

The logo for AVL EXPO. 'AVL' is in a stylized font with 'A' in pink, 'V' in green, and 'L' in blue. 'EXPO' is in a bold, black, sans-serif font. The background features a faded image of a person in a white lab coat working at a control panel with multiple monitors.

AVL EXPO

CLEARWING 

EXHIBITOR PROSPECTUS

NOVEMBER 14, 2023

MESA CONVENTION CENTER & AMPHITHEATRE

MESA, AZ

www.avlexpo.com

AVL EXPO 2023

AVL Expo is the #1 entertainment technology event in Arizona for exhibitors looking to showcase their audio, video, and lighting gear to a diverse and engaged audience. The show offers exhibitors the opportunity to showcase their products and services to a highly targeted audience of industry professionals, including audio engineers, lighting designers, venue managers, and technical directors, among others. Exhibitors can expect to benefit from the chance to connect with potential customers, increase brand awareness, and generate new leads.

In addition to providing an excellent networking opportunity, AVL Expo also provides a platform for exhibitors to gain valuable insights into industry trends and new technology – from the people who actually use it. Unlike many other events of this type, AVL Expo is 100% free of charge and open to the public. Over 80% of confirmed attendees are invited through Clearwing's database of prospects and current customers. The remaining 20% find AVL Expo through advertising, social media, and industry connections.

600+ ATTENDEES

80+ EXHIBITORS

LIVE AUDIO & LIGHTING DEMO EVENTS



THE ATTENDEES

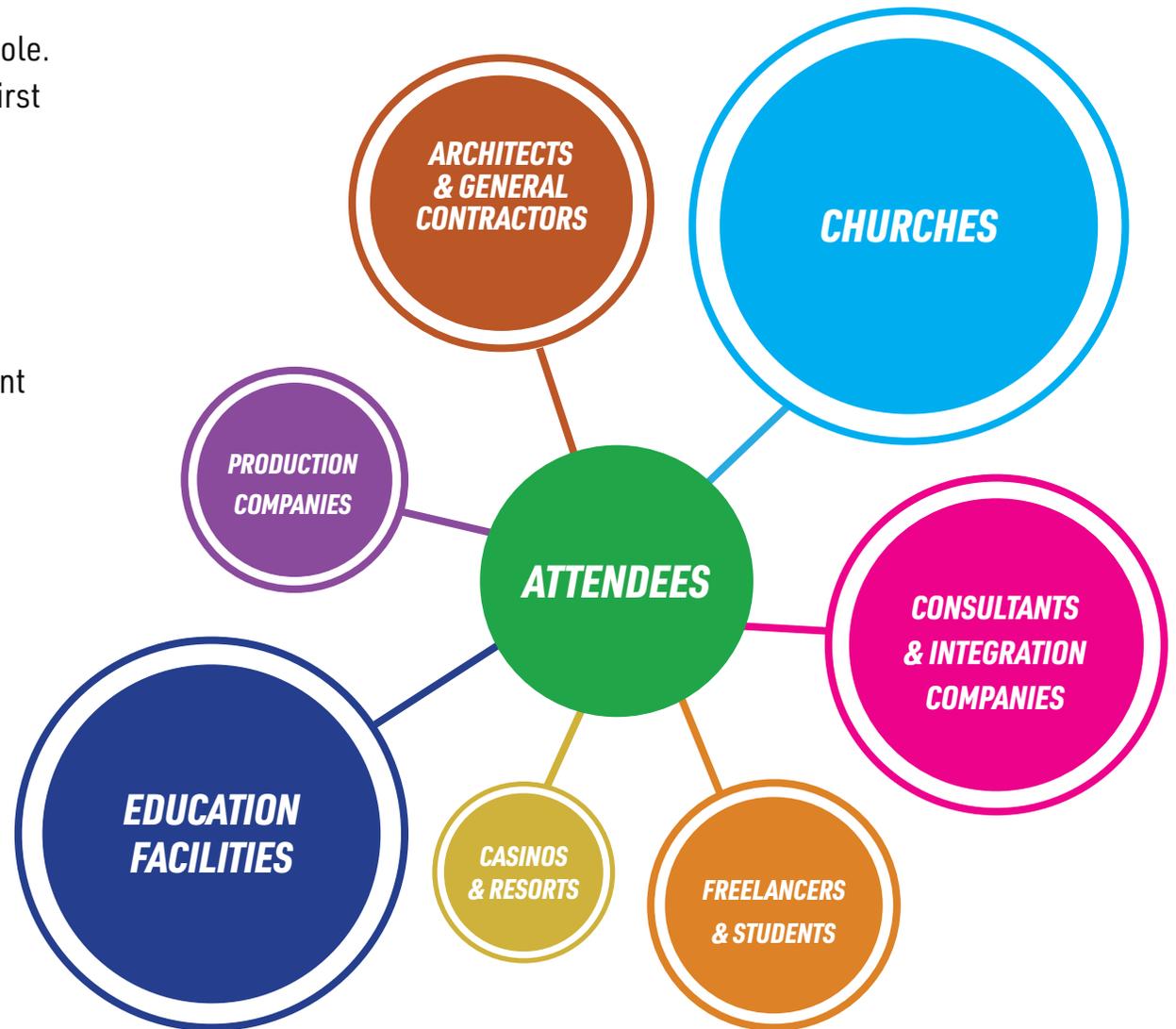
AVL Expo is open to all, regardless of size of organization, market segment, industry, or job role. We encourage exhibitors to take an education-first approach when it comes to products.

