

InfoComm 2017 Sets a New Standard for Audiovisual and Integrated Experiences With Record

ORLANDO, Fla., June 19, 2017 /[PRNewswire-USNewswire](#)/ -- InfoComm, North America's largest audiovisual trade show for an entire community of creative, technical professionals, welcomed more than 40,000 visitors for the first time in its history, drawn to ponder the question, "What Will You Create?"

"It's a watershed year for InfoComm," said Jason McGraw, CTS®, CAE, Senior Vice President of Expositions, InfoComm International®. "The technology on display was amazing again, and we're thrilled with the tremendous response, but we're especially excited that guest after guest told us this InfoComm offered new and different experiences for our growing, innovative audience."

By the time the doors closed for the week, InfoComm 2017 had logged 44,077 registered attendees, 13 percent more than the last time it was held in Orlando, Fla., in 2015, and 14 percent more than InfoComm 2016 in Las Vegas.

InfoComm 2017 visitors hailed from all 50 United States and 117 countries; 17 percent of attendees were from outside the U.S. The show's 950 exhibitors anchored a massive expo that spanned more than 545,000 net square feet of exhibits, demo rooms, and special events space, making it the biggest InfoComm ever.

"Brand-new show elements like our TIDE conference, Center Stage, The Park, and the Immersive Technology Experience made for an incredible atmosphere and attracted an unprecedented mix of qualified attendees," McGraw said.

In all, 41 percent of InfoComm 2017 attendees identified as technology managers and end users — more than in any previous year. And 39 percent were first-time visitors, a sign that InfoComm continues to attract new customers and professionals to the AV solutions marketplace.

"InfoComm is committed to serving as a catalyst for market growth by offering content and programs that speak to the outcomes achievable through AV solutions," said David Labuskes, CTS, RCDD, Executive Director and CEO, InfoComm International. "As we build greater awareness of the magic of AV, we believe the InfoComm show will continue to draw more and different market participants, from content creators to enterprise decision-makers. InfoComm 2017 has proven to be a significant step in that direction."

Other notable news from InfoComm 2017 in Orlando:

- More than 3,700 attendees took part in InfoComm training and education — up 24 percent from 2016.
- Nearly 190 professionals passed a Certified Technology Specialist (CTS) exam, bringing the total number of CTS holders to 11,105.
- More than 650 volunteers participated in InfoComm council activities, including record attendance at the Women of InfoComm Network Breakfast.

"I had the pleasure of speaking to many of the enthusiastic, engaged InfoComm 2017 visitors at the week's meetings and receptions," Labuskes said. "It left me inspired by their dreams and ambitions for audiovisual experiences and how they continue to impact people around the world."

InfoComm 2017 was sponsored by Presenting Show Partner Samsung, Strategic Show Partners Blackmagic Design and Crestron, and Supporting Show Partner LG.

InfoComm 2018 will be held June 2-8, 2018, at the Las Vegas Convention Center.

About InfoComm International

InfoComm International® is the global trade association representing the commercial audiovisual and information communications industries. Established in 1939, InfoComm has more than 5,400 members, representing over 70,000 AV professionals worldwide, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end users and multimedia professionals from more than 80 countries. InfoComm International is the leading resource for AV standards, market research and news. Its training, certification and education programs set a standard of excellence for AV professionals. InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers in the Western Hemisphere. InfoComm also produces trade shows in China, Europe, India, Latin America and the Middle East. Additional information is available at infocomm.org.

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