Subject: Re: "Mainstream High End" at the LSAF
Posted by Norris Wilson on Sat, 06 Nov 2010 01:10:56 GMT
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There were invitations sent out to many of the retail audio stores in the Dallas area for LSAF 2009.
There was not one reply to any of these inviatations. And of course, not one retailer showed up.

I have said that LSAF needs balance of audio companies exhibiting. Exhibitors from the retail stores that carries Mid-Fi to Hi-Fi needs to be a part of that balance. But, how does one get them to what is usually a DIY and direct sales specialty audio show?

I talked with John Wolfe of Audio Classic reproductions while visiting RMAF last month about his NOT returning to LSAF 2010. He said that it is just too small of a show to afford coming to have 25 people show up to his exhibit, not selling anything. Maybe trying to sell $30,000 speakers at a show like LSAF is not the best way.

So, here is an issue that is a hard nut to crack.

How to get beyond the way LSAF is supported now, to exhibitors like Classic Audio, and many in between?

Good luck in your efforts!

NW