



KnowledgeFest™

The Premiere Event for the Mobile Electronics Industry



Las Vegas | Atlantic City | Dallas

2025 Events

Las Vegas
Jan 31 -Feb 2

Atlantic City
June 6-8

Dallas
August 15-17

KnowledgeFest™

An extraordinary gathering of industry professionals, showcasing cutting-edge products, innovative technologies, and the latest trends in the mobile electronics industry. Attendees can look forward to engaging seminars, insightful workshops, interactive demonstrations, and unparalleled networking opportunities.

BY THE NUMBERS (2024)

5500

**Total
Attendees**

2000

**Retail
Locations**

1040

Cities

50

States

20

Countries

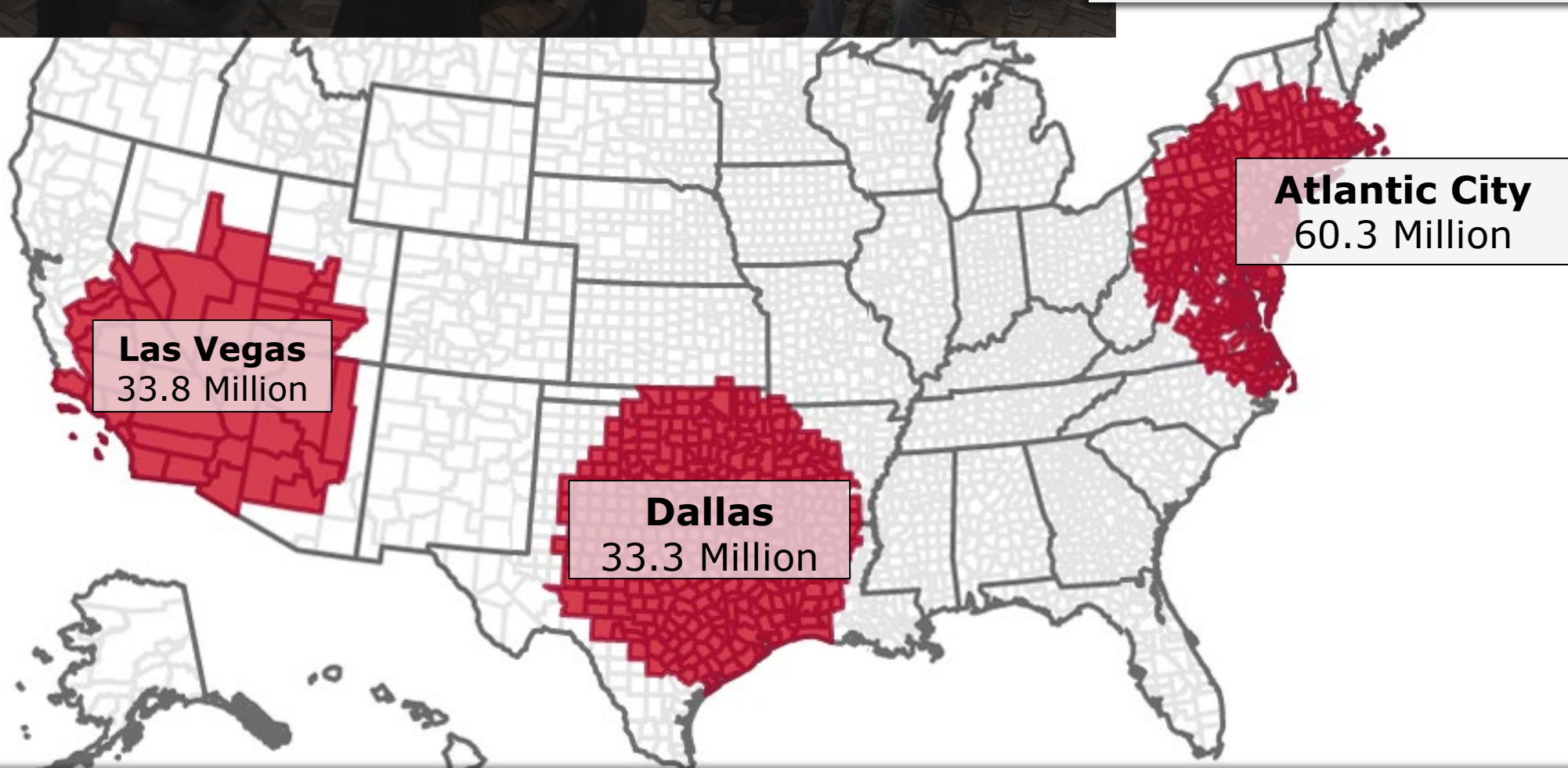
Produced by



Reach the Nation's Specialty Retailers

300-mile Radius / Six-hour Drive

KnowledgeFest™



Sampling of Exhibitors

KnowledgeFest™

SONY

HKI
SoundDigital

KICKER®

ALPINE®

Metra™
THE INSTALLER'S CHOICE

KENWOOD
JVC MOBILE ENTERTAINMENT

Pioneer

FIRSTECH, L.L.C.

PrecisionPower
Absolutely State-of-the-Art Mobile Audio.

AAMP
—ADVANCING VEHICLE TECHNOLOGY—
AudioControl®

SiriusXm®

JL AUDIO®

ARC AUDIO

cerwin
vega
mobile
DIAMOND
WEAR THE MUSIC