An attendee comes to AVL Expo to get hands-on with the latest entertainment technology and solutions, to network with like-minded industry professionals, and explore potential procurement opportunities with Clearwing.

While we find our average attendee count to be less than “national” shows at around 600 attendees annually, we have adapted a quality over quantity method to how AVL Expo is produced.

TOP 5 PRODUCT CATEGORIES FOR ATTENDEES

- Audio
- Lighting
- Video
- Staging / Rigging
- Special Effects



THE EVENTS

TUESDAY, NOVEMBER 14

AVL EXPO 9am-5pm

MESA CONVENTION CENTER

Eighty exhibitors. Hundreds of attendees.

AUDIO SHOWCASE 1:00pm-5:45pm

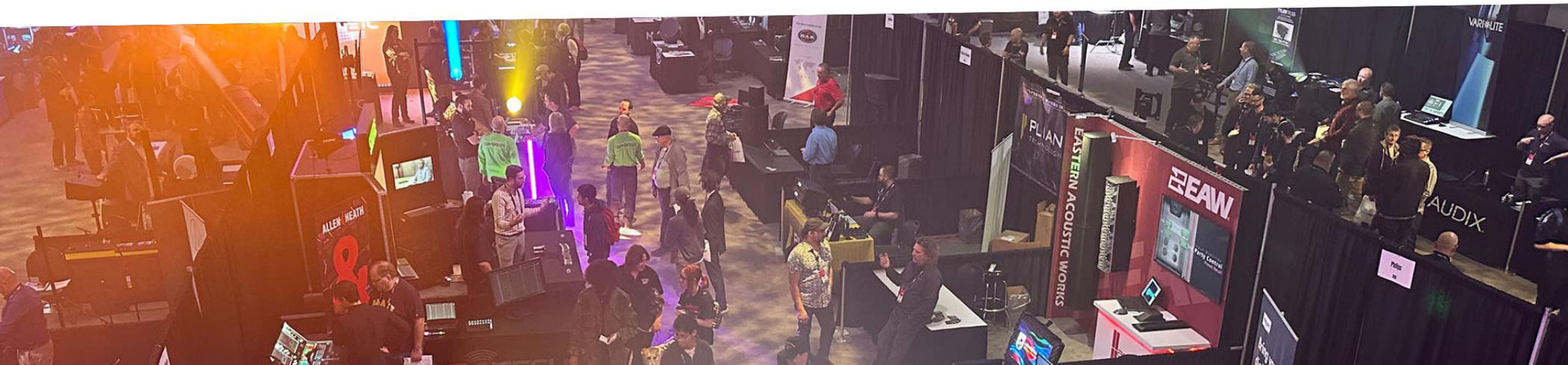
MESA AMPHITHEATRE

Live audio demos, presentations, along with Q&A.

LIGHTING SHOWCASE 6:00pm-8:30pm

MESA AMPHITHEATRE

Live lighting demos, presentations, along with Q&A.



