InfoComm Opens 2013 Registration

Written by Bob Snyder
26. 02. 2013

More than 10,000 of the hottest technology products from more than 925 companies will be featured at **InfoComm 2013** in Orlando, Florida, June 8-14.

We know what you are thinking: you just finished a big ISE (infoComm's sister show in Europe) and you have show fatigue written all over your face. **So why should you attend InfoComm in USA?**

Not everybody in Europe should. But InfoComm 2013 will have more than 500,000 net square feet of show floor exhibits and special events space. More than 35,000 professionals will attend the show and more than 4500 international attendees from 90 countries outside of North America will make that decision to visit InfoComm 2013.

Let's summarize why you should attend this year's event:

   1. There are still some industry segments where America is ahead of Europe and it's good to catch these important trends early.
   2. InfoComm is massive and draws important AV executives worldwide so it's another ISE-sized opportunity to network for business. It's actually easier to catch some European executives there than at ISE where they are busy attending to suppliers and customers. (You

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said you wished ISE lasted another week: well, consider this ISE Part II in terms of rubbing shoulders…)

3. The education is significant and more committed than in Europe.

4. There are still vendors in USA than aren't yet available in Europe. Hard-to-believe but "exporting" to the Americans sometimes means you have to show up on their doorstep.

5. With the winds of consolidation in the air, there are USA integration firms looking to buy—or looking to be sold. If you've noticed the headlines recently, we've moved from "convergence" to converging upon one another.

6. USA is still the gateway for business in Central and Latin America. Spanish-speaking European companies will find more South American customers there.

7. It's on the East Coast and that's easier travel for Europeans. And cheaper. Given that transatlantic flights are cheaper than most intra-Europe flights, you might argue it's cheaper to pop over to Orlando to see a vendor than visit the same vendor at European HQ.

8. The Mouse is nearby and you can bundle a family visit to Disney, the *real* Disney. Usually InfoComm also has some pretty good organized tours for professionals to check out the AV set-ups in the Orlando attractions. (Also Disney has attracted so many competitors that it is become a Las Vegas sans gambling of Eastern USA. Check it out here: the new
[Transformers the new 3D ride](#)
at Universal Studios or the biggest expansion ever at
[SeaWorld, an incredible Antarctica exhibit and first-of-a-kind ride](#)
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InfoComm caters to a broad spectrum of market sectors, including business, government, military, education, worship, healthcare, hospitality, retail and entertainment. They feature the Unified Collaborative Conferencing Pavilion, Digital Signage Pavilion, Lighting and Staging Pavilion, and even-- God bless-- The Technologies for Worship Pavilion.

New technology zones will highlight emerging trends in the areas of digital content creation, education applications, mobile videoconferencing and security solutions.

"The $78 billion AV industry continues to grow each year," says InfoComm Executive Director and CEO David Labuskes, CTS, RCDD. "Demand for AV technology, including control systems, conferencing, digital signage and networked audio, has increased dramatically in the built environment. Audiences expect increasingly spectacular live events. This interest has resulted in a thriving Show, and I am confident that InfoComm 2013 attendees will experience the most dynamic InfoComm ever."

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More than 300 educational sessions will be offered by InfoComm University and valued partner groups.

And don't forget the reception for international visitors on Wednesday, June 12, 5:30 p.m.-7:00 pm-- a great opportunity to meet with exhibitors, distributors, integrators and buyers in a relaxed setting. And it's FREE!

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