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Subject: Re: LSAF 101

Posted by [Wayne Parham](#) on Sun, 13 Oct 2024 15:55:45 GMT

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Changes for THELSAF:

The Lone Star Audiofest has merged with T.H.E. for the 2025 show. As a result, there is some new information that guests and exhibitors will want to know.

First, exhibitors don't book rooms directly with Embassy Suites anymore. So don't call the hotel and tell 'em you want a room at LSAF 2025. Contact Daryl Sansevero at [daryl@theshownow.com](mailto:daryl@theshownow.com) to book your room.

Second, guest admission isn't free anymore. But don't be too upset - the ticket price covers parking, and so the cost is actually cheaper than it was when it was free. Yeah, I know that sounds weird, but it's true.

In the past, guests entered LSAF free but the hotel charged fifteen bucks for parking. Now, the tickets are ten bucks but parking is free. Two-day and three-day passes are even cheaper. Pretty cool, huh?!!

Tickets for THELSAF 2025

Third, exhibitors, if you're used to bringing tripod-mounted signage like we have for the past several years, that is still fine. You can still set it near your door like we always have. But do mention that you plan to bring your sign when you contact Daryl to book your room. And you might check with him about other signage options too. There are some neat offerings available.

Providing beverages to your guests is always a welcome treat, but do let Daryl know your plans in that regard too. We encourage hospitality, and things like bottled water, soda and even some other more trendy beverages are allowed and encouraged. But don't bring your mom's pot-roast, no matter how tasty it is.

If you have questions, please reach out. We'll probably be cool with it.

Last thing, this year we have more exhibitor options than just suites. For exhibitors booking one of the large room downstairs as an exhibit space, or those getting a booth, table, or anything other than a suite, please note that those options do not include a sleeping area. You can book a suite, if you want, but we also have other non-exhibiting discount sleeping rooms available.