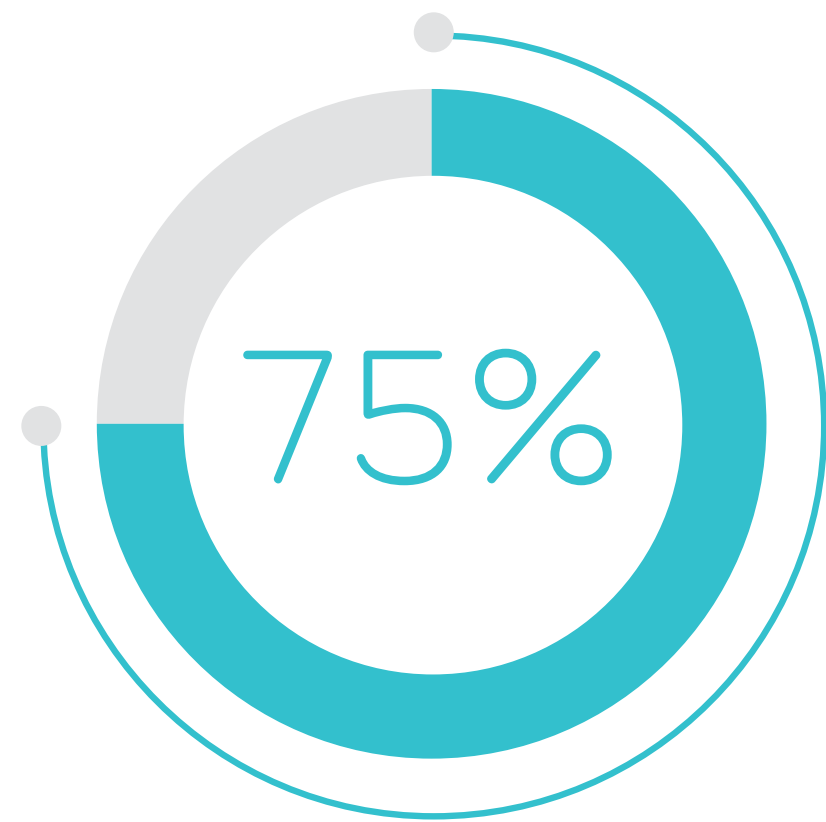


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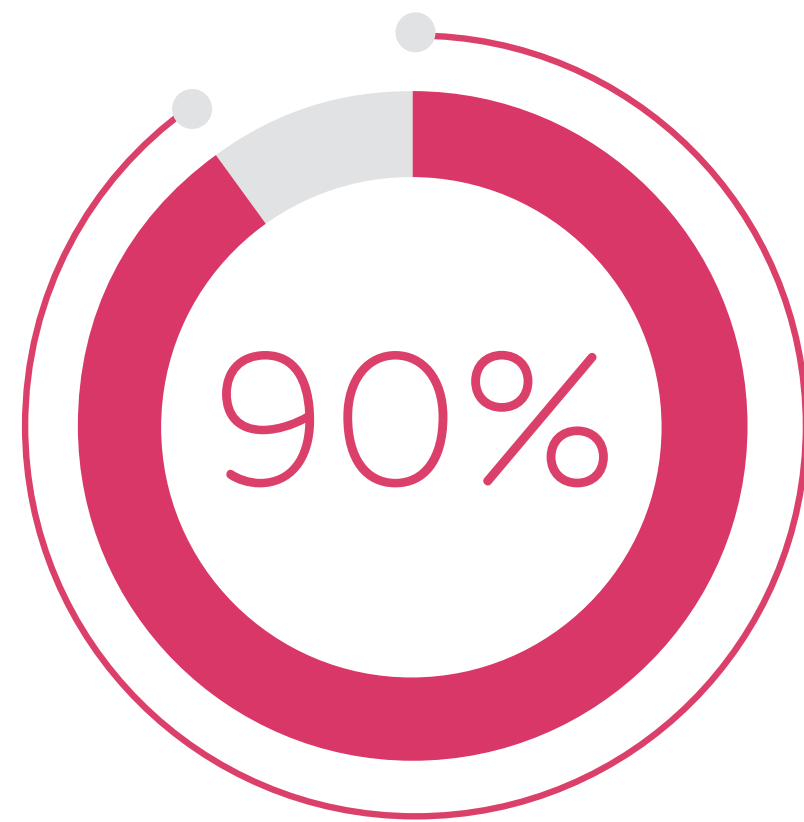
CEDIA was a great show for us as it gave current and possible future customers a chance to see our full product line, hear what products are coming and get access to some products they have not had a chance to purchase/use in their installation. – *Stefano G., Director of Customer Care, Savant.*

”