WHERE TO STAY

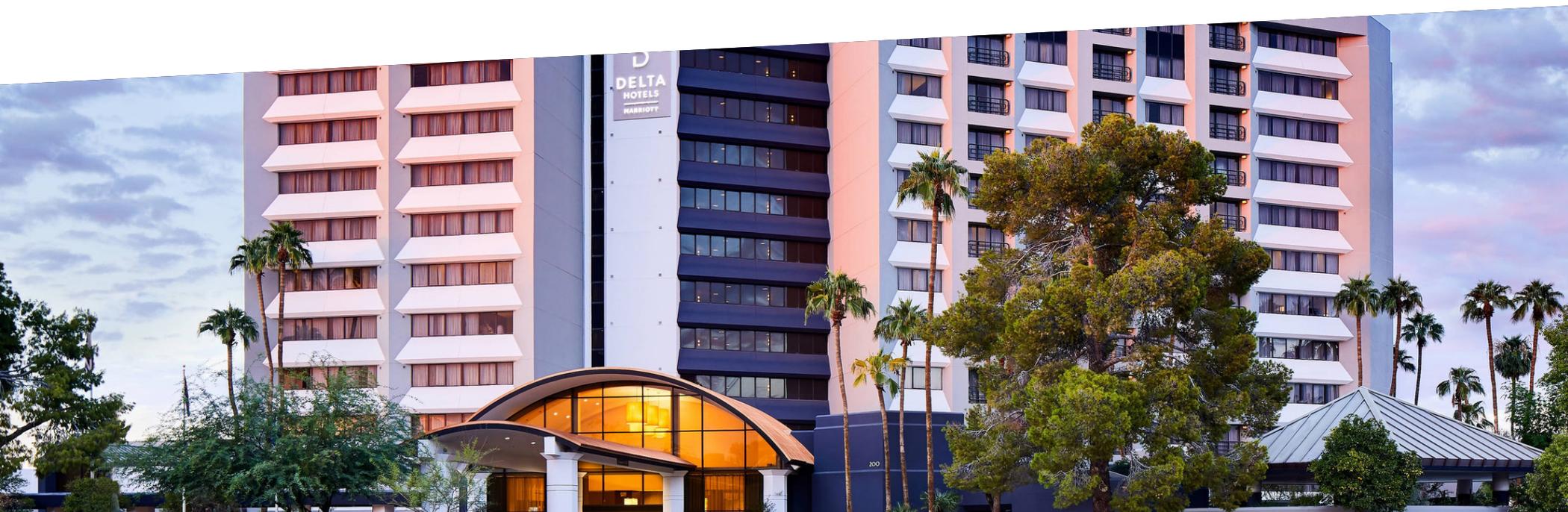
DELTA HOTELS BY MARRIOTT PHOENIX MESA

480-898-8300

**200 NORTH CENTENNIAL WAY
MESA, AZ 85201**

We have secured a substantial discounted room rate for Sunday, November 12 through Thursday, November 16 at the Delta Hotels by Marriott Phoenix Mesa. The hotel is adjacent to the convention center and Amphitheatre. Amenities include a coffee bar, bar, taqueria, fitness center, pool, and gym. A sports bar is located across the street, seafood around the corner, and there are several other restaurant options within a 3-5-minute drive or walk.

Book at: <https://www.avlexpo.com/where-to-stay>



GOLD SPONSOR

\$5000 +TAX

1 AVAILABLE

Includes :

- **1x 10' x 20' Expo booth with standard booth items.**
- **Exclusive logo on all attendee lanyards & badges.**
- **Exclusive gold sponsor signage within Expo Hall & Amphitheatre.**
- **Exclusive logo on attendee swag bags.**
- **Exclusive access to AVL Expo attendee list.**
- **Exclusive banner ad on attendee registration page on avlexpo.com**
- **2x Sponsor-provided promotional items within attendee swag bags.**
- **1x Full page advertisement within show directory.**
- **2x Brand / product focused email to registered attendees.**
- **4x Brand / product focused social posts.**
- **4x Rotating banner ads on avlexpo.com**
- **Logo within all AVL Expo attendee invite emails.**
- **Listed within Expo directory on the web and in print.**
- **Complimentary box lunches, snacks, and refreshments supplied for booth staff.**

