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Subject: My Thoughts About LSAF 2007

Posted by [FredT](#) on Thu, 10 May 2007 13:55:24 GMT

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In spite of a surprise that could have stopped the show (the jackhammers) this year's fest in Dallas was the best yet. We had about the same exhibitor participation as the previous shows in Tulsa, but we had far more visitors. The Dallas area has much larger audiophile and DIY populations than Tulsa, it's easier to get to from other major metropolitan areas in Texas, and it's easier to access by air. I believe the show's future is in Dallas, and I would not hesitate to use the same hotel next year. We had a good exhibitor and visitor turnout, but I don't believe the show has reached a critical mass that will make it sustainable year after year. This is a chicken-or-egg kind of thing: we will need more exhibitors to attract the crowds that make it worthwhile for exhibitors to participate. For next year we need to develop an effective strategy for motivating this year's exhibitors to return, attracting new exhibitors, and promoting the show more effectively to audiophiles across the US. A difficult task with no budget, but still doable with smart planning and a hard work on the part of a few dedicated planners. There are some planning issues we should address within the next few months, and not wait until the last months before the show. This should result in a specific plan that we can communicate to all past and potential exhibitors at least six months before next year's show. The plan is needed to give them confidence that their participation will be rewarded with a more widespread recognition of their products plus a greater potential for future sales. The LSAF is fun for hobby guys like me, but for commercial exhibitors the bottom line is sales and money. No matter how great their dedication to audio, if the show doesn't generate future sales it's not worth the expense of

(manufacturers and retail sales) that would be good additions to the show, and implement an effective communication plan to attract them to the 2008 fest. Part of this would be a flyer we could send to potential exhibitors describing the show, along with a designation of who on the

to something that visitors can rely on, so if they come anytime during the designated show hours

communicating the show to audiophiles within a few hundred miles driving distance and from

that make it different from all the other shows. My inclination is to define it as a non-mainstream commercial show, with the focus on small manufacturers who sell over the internet. This isn't intended to discourage anybody from participating, but the low cost of participation makes it a natural for smaller manufacturers and sellers who can't afford to participate in the big shows. Please note this is NOT intended to discourage or exclude any audio related business from participating. In fact, I believe we should visit and invite all the Dallas area high end audio shops to exhibit a modest system at the 2008 fest. This would provide them access to many potential customers who otherwise wouldn't be inclined to visit their shop. (High end shops are often

hotel. This year I was hesitant to call the hotel for fear of duplicating somebody else's efforts, but I had a very uneasy feeling about the suitability of the rooms for showing audio gear. It turned out the room furniture was even more portable than I had anticipated, but I still would have felt

more effective signage in the hotel lobby, and post a list of exhibitors with their room numbers. I will volunteer to participate next year as a non-exhibitor and bring a laptop and printer to update

the list as exhibitors arrive and we learn their room numbers.

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