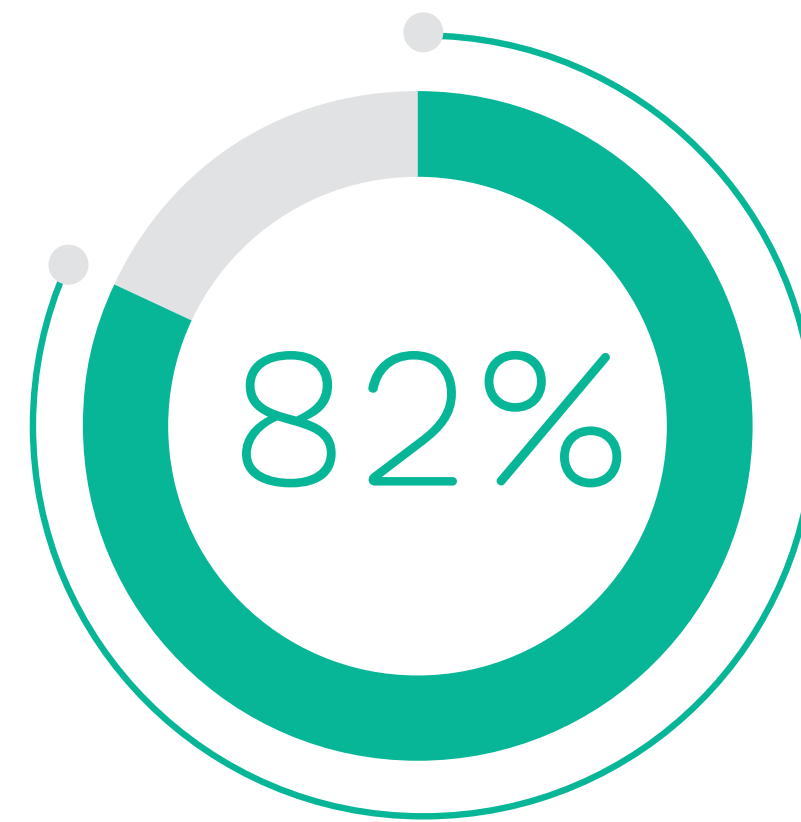




75% of exhibitors launched new products at the show



90% of all attendees said discovering new products was their top priority



82% of exhibitors said they met their business objectives at the show



65% of attendees are key decision makers



20% of all attendees were visiting for the first time

“

I love attending CEDIA Expo. It's a great opportunity to see the coolest new products, connect with others in the industry, and gain some knowledge in the educational sessions. As a business owner, it's worth the investment.

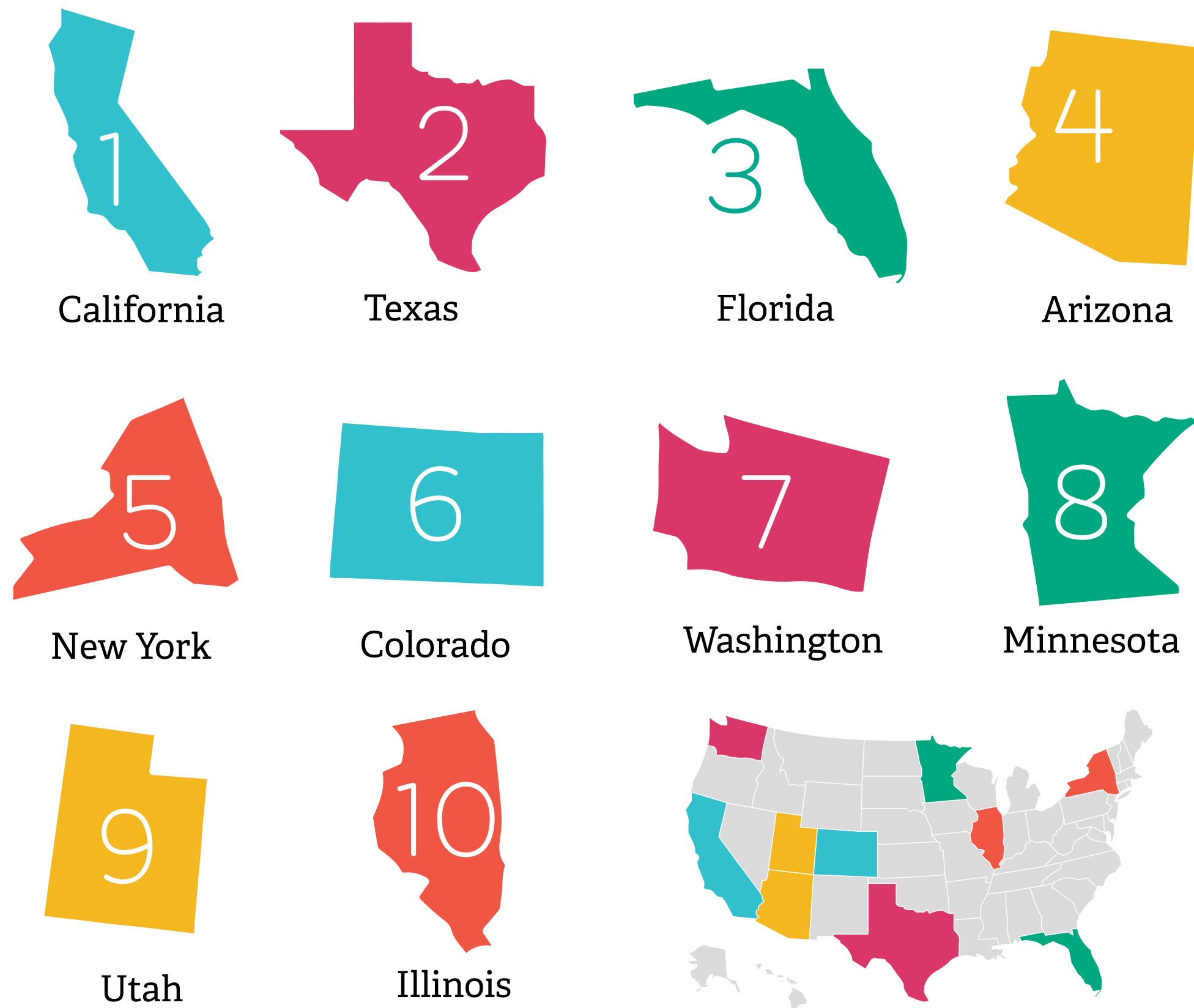
– Jorgia Wooten, Vice President, CPSS and Custom Home Entertainment