BOOTHS GO ON SALE 6/1/23

**SKIP THE WAIT BY PURCHASING A
SPONSORSHIP OR SHOWCASE SLOT TODAY**

APPLY FOR A SPONSORSHIP AT [AVLEXP.COM/EXHIBIT](https://avlexpo.com/exhibit)

SILVER SPONSOR

\$3000 +TAX

3 AVAILABLE

Includes :

- **1x 10' x 10' Expo booth with standard booth items.**
- **1x Brand / product focused email to registered attendees.**
- **1x 1/2 Page advertisement within show directory.**
- **Logo included within silver sponsor signage within Expo Hall & Amphitheatre.**
- **1x Sponsor-provided promotional item within attendee swag bags.**
- **1x Brand / product focused email to registered attendees.**
- **2x Brand / product focused social posts.**
- **2x Rotating banner ads on avlexpo.com**
- **Logo within all AVL Expo attendee invite emails.**
- **Listed within Expo directory on the web and in print.**
- **Complimentary box lunches, snacks, and refreshments supplied for booth staff.**

BOOTHS GO ON SALE 6/1/23

**SKIP THE WAIT BY PURCHASING A
SPONSORSHIP OR SHOWCASE SLOT TODAY**

APPLY FOR A SPONSORSHIP AT [AVLEXP.COM/EXHIBIT](https://avlexpo.com/exhibit)

BRONZE SPONSOR

\$1500 +TAX

8 AVAILABLE

Includes :

- **1x 10' x 10' Expo booth with standard booth items.**
- 1x 1/4 Page advertisement within show directory.
- Logo included within bronze sponsor signage within Expo Hall & Amphitheatre.
- 1x Brand / product focused social post.
- 1x Rotating banner ad on avlexpo.com
- Logo within all AVL Expo attendee invite emails.
- Listed within Expo directory on the web and in print.
- Complimentary box lunches, snacks, and refreshments supplied for booth staff.

BOOTHS GO ON SALE 6/1/23

**SKIP THE WAIT BY PURCHASING A
SPONSORSHIP OR SHOWCASE SLOT TODAY**

APPLY FOR A SPONSORSHIP AT [AVLEXP.COM/EXHIBIT](https://avlexpo.com/exhibit)

SOCIAL LOUNGE / BAR

SPONSOR

\$1500 +TAX

1 AVAILABLE

Includes :

- **Immediate access to expo booth sales - skip the wait!**
- **Exclusive "Happy Hour Presented by YOUR BRAND" announcements via PA systems and signage.**
- **Exclusive signage within the social lounge area (catering) within the expo hall.**
- **Exclusive signage surrounding the ampitheatre bar.**
- 1x 1/4 Page advertisement within show directory.
- 1x Brand / product focused social post.
- Listed within Expo directory on the web and in print.

* Expo booth NOT included.

BOOTHS GO ON SALE 6/1/23

***SKIP THE WAIT BY PURCHASING A
SPONSORSHIP OR SHOWCASE SLOT TODAY***

APPLY FOR A SPONSORSHIP AT [AVLEXPO.COM/EXHIBIT](https://avlexpo.com/exhibit)

AMP DEMO SHOWCASES

AUDIO

Includes :

Immediate access to expo booth sales - skip the wait!

- 45 Minute presentation within amphitheatre.
- Microphone and digital audio console.
- Video wall for presentation.
- MC intro/outro.
- Listed within Expo directory on the web and in print.
- Brand name within invite / attendee emails where showcase is mentioned.

* Audio presentation framework: 35 Minutes of Speaking / Demo (A presenter must be on stage). 10 Minutes of Q&A

** Presenters are required to have one team member on stage speaking, and one team member at FOH controls.

*** Expo booth NOT included.

\$1000.00 + TAX

LIGHTING

Includes :

Immediate access to expo booth sales - skip the wait!

- 30 Minute presentation within amphitheatre.
- Microphone and digital audio console.
- Video wall for presentation.
- MC intro/outro.
- Listed within Expo directory on the web and in print.
- Brand name within invite / attendee emails where showcase is mentioned.

* Lighting presentation framework: 20 minutes of speaking. (A presenter must be on stage). 1 audio track of pre-programmed lighting show. 5 Minutes of Q&A .

** Presenters are required to have one team member on stage speaking, and one team member as an LD / controlling lighting. Clearwing will have a lighting engineer on standby for assistance.

