

CEDIA<sup>®</sup> 2017  
**EXPONENTIAL**  
**EXHIBITOR**  
**PROSPECTUS**

SAN DIEGO CONVENTION CENTER

EXHIBITION DATES

September 7-9

CONFERENCE DATES

September 5-9

## What We Offer

CEDIA® is the leading global authority in the \$17 billion home technology industry. CEDIA represents 3,700 member companies worldwide and serves more than 30,000 industry professionals that manufacture, design, and integrate goods and services for the connected home.

The CEDIA show is the home technology industry's flagship event where more than 18,700 professionals representing over 6,200 companies network, learn, and develop business relationships with leading manufacturers and service providers.



### SUCCESS

95%

of CEDIA 2016 exhibitors rated the show a success for their business.

### QUALITY ATTENDEES

84%

rated the quality of attendees as good or very good.

### GLOBAL BUSINESS

Domestic and international business relationships prosper at the CEDIA show with attendees from

80

different countries.

### NEW LEADS

42%

of attendees attended for the first time in 2016.

### PURCHASING POWER

78%

of home tech pro attendees have influence over their companies' buying decisions.

### BRAND AWARENESS

Representatives from more than

100

media outlets cover the show.

## What Our Exhibitors Say

“ [CEDIA 2016] exceeded our expectations as a vendor in terms of attendance, opportunities for networking and learning, and the overall positive outlook on where the industry is headed. ”

Josh Willits, VP of Dealer Happiness, Portal

“ We had a great chance to introduce people to our brand and products, and we are leaving the show with high-quality leads. ”

Chris Martin, Assistant Communications Manager, Mercedes Benz Vans USA

“ This was our first time at CEDIA, and it exceeded our wildest expectations — from the steady traffic at our booth to the incredible exposure we got from the tech press. ”

Reid Slaughter, VP of Marketing, Modulus Media Systems

“ Being at CEDIA has more than tripled the size of our integrator base just over this last year. Getting to talk to the community that we work with on a daily basis and new companies that we are anxious to work with is a highlight of our year. ”

Meg Dolan, Special Ops, Comcast Cable

# Our Member. Your Customer.

Our members are home technology professionals who design, integrate, and network residential technology. This includes networking, home automation, residential security, home entertainment, home health, and future technologies.