”





## TOP 10 STATES IN ATTENDANCE



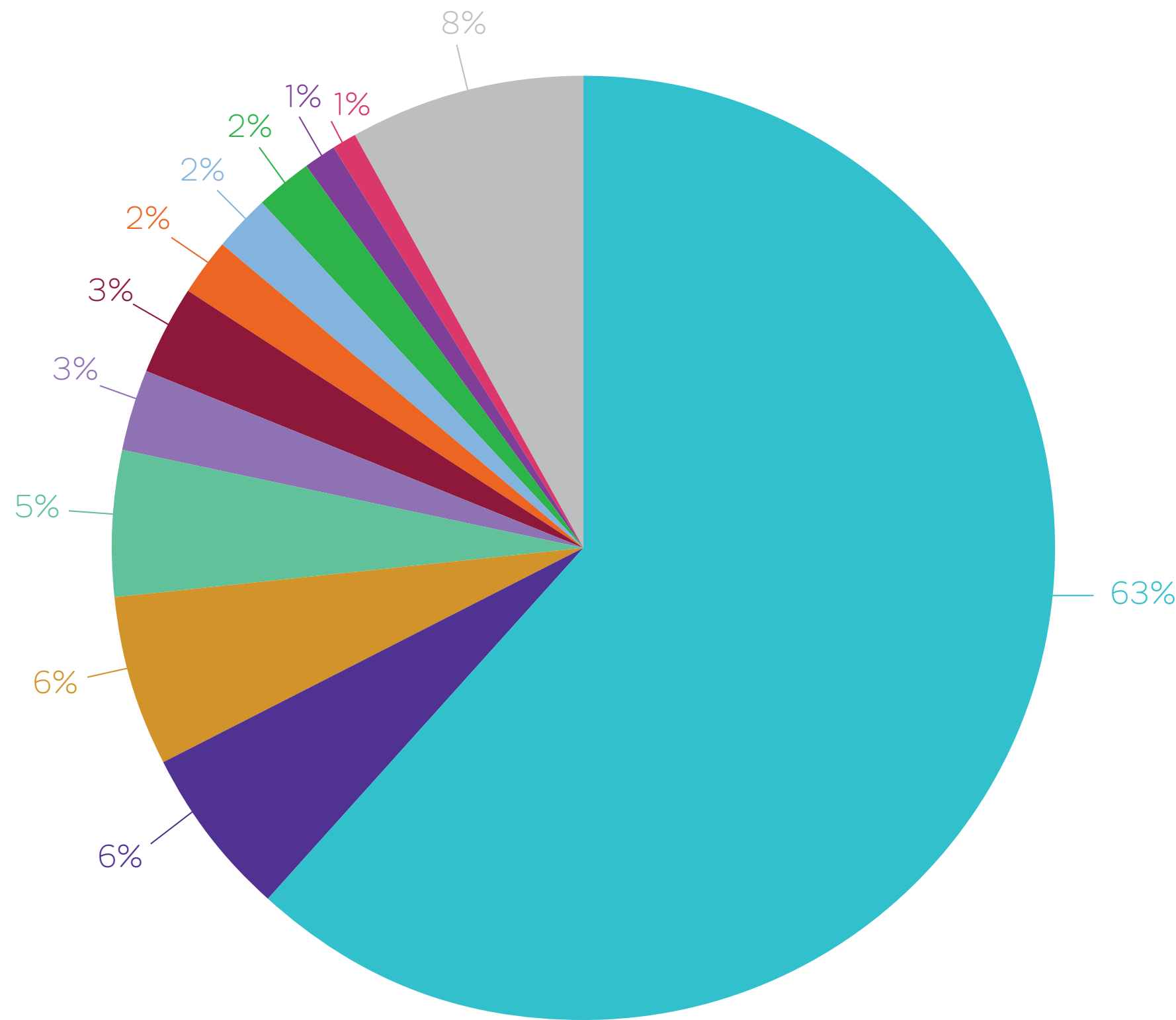
## TOP 10 COUNTRIES IN ATTENDANCE



All 50 States in Attendance  
Across 71 Countries

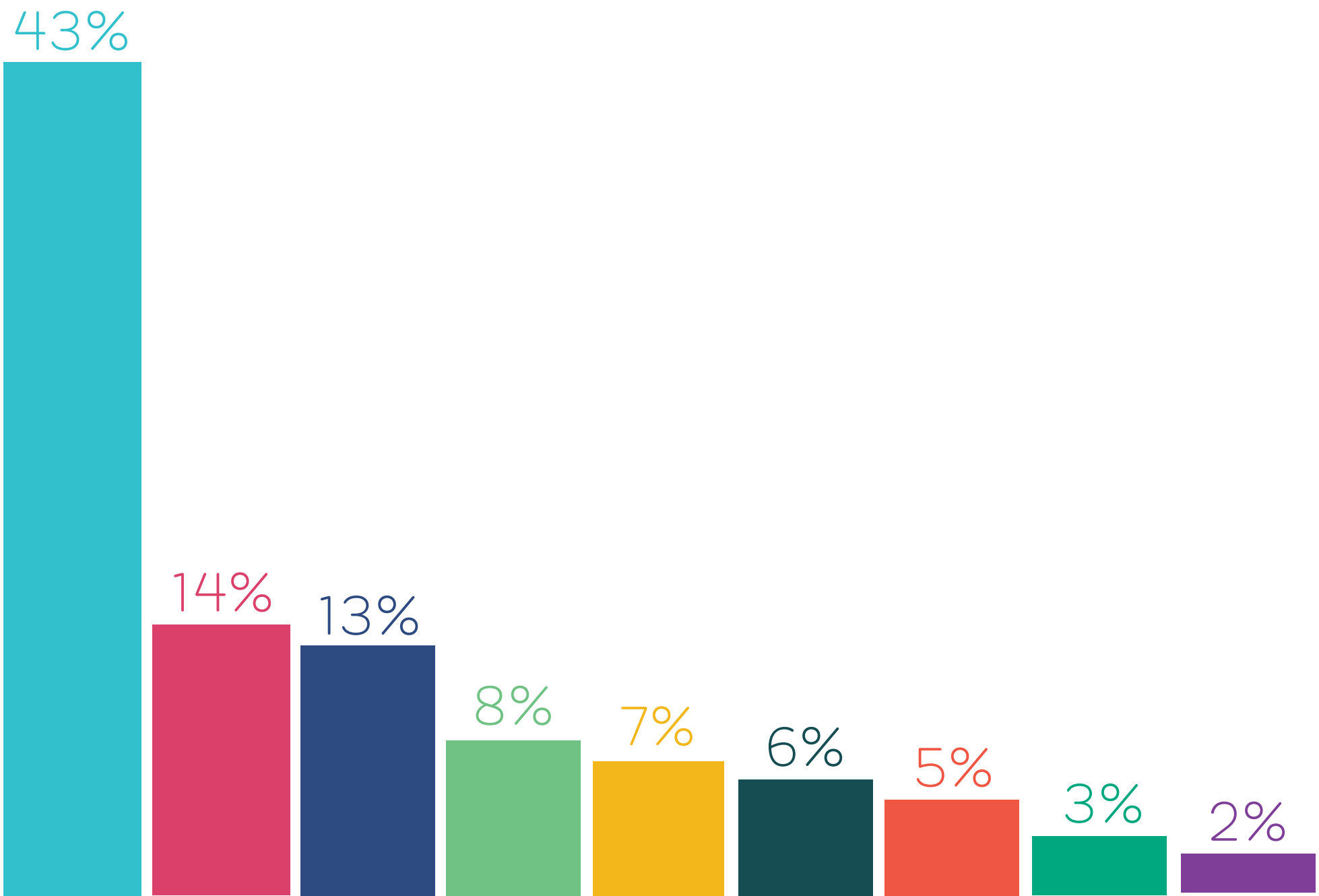
# ATTENDEE PROFILE

INDUSTRY PROFESSION TYPE



- |                                      |                            |
|--------------------------------------|----------------------------|
| 63% ■ System Integrator/AV Installer | 2% ■ Builder/Remodeler     |
| 6% ■ Manufacturer Representative     | 2% ■ Security Professional |
| 6% ■ Professional Services           | 2% ■ Interior Design Firm  |
| 5% ■ Distributor                     | 1% ■ Architectural Firm    |
| 3% ■ IT Professional                 | 1% ■ Education             |
| 3% ■ Electrician                     | 8% ■ Other                 |

