



CEDIA has a new brand strategy and visual identity that members saw for the first time in Dallas at the CEDIA 2015 show.

“CEDIA 2015 provided a unique opportunity to showcase the brand identity and bring it to life for so many of our members,” says CEDIA’s new CEO, Vin Bruno. “...the show gave us an excellent platform to envelop members with the CEDIA brand and reinforce what it stands for—vision, collaboration, innovation and passion.”

CEDIA 2015 recorded **a 16% increase in integrator attendance and a 6% increase in the number of exhibitors** participating in the show. More than 18,700 attendees participated in this year's event alongside 510 exhibiting companies. (The number of first-time attendees was up 33% this year and 124 exhibitors made their CEDIA debut.)

Beyond the show, the strategy includes:

- Aligning education programs to meet integrators where they are, whether new or seasoned, and provide development pathways to help them move to the next level
- Developing and facilitating new community-building initiatives for year-round networking, mentorship and idea sharing
- Connecting integrators and manufacturers to leverage new technology and expand prosperity
- Leveraging emerging technology and trendspotting to identify new revenue streams
- Introducing a new sophisticated visual identity that better represents the industry and membership

The brand strategy work also generated a new Vision Statement for **CEDIA: Life Lived Best at Home**

CEDIA's New Brand Strategy

Written by Bob Snyder
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Bruno says, "Our community of integrators is revolutionizing the way people experience their best moments in life at home. We give them comfort, safety, control, connection and entertainment. The new Vision reflects the emotional impact to clients. It's not about the technology, but how the technology improves the moments you and your family spend together at home."

For 2016, the CEDIA show will be held in Dallas, Texas on **September 14-17**, with the tradeshow floor open September 15-17.

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