*** Expo booth NOT included.

\$1000.00 + TAX

APPLY FOR A SHOWCASE SLOT AT AVLEXPO.COM/EXHIBIT

BOOTHS GO ON SALE 6/1/23

SKIP THE WAIT BY PURCHASING A SPONSORSHIP OR SHOWCASE SLOT TODAY

BOOTHS

10'x10' BOOTH

Includes :

- 1x 20 Amp circuit.
- 1x 6' Table + linens.
- 2x Chairs.
- Listed within Expo directory on the web and in print.
- Complimentary box lunches, snacks, and refreshments supplied for booth staff.

\$1000.00 + TAX

**You may purchase and combine multiple 10' x 10' expo booths.*

***All booths are first come, first served.*

ADDITIONAL POWER

\$95 - Each additional 20 amp circuit

\$180 - Each additional 208v circuit

ADDITIONAL FURNITURE

\$30 - Each additional 6' table

\$15 - Each additional folding chair

A/V RENTALS

POA

BOOTHS GO ON SALE 6/1/23

SKIP THE WAIT BY PURCHASING A SPONSORSHIP OR SHOWCASE SLOT TODAY

APPLY FOR A BOOTH AT [AVLEXPO.COM/EXHIBIT](https://www.avlexpo.com/exhibit)

THE TIMELINE

TODAY

- Sponsorships and audio/lighting showcase time slots go live allowing exhibitors early access to booths.

JUNE 1, 2023

- Booth sales go live for all exhibitors.
- AVL Expo 2023 launches publicly and marketing begins.

OCTOBER 25 - NOVEMBER 8, 2023

- Inbound shipments accepted at Clearwing, Phoenix for cold storage.

NOVEMBER 9 - 10, 2023

- Trucks packed with booths, ready for delivery to convention center and amp.

NOVEMBER 13, 2023

- Clearwing load in: 7am - 10am
- Expo & Showcase load in: 10am - 5pm
- Lighting Showcase programming: 5pm - 9pm

NOVEMBER 14, 2023

- Show day (see next page for hour-by-hour)

NOVEMBER 15, 2023

- Clearwing unloads at warehouse.
- NO shipments available for pickup at Clearwing.

NOVEMBER 16, 2023

- Outbound shipments available for pickup at Clearwing, Phoenix.

****ALL DATES/TIMES ARE SUBJECT TO CHANGE***

THE DAY-OF SCHEDULE

****ALL TIMES ARE SUBJECT TO CHANGE***

Badge Pick Up	8:00am
Show Floor Open	9:00am
Audio Showcase Vendor 1	1:00 - 1:45pm
Audio Showcase Vendor 2	2:00 - 2:45pm
Audio Showcase Vendor 3	3:00 - 3:45pm
Audio Showcase Vendor 4	4:00 - 4:45pm
Show Floor Close / Expo Strike	5:00pm
Audio Showcase Vendor 5	5:00 - 5:45pm
Lighting Showcase Vendor 1	6:00 - 6:30pm
Lighting Showcase Vendor 2	6:30 - 7:00pm
Lighting Showcase Vendor 3	7:00 - 7:30pm
Lighting Showcase Vendor 4	7:30 - 8pm
Q&A / Hands On / Last Call	8:00 - 8:30pm
Amp Close / Strike	8:30pm
Clearwing Trucks Leave	11:00pm

SHIPPING & LOGISTICS

OCTOBER 25 - NOVEMBER 8, 2023

- Inbound shipments accepted at Clearwing, Phoenix for cold storage. Clearwing will transport all cold storage items to the event via tractor trailer at time of load in.
- Please note: While our warehouse does have a loading docks, all gear at the convention center will be forked off a trailer, rolled down a ramp, or unloaded via liftgate. Please plan your shipments accordingly.

Ship To:

Clearwing AVL Expo
ATTN: Booth #XXX
4025 W. Buckeye Rd.
Phoenix, AZ 85009

SHIPPING & RECEIVING CONTACT

KATIE AVIS

Shipping & Receiving
Clearwing Systems Integration
kavis@clearwing.com
(602) 850-6333

WHEN STRIKING YOUR BOOTH...

