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Consumer Electronics Expo Draws Over 100 Exhibitors

The event also featured over 700 attendees who demoed products and met one-on-one with company representatives.

Jul. 01, 2008 — by [Steve Crowe](#)

More than 700 attendees and 100 CE exhibitors attended the recent Consumer Electronics Expo 2008 (CEE) at the Embassy Suites Dallas-Frisco Hotel, Convention Center & Spa in Frisco, Texas.

The event, hosted by [The EDGE Distributors Group](#), gave dealers access to the newest products, special show prices and a chance to chat with company representatives from the home and mobile electronics industry.

The two-day event also had seminars and training sessions that were attended by over 100 dealers.

“The larger venue made for a bigger show, which gave dealers access to the many exhibitors and representatives,” says Katy McGregor, director of EDGE Distributors Group and coordinator of CEE.

Some of the seminars included Steve Jackson of Sencore and David Garcia of LG educating dealers about the newest technologies from each company.

Also, Universal Remote Control’s Robert Durbin conducted training on the company’s newest remote technologies, educating dealers on programming codes, graphics and sound.

“For the small manufacturer in the custom/integrator channel, a localized event like CEE provides a greater return-on-investment than the larger tradeshows,” says Lou Kerti, Midwest regional sales director of Sim2 USA.

“CEE 2008 granted us immediate face-to-face contact with potential dealers, channeling leads directly to our sales teams in the area.”

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The Consumer Electronics Expo 2008 was held at the Embassy Suites Dallas-Frisco Hotel, Convention Center & Spa in Frisco, Texas.

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