VOXX™
Electronics Corporation
DIRECTED.

MUSWAY
MUSIC IS THE WAY

Ap® Audiopipe®

FOCAL®
THE SPIRIT OF SOUND
mosconi

JBL
by HARMAN
Infinity

RYDEEN®
find your road

db
DRIVE

audison
HERTZ
The Sound Experience

MEMPHIS
CAR AUDIO

SUNDOWN
AUDIO

Dynamat®

LINKSWELL
TECHNOLOGY TOGETHER

LUCAS
LIGHTING

morel

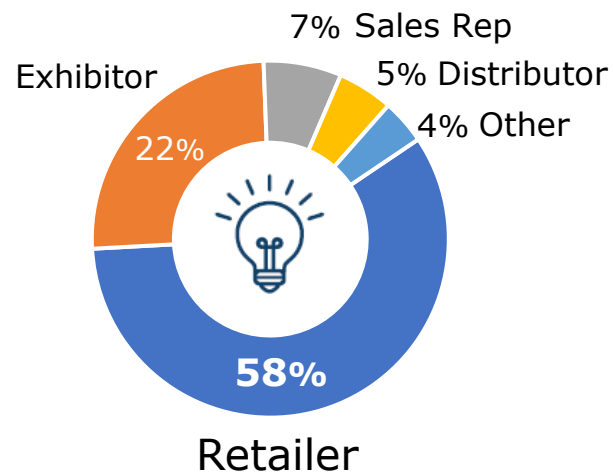
XS
POWER
BATTERIES

RaceRS★
Sport
lighting

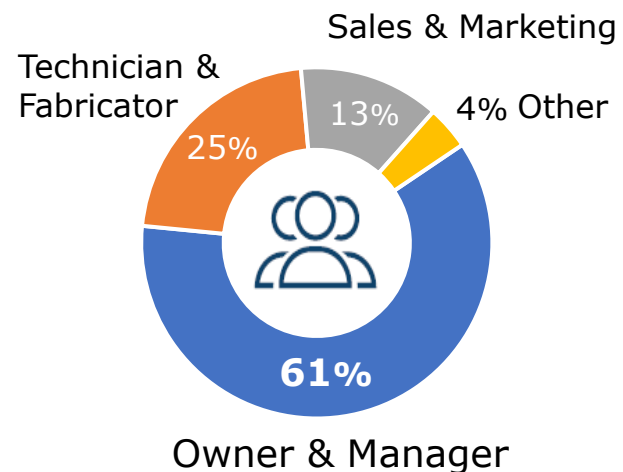
Attendee Profile

KnowledgeFest welcomes top industry retailers, manufacturers, distributors, sales reps, and media to three-day events hosting 5500+ attendees with over 60% being Specialty Retailers.

Attendee Type



Retailer Type



Attendees Types Represented

- Retail Owners
- Retail Managers
- Retail Sales & Marketing Professionals
- Installation Technicians
- Fabricators
- Media
- Sales Reps
- Distributors

2024

KnowledgeFest Survey Results*

68% are Business Owners

89% Placed New Orders during the events

95% Would Recommend

*300+ survey responses

KnowledgeFest™

2024 The Mobile Electronics Association shares survey results from retailers across the nation regarding KnowledgeFest Events for 2024.