JOB TITLES

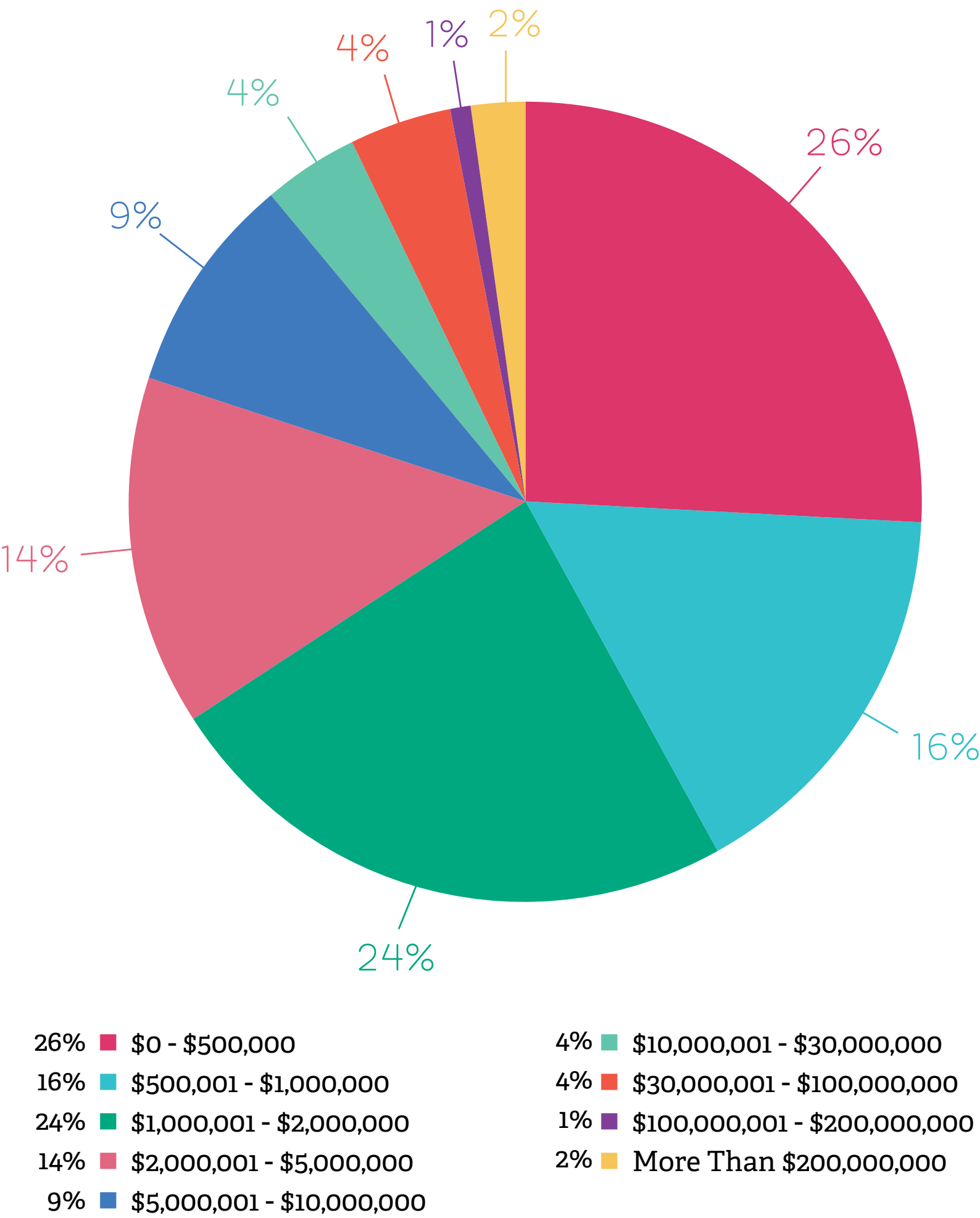


- |                                      |                      |
|--------------------------------------|----------------------|
| 43% ■ President/ Owner/ Partner/ CEO | 6% ■ Project Manager |
| 14% ■ Sales                          | 5% ■ Other           |
| 13% ■ Technician/ Installer          | 3% ■ Programmer      |
| 8% ■ Admin/Operations                | 2% ■ Marketing       |
| 7% ■ Designer/Engineer               |                      |



