

# Statistics on the Road Show – A Taste of NAB 2007

As of September 23, 2007

Exceeding everyone's expectations!



Not affiliated with the National Association of Broadcasters.

- **Venues:** Scheduled Fifty-Two. <http://www.tech-notes.tv/2007/2007-Itinerary.htm>
- **Completed:** Fifty-two
- **Duration:** 4 ½ months (May 1st – September 12th)
- **Traveled:** 18,671 miles (30,048 km).
- **Attendance:** over 1303 Total – Average attendance per venue: 25.05.
- **Target audience:** Broadcast Managers, Engineers, Technicians, Decision Makers, Technical School Students and others interested in broadcast technology – Those who couldn't make it to the real thing.
- **Received:** 145 E-mail thanking us and/or asking us to return in 2008. See them at: [http://www.tech-notes.tv/2007/2007\\_Comments.pdf](http://www.tech-notes.tv/2007/2007_Comments.pdf) (So far).
- **Collected:** hundreds of different business cards as part of our door prize drawings. Most all from decision makers
- **Door prizes given away:** This year's door prizes, both those at each venue and those at the end of the Road Show, have 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 or your own efforts have ever comes close to these figures. You'd be crazy not to join in on the Road Show – A Taste of NAB 2008.

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

**There is NO substitution for the National Association of Broadcasters Convention!**

If you can't make it, we're the next best thing.