
Subject: The LSAF Concept

Posted by [AudioFred](#) on Sun, 20 Feb 2011 14:14:18 GMT

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Many first-time LSAF visitors and exhibitors, especially those who have attended the RMAF, CES or other major shows, are initially surprised by the apparent lack of organization.

For show visitors there's no desk in the lobby where you pick up your show badge and brochure, because there is no show badge or brochure. Instead, you get to see everything for free.

For exhibitors there are no room assignments. Instead, when you check in to the hotel you're assigned a random suite. But you get the suite for the \$99/night discount price and there's no exhibitor fee. There's nobody to disassemble and move the bed, but you don't need to move it because your \$99 got you a two-room suite, where you can exhibit in the front room and still sleep in the bedroom. There's no union-scale labor to schlep your equipment. You do it yourself for free (now there's an opportunity for some strong young entrepreneur with a hand cart to make some good tip money).

If you're having a problem getting your brain around this, think Audio Flash Mob. Somebody has reserved a block of suites which anybody can reserve. On the agreed dates everybody arrives, sets up their equipment, and shows it off. Volunteer experts do free seminars. Show visitors take it all in for free.

That's the Lone Star Audio Fest
