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Subject: Re: LSAF 101

Posted by [Barryso](#) on Tue, 12 Jun 2018 13:53:47 GMT

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Sales. You may get some and you may not. And face it, it's a lot of work to schlep the gear, set it up, try to get it to sound right in the hotel room and then do the meet and greet all weekend long. Sometimes there is an instant connection and somebody buys stuff and sometimes it takes a while for the show experience to get them motivated. Remember, even if you don't get sales while you are at the show you have gotten your word out. It's a weekend to get a lot of folks exposed to your gear, to give them the reason for your existence (great single driver speakers at an affordable price!), give out some product handouts and let folks who didn't know about you discover you. Your stuff will be discussed and considered by folks who never even knew you were around before meeting you at the show. I still make recommendations to folks who've never been to LSAF regarding things I was lucky enough to hear at the show.

Marketing. Treat the show as you would a party. Invite people. You wouldn't throw a party without inviting people and you shouldn't wander to the show thinking that all sorts of uninvited people will magically flock to your room. Let people know you're going to the time and trouble of being at the show by using email, forums and any other way you regularly communicate with them. Vendors talking about the show on their forums creates a lot more of a buzz than a few folks posting in generic event forums.

The Lone Star Audio Fest doesn't charge vendors a fee for the show. It's a big part of why it doesn't cost very much to attend the show - there isn't any overhead. All you get charged for is the standard rate for the hotel room and even that is discounted. That's a great thing for a small manufacturer or vendor as it keeps the show affordable but it also means nobody who puts the show together is being paid for their time. There is less organization than the big shows and there isn't a huge amount of hype or advertising about the show. So it becomes more important for each vendor to take the time to do some promotion to get the word out.

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