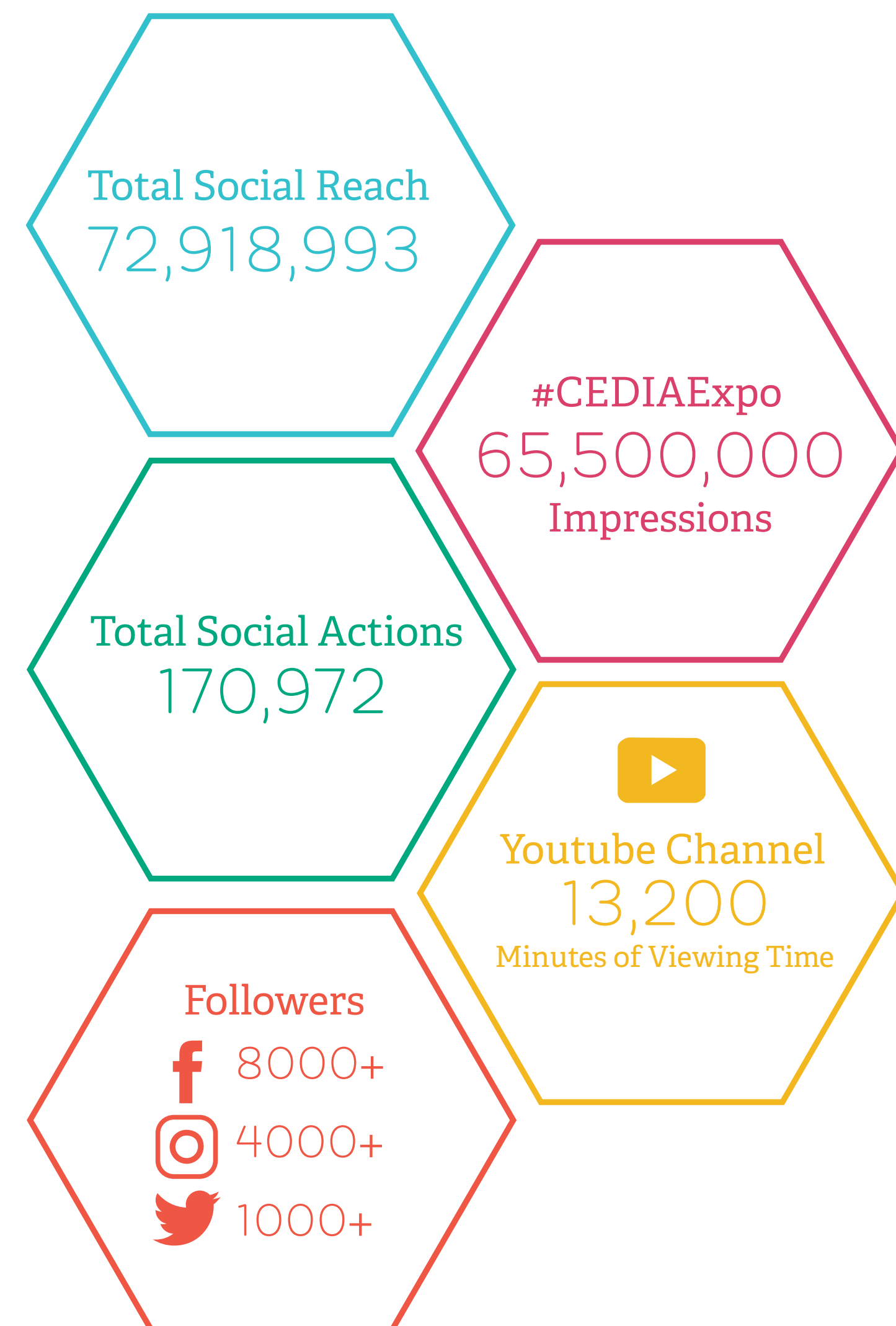
# ATTENDEE PROFILE

## ANNUAL GROSS INCOME

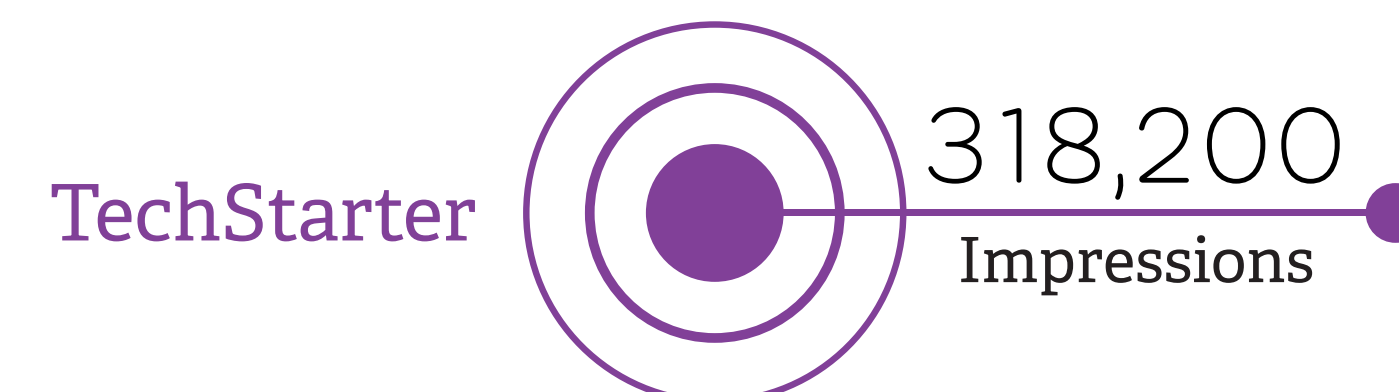
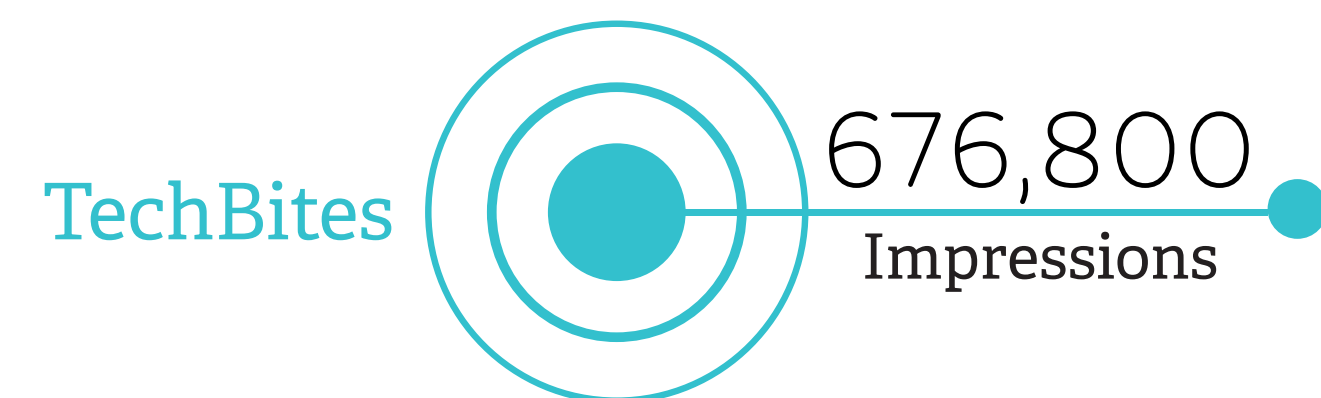




