

KnowledgeFest

Event & Attendee Profile



2022 Events

Las Vegas
Indianapolis
Orlando
Dallas



KnowledgeFest™ 2022

The Mobile Electronics Association shares the results the 2022 KnowledgeFest season



Attendee information for 2022

4,000
TOTAL EVENT ATTENDEES

2,400
WERE RETAILER ATTENDEES

Attendee Profile for 2022

2,000
CAME FROM SINGLE-STORE LOCATIONS

400
CAME FROM MULTI-STORE LOCATIONS

Retail Locations and Types Represented

1,200 UNIQUE LOCATIONS FROM
940 UNIQUE CITIES FROM
50 STATES REPRESENTING
20 UNIQUE COUNTRIES.

Top 10 States Represented

TX
FL CA IN
OH OK IL
LA NV GA

Was this your first KnowledgeFest?



Overall, how would you rate KnowledgeFest 2022?



How helpful was the content presented at KnowledgeFest?



Thinking about your time on the KnowledgeFest Exhibit Floor:



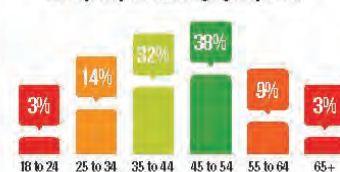
How would you rate the value for the money of KnowledgeFest?



For Classification Purposes, survey respondents are:



For Classification Purposes, survey respondents age groups are:



WHAT WAS THE SINGLE MOST VALUABLE THING YOU LEARNED AT KNOWLEDGEFEST 2022?

"I got a lot of new ideas to better my business"

"Blowing my mind over learning how to market myself as well as my brand. It was awesome to get a refresher in sales and re-ignite my passion for car audio and accessories."

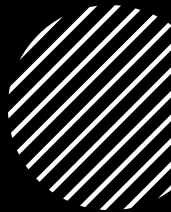
"One on one time with some of the biggest names in the industry is what I found the most valuable"

"Like the old days of CES, putting names to faces. Establishing relationships. It was also very informative. Really enjoyed it. We have an amazing industry!"



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KnowledgeFest 2022 Events

4,000 Total Attendees

2,400 Retailer Attendees
representing 1,200 Locations in
50 states & 20 countries
representing 940 cities

Top Ten States:

TX | FL | CA | IN | OH | OK | IL | LA | NV | GA

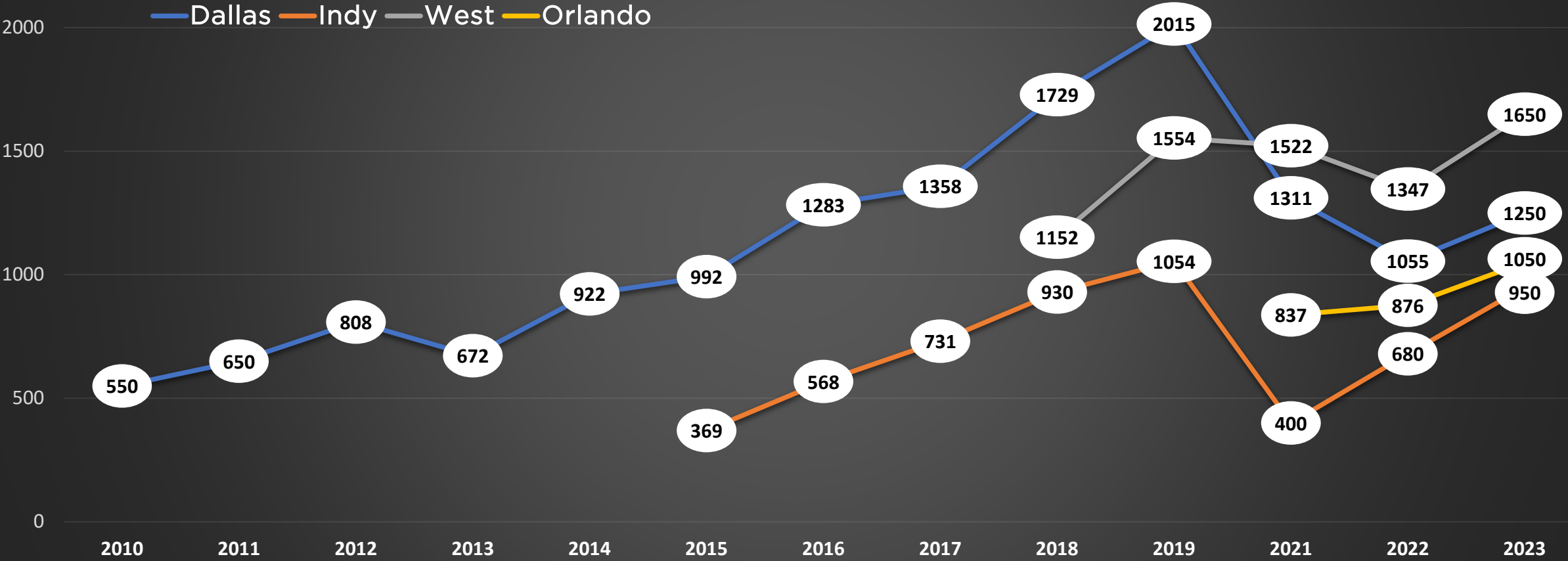
400 are Multi-store locations

2,000 are Single Store locations

1,401 are MEA members

KnowledgeFest

2010 to 2022 Total Attendance (2023 Projected)*

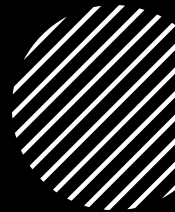


*2020 West included in 2021 #'s



Attendee Types 2022

- Las Vegas
- Indianapolis
- Orlando
- Dallas



KnowledgeFest Primary Attendee Type*

77% -- Owner/Manager

9% -- Sales/Marketing

10% -- Technician/Fabricator

3% -- Other

*From 2022 post-event survey results



2023 Events

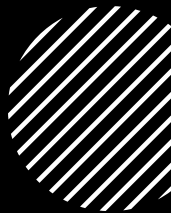
Las Vegas - Awards



Orlando

Indianapolis

Dallas



THE 2023 TOUR

KnowledgeFest™

LAS VEGAS

FEBRUARY 3 - 5

ORLANDO

MAY 19 - 21

INDIANAPOLIS

JUNE 23 - 25

DALLAS

AUGUST 25 - 27



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REGISTER



KnowledgeFest™

LAS VEGAS - FEBRUARY 3 - 5 | 2023

mobile
ELECTRONICS
industry
AWARDS