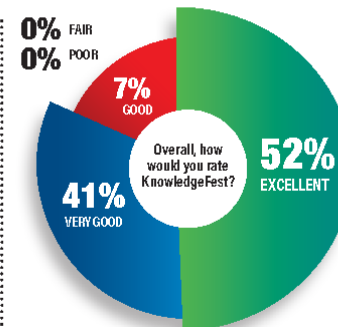
mea
mobile electronics association

As an attendee based on your overall experience, how likely are you to recommend attending KnowledgeFest to someone in our industry?

95%
WOULD RECOMMEND IT.

Since 2022, how many KnowledgeFest events have you attended?

45% 2024 was my first KnowledgeFest.
40% I have attended two (2) to five (5) events
15% I have attended more than five (5) events



Did you take advantage of show specials from exhibitors at the event?

29% I placed orders (or my company did) from my current vendors for products during the event.
10% I placed orders (or my company did) from new vendors for products during the event.
50% I committed (or my company did) to placing future orders as a result of information presented at the event.

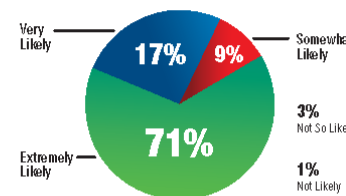
How helpful was the content presented at KnowledgeFest?

50% Extremely Helpful
35% Very Helpful
12% Somewhat Helpful
3% Not So Helpful
0% Not At All Helpful

In terms of your career development, how valuable were the networking opportunities at KnowledgeFest?

63% Extremely valuable
21% Somewhat valuable
17% Very valuable
0% Not so valuable
0% Not at all valuable

How likely are you to attend a KnowledgeFest event again in the future?



Thinking about your time on the KnowledgeFest Exhibit Floor:

41% I Spent Time on the Exhibit Floor all three days
48% I Spent Time on the Exhibit Floor just two days
11% I Spend Time on the Exhibit Floor just one day
0% I did not visit the Exhibit floor

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

38% Excellent
46% Very Good
8% Good
8% Fair
0% Poor

For Classification Purposes, survey respondents are:

68% Business Owner or Manager
20% Technician or Fabricator
12% Sales or Marketing Professional

For Classification Purposes, survey respondents age groups are:

0% 18 to 24
15% 25 to 34
34% 35 to 44
34% 45 to 54
15% 55 to 64
2% 65+

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

- "To continue going to future KnowledgeFest events. I learned so many new things that I need to always attend these training's to continue learning."
- "Networking in our industry is a must and KFest is the perfect opportunity to maximize your network."
- "How to integrate modern sound systems with factory EQ / DSP."
- "Sales and management classes were perfect for us."
- "There wasn't just one. All the classes were great. There were a few that might have been the right fit in my opinion."
- "I learned a lot about online marketing and social media marketing. Mostly that I am doing it all wrong and am going to start implementing what I learned there."
- "Take time to meet people, building relationships make a difference."
- "The most valuable thing I learned was how to create effective business plans."
- "Hard to pinpoint. Each class I attended I learned something, all equally valuable."

Marketing Plan & Event Promotions

KnowledgeFest™

Extensive Reach & Industry Visibility

- | Visibility and outreach to Mobile Electronics Magazine, MEA Membership & KnowledgeFest databases of 25,000+ Industry Professionals
- | Extensive social media coverage
- | Event featured on KnowledgeFest Website



Pre-Event Branding and Social Media



- | Logo recognition on all KnowledgeFest email marketing (~15-25 emails prior to event)
- | Corporate logo and link highlighted on website
- | Reference in event press releases
- | Promotion through extensive social media networks
- | Blog and social networking posts announcing sponsorship

On-site and Post-Event Branding and Visibility

- | Recognition and visibility in pre-post-event press releases
- | Extensive industry outreach
- | Recognition as a sponsor of the specific KnowledgeFest event
- | Branding and Product/Service highlighted post event in Mobile Electronics Magazine



KnowledgeFest™

PARIS HOTEL | LAS VEGAS
JAN. 31 - FEB. 2 | 2025



Discover | Learn | Connect

[KnowledgeFest.com](https://www.KnowledgeFest.com)



REGISTER TODAY

KnowledgeFest™

Las Vegas

| January 31- February 2, 2025

Atlantic City

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Dallas

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2025 Partner Benefits

KnowledgeFest™

SPECIAL PROGRAM DESIGNED TO THANK OUR MOST SUPPORTIVE MEMBERS THAT EXHIBIT AT ALL THREE KNOWLEDGEFEST EVENTS.