ESTIMATED  
AVERAGE NUMBER  
OF RESIDENTIAL  
INSTALLATIONS  
COMPLETED PER  
FIRM IN 2016\*

**60**

ESTIMATED TOTAL  
GROSS REVENUE PER  
FIRM FOR 2016\*

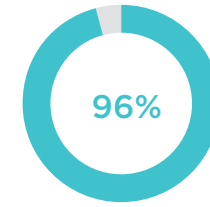
**\$2,161,556**



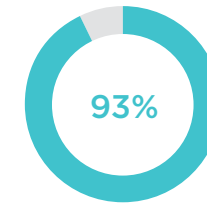
\*CEDIA 2016 Size and Scope Study

# Percentage of Firms Installing Specific Residential Systems 2015–2016\*

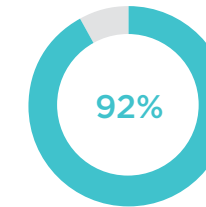
## HOME THEATER OR AUDIO SYSTEM



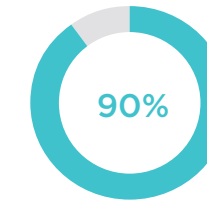
Distributed Audio



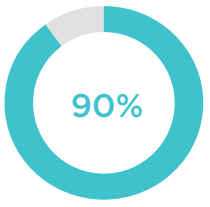
Home Theaters



Media Rooms

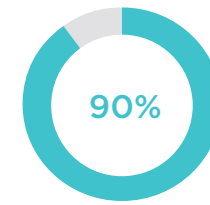


Outdoor Entertainment Systems

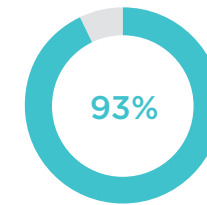


Distributed Video

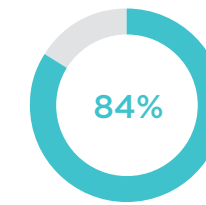
## HOME CONTROL SYSTEM



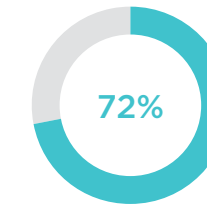
Lighting Control



Systems Integration/  
Control Systems



Climate Control

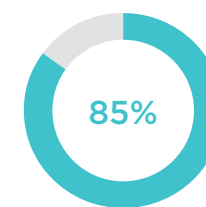


Motorized Window  
Treatments

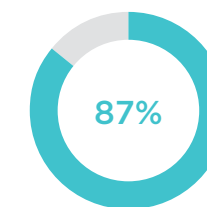


Voice Control

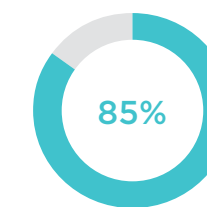
## IT OR HOME NETWORKING



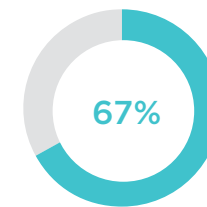
Structured Wiring



IT/Computer Services & Home  
Networking Products/Services

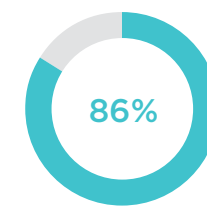


Power Quality/  
Surge Protection

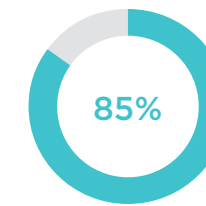


Remote IP Monitoring/  
Management

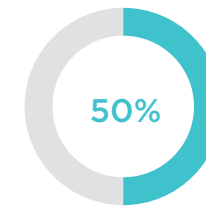
## HOME SECURITY SYSTEM OR ENERGY MANAGEMENT



Video Surveillance (CCTV)



IP Network Security Cameras



Security (Alarm) Systems

\*CEDIA 2016 Size and Scope Study

# Some of the Many Products Exhibited at the CEDIA Show

AC Power Products  
 Access Control Accessories  
 Acoustical Room Treatments  
 Outdoor Equipment  
 Amplifiers  
 Antennas  
 Audio/Video Components  
 Audio/Video Distribution  
 A/V Racking Systems  
 Cables & Accessories  
 Cellular  
 Central Station Monitoring  
 Central Vacuum Systems  
 Commercial Vehicles  
 Custom Installation Products  
 Datacomm Tools and Testers  
 Design Services  
 Digital Connectivity Products  
 Digital Signage  
 Digital Video Recorder  
 Distributors  
 Energy Management  
 Environmental Controls/Design  
 Fiber Optics  
 Flat Panel Wall Mounts  
 Furniture and Accessories  
 Home Automation  
 Home Health  
 Home Networking  
 Home Theater Interiors  
 Projection  
 Seating  
 HVAC  
 Image Scalers/Processors  
 Indoor Simulation and Gaming  
 Intercom Systems  
 IP-Based Distributed Entertainment  
 Lift Equipment

Lighting Control  
 Matrix Switching Systems  
 Media Servers  
 Mobile Device Accessories  
 Motion Simulator  
 Motorized Wall Mounts  
 Motorized Window Treatments  
 Wireless Audio Systems  
 Networking Software/Hardware  
 Power Conditioners  
 Power Management Products  
 Project Management  
 Projection Lenses  
 Projection Screens  
 Projection Systems  
 Projector Lifts  
 Remote Control Systems & Accessories  
 Room Isolation & Sound Proofing  
 Security and Control Systems  
 Security Camera Surveillance Servers  
 Service Providers  
 Signal Management Products/Cables  
 Signal Processors  
 Software  
 Speakers  
 Star Ceilings  
 Structured Wiring  
 Surge Protection  
 System Integration Components  
 Television - Plasma/LCD Displays  
 Test Equipment  
 Thermal Management  
 Tools  
 Visual Technologies Wire/Cable  
 Wire Preparation/Installation

## THE POWER OF EXHIBITING

93%

of marketers and business directors believe face-to-face marketing is the most effective media channel to convert prospects.<sup>1</sup>

## UNIQUE VALUE

99%

of marketers say trade shows deliver unique value they cannot get from other marketing mediums.<sup>2</sup>

## COST-EFFECTIVE

Cost-per sale is

38%

lower at a trade show than in the field.<sup>2</sup>

<sup>1</sup> Face-to-Face: The Business Generator, Cog Research for Face Time

<sup>2</sup> Center for Exhibition Industry Research

# Why You Should Exhibit: It's Simple — Because It Works!

Exhibiting at CEDIA 2017 gets your company's brand and its products exposed to over 6,200 companies — companies that are looking to buy what you have to sell!

Face-to-face sales calls are difficult to arrange and expensive to make. By exhibiting at CEDIA 2017, you literally have hundreds of sales meetings in the course of three days. You will meet buyers that you might never find any other way, with the type of cost-effectiveness available only at a trade show. If you sell products that the residential technology industry installs, utilizes, or sells, CEDIA 2017 is the single most cost-effective marketing decision you can make — real ROI based on results!

## Our offer. Your opportunity.

Tradeshows exhibiting is the most budget-friendly way to market your product, and CEDIA 2017 is one of the most cost-effective tradeshows anywhere, not only in terms of cost per square foot, but in overall cost to exhibit as well. Compound that low cost with the targeted market CEDIA 2017 provides as the largest show in the world exclusively focused on the home technology market, and the result provides a marketing value beyond any other.

## Contact us today.

We'll work with you to make sure CEDIA 2017 is a great fit for your sales and marketing objectives and help you to maximize the benefits of participating.



Ashley Sprengnether  
 asprengnether@CEDIA.org  
 317.735.4029



Jody Larsen  
 jlarsen@CEDIA.org  
 317.735.4053



David Smith  
 dsmith@CEDIA.org  
 317.222.3257



CEDIA®

7150 Winton Drive, Suite 300  
Indianapolis, IN 46268

[CEDIA.NET](http://CEDIA.NET)