# SOCIAL MEDIA



## Buzz at the Show



“ CEDIA Expo has proven to be an essential component to our business. Staying on top of industry trends, on-going training, and fostering industry relationships is a key part of continued growth. We look forward to the Expo every year. – Randy Schram, President, Smart Home Systems Inc. ”



# MEDIA AND INDUSTRY PARTNERS

# SELECT MEDIA COVERAGE



CEDIA Expo Wellness Panel Talks Up Pushing All the Right Buttons with Clients

[View Article](#)



Residential Designers Share Top Trends At Smart Home Technology Expo

[View Article](#)





Women in Consumer Technology hosted their 11th annual luncheon at CEDIA Expo featuring best-selling author Sam Horne as the keynote speaker. CEDIA Expo is proud to support this organization that is focused on empowering women, building networks and supporting career opportunities across the breadth of the consumer technology industry.





# DESIGN + CONNECTION



Powered by the NKBA and ASID, and headlined by the Control4 Tiny Smart Home, the Design + Connection Pavilion proved to be a bridge between the design and tech communities. Helping to guide the conversation between designers and integrators was Tech Collider, a new program in 2019 that featured three lounge style chats from industry leaders and the Design+Connection tours, where two specially-selected CEDIA members led designers around the show floor to select exhibitor booths.

“

As an architect who specializes in renovation, CEDIA Expo was an eye opener. Did not even realize that it's been around for 30 years! First time attending the expo and was wowed by all of the diverse brands and all of its technology. Was introduced to many. I thought that because I am in the design industry, that I would be overwhelmed but not so. There was a good balance of highly technical manufacturers to seeing big brands promoting user experiences that really made sense to me. – Rose Dostal, Principal Architect, Designer/Showroom Owner, RMD Designs.

”



“

As a kitchen and bath designer understanding Smart home products, outdoor living, Human Centric Lighting, meeting smart home integrators and learning more about wellness products was a huge benefit to my business and my clients! – Paula Kennedy, Certified Master Kitchen & Bath Designer, Timeless Kitchen Design.

”





# WELLNESS PAVILION



**New in 2019!** Wellness and health-focused technology continue to be a growing trend in the industry. The new Wellness Pavilion featured products and education on themes like biophilia, biodigetry, indoor air quality (IAQ) and human centric lighting.

“

We were very excited to feel the buzz around biophilia and wellness. Our company is investing heavily in the WELL space and we look forward to partnering with like-minded companies who are innovating solutions for alternative energy, energy monitoring + management, smart sensors, privacy-focused voice control, and wellness. – Jessica Vernon, Marketing Director, TechDad, Inc. & Techmenity

”





# INNOVATION ALLEY



**The most visited pavilion in 2019**, Innovation Alley returned to the show floor and was buzzing with activity all three days. The pavilion featured 22 exciting, new-to-market tech brands who made their debut at the show.



TechStarter was an all-new program at CEDIA Expo offering brands the opportunity to pitch their business models to industry VIPs, a panel of c-suite executives. Five winners were chosen, with one overall winner who received a \$2,500 prize.



#### Winners:

Hero Labs

Konnected

Caavo Inc.

SandTrap Audio

Artio Lighting

#### Overall Winner: Hero Labs





# SMART STAGE

## TECH TALKS

TechTalks featured new thought leadership panel discussions programmed by CE Pro. Panelists, moderators and panel sponsors took part in a series of educational talks from technology experts on IoT trends, business management, voice activation, the impact of technology on architecture and design, and more.

## SOCIAL MEDIA

24,000  
IMPRESSIONS

40  
MENTIONS



## TECH BITES

1 day. 10 brands! TechBites, an exciting series of brand “speed-dates,” thrilled the Smart Stage audience as spokespeople from each brand debuted products and took follow-up questions from the audience in brief, six-minute sessions.