- Bring your own packing materials.
- A printer will be available at registration.
- Have your outbound shipping labels / BOLs ready to go. Adhere them to all outbound parcels.
- Once all gear has been packaged with labels / BOLs applied, leave the boxes/pallets neatly within your booth. Clearwing will return these items to our Arizona warehouse.
- All outbound parcels must have a pickup scheduled by you, for pickup after 11/15/23.
- Clearwing is not responsible for scheduling any pickups or freight terminal drop-offs.
- Please adhere to the shipment pickup timeline within our show schedule.

You are NOT required to ship your booth items to Clearwing, however it is strongly recommended. The front and rear hall doors will be accessible to those who wish to bring items via personal vehicles.

WHAT'S NEXT?

- **BECOME A SPONSOR**
- **PRESENT AT SHOWCASE**
- **APPLY FOR A BOOTH**

Get started at www.avlexpo.com/exhibit

KEY CONTACTS

SHOW MANAGER

JAY BAUMGARDER

Marketing Manager

Clearwing Systems Integration

jbaumgardner@clearwing.com

(414) 258-6333

VENDOR & SALES SUPPORT

JEFF STEELE

Director of Retail Sales

Clearwing Systems Integration

jsteele@clearwing.com

(602) 850-6333

SHIPPING & RECEIVING

KATIE AVIS

Shipping & Receiving

Clearwing Systems Integration

kavis@clearwing.com

(602) 850-6333

PRODUCTION EQUIPMENT RENTALS

ANDY BEISNER

Account Executive

Clearwing Productions

abeisner@clearwing.com

(602) 850-6333

AUDIO SHOWCASE

CONTACT TO BE ANNOUNCED

Clearwing Productions

LIGHTING SHOWCASE

CONTACT TO BE ANNOUNCED

Clearwing Productions

HELPFUL TIPS

HOTEL

- Take advantage of our room block: <https://www.avlexpo.com/where-to-stay>

GETTING TO THE COMPLEX

- Rideshare (Uber/Lyft) is an easy way to get from the airport to the convention hall / hotel.
- The hotel and convention hall are (seriously) only steps away from one another.
- The hotel has a bar with a small restaurant within.
- There are many restaurants within a 5 minute walk of the hotel.

LOAD IN

- All gear that was shipped to Clearwing will be delivered directly to your booth.
- Keep aisles and fire routes clean and clear.
- Dead storage is behind the drape along the outside walls.

BOOTHS / SHOW DAY

- No overhead rigging is allowed within a booth space. That said, design your booth to be eye-catching and appealing. Keep it clean and walkable. Have gear ready and available to be interacted with by attendees.
- Do not project your logo within the convention hall outside of your booth space. The walls and balcony are reserved for sponsorship advertising.
- Be approachable and engaging – don't sit behind your phone or computer and wander outside of your booth, leaving it unattended. Clearwing staff is more than happy to watch your booth if you need to step away – just ask!
- Our attendees love to ask questions and learn! Make eye contact with attendees, greet them by name.
- The show office is available if you need to take a break. It is private to event staff and exhibitors.

HELPFUL TIPS

EXPO HALL LOAD OUT

Transporting gear yourself?

- Please be courteous of others. Use the front doors of the convention hall, or the rear dock door. Watch for forklifts.

Shipping gear out?

- Clean up your waste.
- Bring packing materials.
- Have your outbound shipping labels / BOLs ready to go. Adhere them to all outbound parcels. A printer will be available at the registration desk.
- Once all gear has been packaged with labels / BOLs applied, leave the boxes/pallets neatly within your booth. Clearwing will return these items to our Arizona warehouse.
- All outbound parcels must have a pickup scheduled by you. Clearwing is not responsible for scheduling any pickups or freight terminal drop-offs. Please adhere to the shipment pickup timeline within our show schedule.

AMPHITHEATRE SHOWCASE

Audio vendors are given 45 minute timeframe.

- 35 Minutes of Speaking / Demo (A presenter must be on stage).
- 10 Minutes of Q&A

Lighting vendors are given a 30 minute time frame.

- 20 minutes of speaking. (A presenter must be on stage)
- 1 audio track of pre-programmed lighting show.
- 5 Minutes of Q&A
- At the end of all lighting showcases, a 30 minute window will remain. At this time, attendees will be encouraged to interact with you and get a bit more hands on with controlling fixtures.