

AXPONA

AUDIO EXPO NORTH AMERICA

March 3, 2021

Dear AXPONA Community,

We miss seeing you in person and are optimistic we can all gather again this year. Our team is closely monitoring the vaccine rollout, international travel rules, and state and local government regulations for holding indoor events in 2021. Based on this holistic perspective, and given that the summer months remain unpredictable, we have decided to take advantage of an opportunity to move AXPONA two months later from August 27 – 29 to **October 29 – 31, 2021**.

Our sole priority is to hold AXPONA safely in 2021. There is an increasing concern among event organizers that large indoor events may not be safely held until the fall months of 2021. Based on this concern, the August dates are on the cusp of when many people may feel safe attending large shows. So, when late October dates were recently offered to us, we chose to increase our likelihood of holding AXPONA for you in a safe environment this year. The two extra months should prove crucial, allowing for more of the general public to be vaccinated and better rapid testing for consumers, industry and press to feel more confident to attend. This also allows us the opportunity to observe tradeshows in other industries that open prior to us, so we can learn which safety measures work best and implement the most effective and accepted practices at AXPONA.

We hope the fall this year will be busy with many eager to travel and get back out to events. You have our sincerest appreciation for your support and understanding as we adapt to the changing landscape. We look forward to bringing the audio community together again and doing what we do best – celebrating and enjoying high-fidelity music, in-person at AXPONA!

Exhibiting companies and attendees do not need to take any action regarding the new dates. Your participation will automatically transfer to October. If you have any questions, please feel free to reach out to us at any time or visit www.axpona.com for event updates.

Sincerely,

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