

# T.H.E. Lone Star Audiofest Fact Sheet

T.H.E. Lone Star Audiofest is a reimagined show for the HiFi enthusiast, designer, creator, builder, DIYer, vinyl junkie, vintage collector, and music lover.

**Dates:** May 2-4, 2025

**Venue:** Embassy Suites by Hilton, 270 Bass Pro Drive, Round Rock TX 78665

**Space:** Over 17,000 square feet of premium of large scale exhibit space including state-of-the-art meeting rooms

*Free parking*

*Free WiFi*

*Free breakfast daily (for guests of the hotel)*

## **What is different this year for Exhibitors (other than the obvious)?**

### **PROMOTION:**

- \*year round regular promotion including social media
- \*livestream interview bookings
- \*opportunities for FM radio promotion
- \*additional promotion on T.H.E. Show's networks and platforms
- \*additional promotion on T.H.E. Show's mailing lists (40,000+)
- \*sponsorship opportunities
- \*opportunities to be included in other additional T.H.E. initiatives

### **MANAGEMENT:**

With a robust, year round event staff managing T.H.E. LSAF, you will have access to a sales team, a marketing team, and a logistic team to address all your questions and needs.

## **WHY AUSTIN? Glad you asked!**

\*Austin has the fastest growing population of millionaires (more people to buy your HiFi creations!)

- \*Austin was named the best state capitol to live in ([WalletHub](#))
- \*Austin is one of the top 10 best places to live in the U.S. ([U.S. News](#))
- \*The Austin MSA added more than 50,000 residents between 2022 and 2023 ([City of Austin](#))
- \*The median age of the Austin metro, 35.9 years, is three years younger than the national median age of 39 years ([U.S. Census Bureau](#))
- \*Austin is one of the hottest job markets in America ([Wall Street Journal](#))
- \*Austin is one of the top 10 hardest-working cities in America ([WalletHub](#))
- \*Due to job market strength and livability, Austin is one of the best cities to start a career ([WalletHub](#))
- \*Austin had the strongest hiring rates in the U.S in 2023 ([LinkedIn](#))
- \*Austin's median household income is \$86,556 versus a U.S. median of \$75,149 ([U.S. Census Bureau](#))
- \*Among the 51 largest U.S. metro areas, Austin topped job growth from 2014 to 2023, increasing by 49.9%. ([U.S. Bureau of Labor Statistics](#))
- \*The Austin-area GDP growth ranked No.1 among large U.S. metros in 2023 ([Austin Business Journal](#))
- \*With significant job and wage growth, Austin was No. 2 on the list of best-performing cities ([Milken Institute](#))
- \*Austin was named one of the top 10 biggest boomtowns in America ([Checkr](#))
- \*Due to incentives and a large talent pool, Austin is one of the best cities for international business ([Financial Times](#))

### **Need more info? AUSTIN MUSIC STATISTICS:**

Music Lovers *LOVE* Austin and here are some reasons why:

- \*Austin's live music tourism generates about \$1.8 billion annually.
- \*Austin hosts two iconic music festivals, South by Southwest (SXSW) and the Austin City Limits Music Festival.
- \*Austin is home to many music companies, including BMI, C3 Presents (Live Nation), SXSW, Tunecore, Messina Touring Group (AEG), Scoremore Shows (Live Nation), and 888 Management Gold Rush Vinyl.
- \*The 2022 Greater Austin Music Census found that the music scene is evolving, with the music ecosystem expanding into satellite communities and becoming more diverse.
- \*The 2022 Greater Austin Music Census found that musician wages are way below average and stagnant.
- \*The 2022 Greater Austin Music Census found that the number of people identifying as male dropped by 9 percentage points to 62%, while those identifying as female held steady at 29% of respondents.
- \*The Austin government awards grants to musicians, independent promoters, and venues to support the local music scene.

**To book your exhibit space at T.H.E. Lone Star Audiofest, please contact:**

***Daryl Sansevero***

***Vice President of Sales and Exhibitor Experience, T.H.E. Show***

**[daryl@theshownow.com](mailto:daryl@theshownow.com)**