

Statistics on the Road Show – A Taste of NAB 2006  
Exceeding anyone's expectations!  
As of September 23, 2006



- **Venues:** Fifty-One <http://www.tech-notes.tv/2006/2006-Itinerary.htm>
- **Duration:** Four months + (May 8<sup>th</sup> – September 13<sup>th</sup>)
- **Traveled:** 16,800 (nearly to the foot)
- **Attendance:** over 1430 Total – Average attendance per venue: 28.03 (best in our five years.)
- **Target audience:** Broadcast Managers, Engineers, Technicians, Decision Makers, Technical School Students and others interested in broadcast technology.
- **Received:** Over one hundred thirty-five e-mail thanking us and/or asking us to return in 2007. See them at:  
<http://www.tech-notes.tv/2006/2006%20comments.pdf>
- **Collected:** nine hundred seventy-four business cards as part of our door prize drawings.
- **Door prizes given away:** *This year's door prizes, both those at each venue and those at the end of the Road Show, has an undetermined value: It is well into the tens of thousands of dollars. This factor was a significant ingredient in encouraging folks to attend.*
- **Return on investment:** Incalculable and beyond anyone's wildest expectations – Very Successful. All of this year's sponsors are well satisfied with what we did.
- **Conclusion:** NO other technical Road Show even comes close to these figures. You'd be crazy not to join in on the **Road Show – A Taste of NAB 2007**

**Note:** *At every venue, refreshments were provided for those in attendance. The menu varied (from snacks to a full meal) and was selected by the local folks.*