



KnowledgeFest™

The Premiere Event for the Mobile Electronics Industry



Las Vegas | Atlantic City | Detroit

2026 Events

Las Vegas
Feb 2-4, 2026

Atlantic City
June 5-7, 2026

Detroit
August 21-23, 2026

Produced by



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 (2025)

5500

**Total
Attendees**

2000

**Retail
Locations**

1040

Cities

50

States

20

Countries

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
SHEAR 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

M
MEMPHIS
CAR AUDIO

SUNDOWN
AUDIO

Dynamat®

LINKSWELL
TECHNOLOGY TOGETHER

LUCAS
LIGHTING

morel

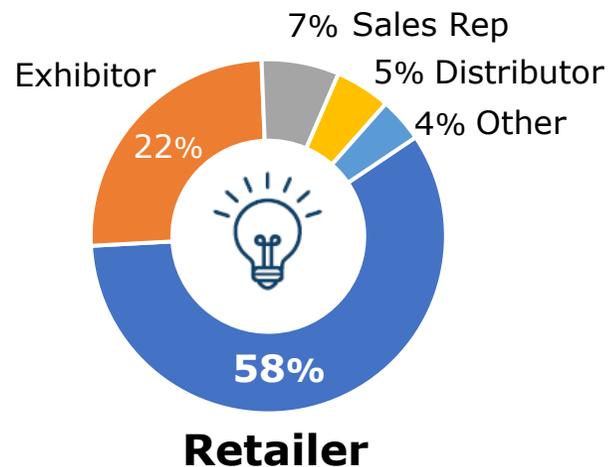
XS
POWER
BATTERIES

RaceRS★
Sport
lighting

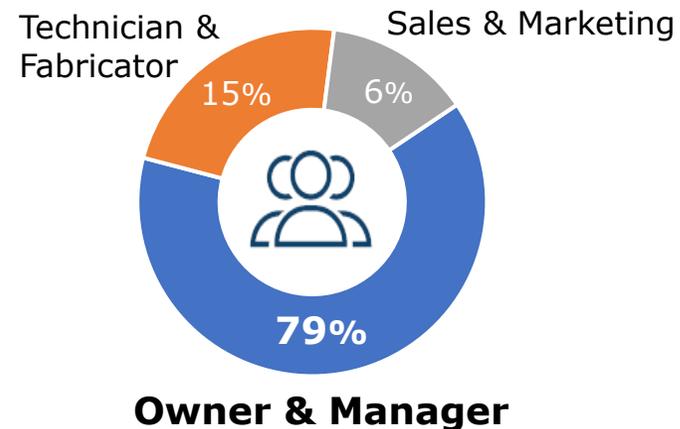
Attendee Profile

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

2025

KnowledgeFest Survey Results*

79% are Business Owners

89% Placed New Orders during the events

98% Would Recommend

*300+ survey responses

KnowledgeFest™

2025

The Mobile Electronics Association shares survey results from retailers across the nation regarding KnowledgeFest Events for 2025.

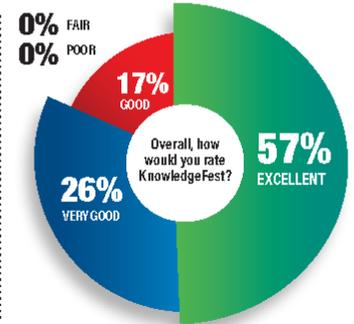


As an attendee based on your overall experience, how likely are you to recommend attending KnowledgeFest to someone in our industry?

98%
WOULD RECOMMEND IT.

Since 2022, how many KnowledgeFest events have you attended?

27% 2025 was my first KnowledgeFest.
54% I have attended two (2) to five (5) events
19% I have attended more than five (5) events



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

30% I placed orders (or my company did) from my current vendors for products during the event.
32% I placed orders (or my company did) from new vendors for products during the event.
38% I committed (or my company did) to placing future orders as a result of information presented at the event.

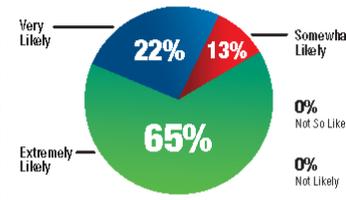
How helpful was the content presented at KnowledgeFest?

64% Extremely Helpful
34% Very Helpful
2% Somewhat Helpful
0% Not So Helpful
0% Not At All Helpful

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

61% Extremely valuable
33% Very valuable
6% Somewhat 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:

57% I Spent Time on the Exhibit Floor all three days
22% I Spent Time on the Exhibit Floor just two days
21% I Spent 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?

56% Excellent
33% Very Good
9% Good
2% Fair
0% Poor

For Classification Purposes, survey respondents are:

79% Business Owner or Manager
15% Technician or Fabricator
6% Sales or Marketing Professional

For Classification Purposes, survey respondents age groups are:

3% 18 to 24
14% 25 to 34
38% 35 to 44
32% 45 to 54
9% 55 to 64
4% 65+

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

"Asking questions and networking can get you to places you never knew you wanted to go. Give 100 percent of your attention to KnowledgeFest and you will come back with more drive, new ideas and long-lasting friendships."

"The sales trainings and the cutting-edge fabrication classes that took us from 3D scanning to a finished box. Now that was awesome!"

"The emphasis on communication and establishing an overall goal for the company."

"Taking the 3D scanning class was a great learning experience. I'm hoping to get more hands-on with scanning now."

"The social media and the time management classes had implementable actions that I found extremely relevant and doable."

"How to better my business in ways I have not considered in the past"

"The value of connection with industry peers to exchange ideas that grow and improve business."

"Networking with people in the industry. Getting different perspectives and ideas from all different parts of the country."

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™



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2026 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 (Detroit)
- | Full Page Advertisement Mobile Electronics magazine

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. +:

\$26.00 per sq. ft.

400-599 sq. ft.:

\$28.00 per sq. ft.

100-399 sq. ft.:

\$30.00 per sq. ft.

Training (one-hour):

\$750

Show Vehicle:

\$1,000

Event Sponsorship

KnowledgeFest™

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 26th year, the 2027 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 2027.

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 KnowledgeFest 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...

Chris Cook

(978) 645-6434

ChrisC@Mobile-Electronics.com

Mobile-Electronics.com

