
Subject: VTV Expo in November

Posted by [Charlie Kittleson](#) on Sat, 08 Oct 2005 04:19:56 GMT

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They get to come to a show, expo and conference for FREE. I am not planning on making much of anything on this expo. The costs and time involved are huge. Advertising, printing, travel, overhead, mailing, hundreds of hours of phone calls, sending out mailings and press releases. Not exactly a fun job. Plus hotels charge a lot of money for display rooms and guest rooms. They have to make money. My role is to facilitate this is an opportunity to bring more audio enthusiasts together and network, listen, look at cool equipment and more. The cost for the vendors is a fraction of what it would cost at other shows, unless it was held at a flea market or church basement. Also, for DIYers, I have been talking with Dan Schmalle and Bottlehead will become very possibly become involved in this EXPO next year and they will have the Craftsmen room and arrangements for their classes and seminars. Granted, this is a hobby, but those of us who depend on this for a living have to make something. Those of you who have jobs with paychecks and benefits are lucky, you just show up and enjoy the show. There will also be a show in New York in late April 2006 which is also FREE to the public. Vendor costs are minimal and basically cover the cost of the rooms, advertising, postage, printing and overhead. There is not a lot of money to be made doing this. It is more of a start of a new concept in audio shows. Why don't you ask Stereophile or CES how much they make on their shows? Millions+++ Plus all the cash their hoards of reviewers bring in by begging manufacturers to review their equipment so they can sell them an \$80,000 advertising contract. I have not invited any reviewers to this show. It is a low key, but enthusiasts show. DIY people are welcome at this show because it is FREE and wont cost them a thin dime and will have a good time because this is not a high end wine and cheese snob hog fest, but one with lots of cool products, vintage gear, parts suppliers, small vendors, reasonable prices and friendly people. You are all invited. Please come with an open mind and enjoy!