- | Priority Booth Selection at each event
- | 10% Discount Off Exhibitor Booth Space*
- | 20% off Material Handling from Shepard Exhibitor Services
- | Platinum Sponsorship at each KnowledgeFest
- | FREE table at Industry Awards dinner (Las Vegas)
- | Executive Suite upgrade & Airport Limo Service (Atlantic City) – available for 20x40 and larger exhibitors
- | Invitation to Hall of Fame Reception (Dallas)
- | Full Page Advertisement Mobile Electronics magazine
- | Direct email marketing to MEA Retailer Membership

Exhibit & Training

KnowledgeFest™

Exhibit Pricing

Includes:

- Listed as exhibitor on event websites with inked logo to your webpage
- Opportunity to purchase training meeting space
- Ability to add a show vehicle outside your space*

*20x20 or larger space required – limited space available

Common exhibit sizes:

- 10x10
- 10x20
- 20x20
- 20x30
- 20x40
- 20x50

600 sq. ft. +:

\$25.00 per sq. ft.

400-599 sq. ft.:

\$27.00 per sq. ft.

100-399 sq. ft.:

\$29.00 per sq. ft.

Training (one-hour):

\$750

Show Vehicle:

\$1,000

Event Sponsorship

The logo for KnowledgeFest, featuring the word "Knowledge" in blue and "Fest" in red, with a small trademark symbol (TM) to the right.

Brand Placement Pricing

- MEA website
- KnowledgeFest website
- Relevant KnowledgeFest onsite hall/lobby signage
- Relevant KnowledgeFest marketing collateral
- KnowledgeFest slide recognizing sponsors
- Ad in online KnowledgeFest Show Guide
- Ad in Mobile Electronics Magazine

Title Sponsor:
\$15,000+

Beer & Business:
\$5,000+

Education Track Sponsor:
\$5,000 per track

MEA Retailer Member Lunch:
\$2,500+

Lanyard Sponsor:
\$1,500

Custom Sponsorships Available

Awards Sponsorship



Awards Sponsorship Pricing

Now in its 25th year, the 2025 Mobile Electronics Industry Awards recognize and honor our industry's top retailers and installers, sales professionals, vendors, reps, and distributors. Those who best exemplify the highest standards of quality and service excellence.

Winners represent our industry at-large and act as ideal examples to inspire their peers within the industry.

Retailer of the Year, Installer of the Year, and other category winners will be announced at the Industry Awards banquet at KnowledgeFest® Las Vegas on February 2, 2025.

Title Sponsor:
\$15,000+

Category Sponsor:
\$5,000 each

Reserved Table Sponsor:
\$1,000 for 10 Seats

Hospitality Bar Sponsor:
\$1,000 for 100 Branded Drink Tickets

Entertainment Sponsor:
\$5,000+

Custom Sponsorships Available

Sponsorship Opportunities

KnowledgeFest™

BEER & BUSINESS SPONSORSHIP

- | Onsite sponsor signage during event
- | Branded drink tickets
- | Listed as sponsor on Kfest.me online show guide
- | Listed as sponsor on relevant email marketing
- | Listed as sponsor on KnowledgeFest.com

EDUCATION TRACK SPONSORSHIP

- | One-Three Slide introduction of Company/Brand during opening Keynote
- | Branded slide shown between each session
- | Listed as Session partner
- | Listed on Kfest.me show guide website as track sponsor

AWARDS SPONSORSHIP

- | Listed as Awards sponsor on meindustryawards.com website
- | Listed as sponsor on all relevant email and social media marketing
- | Six retailer guest passes to the awards dinner

(Contact us for pricing)

Elevate your Brand to Specialty Retailers

KnowledgeFest™



Recognition



Showcase Your Company's Position



Establish Your Brand and Get Focused Attention with a targeted Audience



In-Person Networking Opportunities



Gain Exposure Through Marketing and Outreach

...and taking reservations now for:

KnowledgeFest™

Contact Us...

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Mobile-Electronics.com