## SOCIAL MEDIA

676,800  
IMPRESSIONS

820  
MENTIONS





# 2019 CE PRO BEST AWARDS



CE Pro BEST Project and Product awards recognized the most noteworthy products, technologies and projects of 2019. [See the full list of winners here.](#) The awards concluded with a rocking good time courtesy of the CE Pro All-Star Band.





# 2019 BEST BOOTH AWARDS

## BEST IN SHOW: GOOGLE NEST



## 100-600 SQ. FEET: CONTROL4 TINY HOME



## 601-1,200 SQ. FEET: LEON SPEAKERS



## 1,201+ SQ. FEET: SONANCE



## HONORABLE MENTION: JOSH.AI





# ADVERTISING OPPORTUNITIES

Send email campaigns to CEDIA Expo past and current attendees with an average list size of 10,000 pending segmentation.

## Digital Marketing

Advertise in CEDIA Expo attendee emails (content and show previews) to reach more buyers and grow your customer list.

Direct mail campaigns to 40,000+ buyers

## Pre-Show Marketing

Rent the attendee list, inviting buyers via either direct mail or email to come and see you.

Advertise with our media partners, and get in front of the residential integrator!

## Advertising

Advertise on [www.CEDIAExpo.com](http://www.CEDIAExpo.com). Choose from web ads, Exhibitor spotlights or a combination of both. Plus, take advantage of digital upgrades that move you to the top of the exhibitor list search.

Daily social media engagement across Instagram, Facebook, and Twitter.

## Social Media

Increase your social posts surrounding your participation at CEDIA Expo. Don't forget to use #CEDIAExpo to grow your audience!

Promote your landing page through Nvytes to your clients! Invite them to the show using your personalized promo code.

Promote on-site activities, displays, and awards.

Whitegood and Flying Camel, our agencies of record, keep the media engaged and promote opportunities for exhibitors to increase their press exposure.

## Get Connected

Search attendees and email them through our new tool, CONNECT!

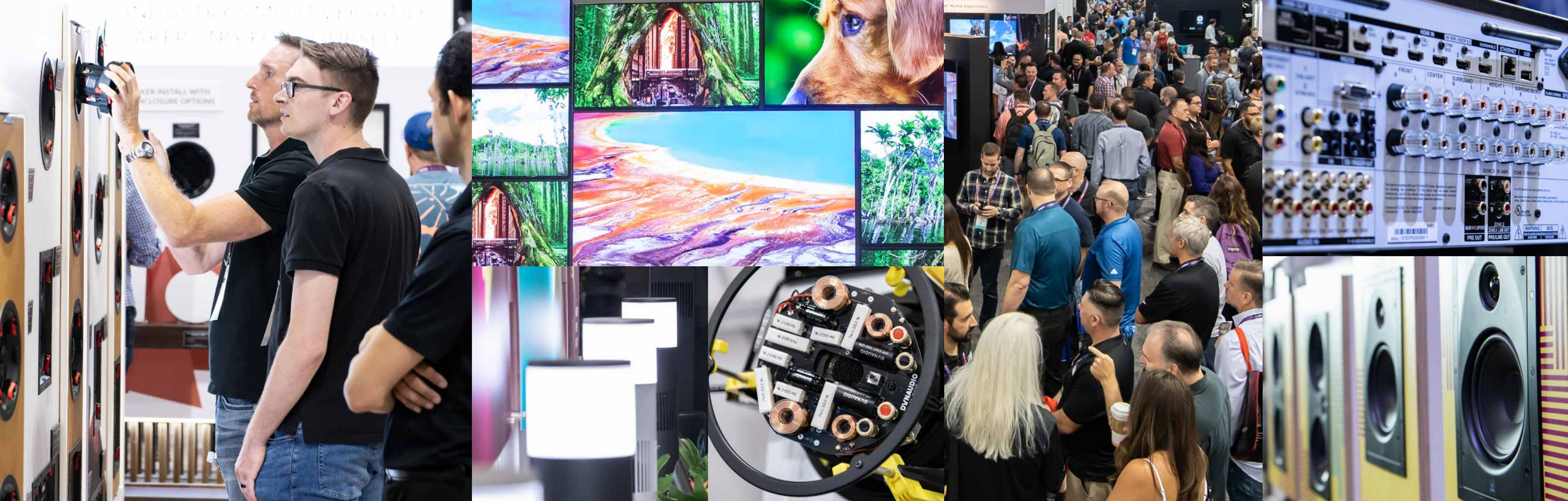
## On-Site Visibility

Stand out and drive traffic to your booth with on-site opportunities like lobby banners, aisle signs, door decals, happy hours and more!

## PR

Use the online digital press room to upload press releases and images to help the press easily locate what's going on at CEDIA Expo! Schedule a press conference in your booth, and get that promoted online as well.





BOOK YOUR BOOTH NOW

VIEW FLOOR PLAN

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