



CASE STUDY

AVIXA: THE AUDIOVISUAL AND INTEGRATED EXPERIENCE ASSOCIATION



AVIXA, the Audiovisual and Integrated Experience Association, is the organization behind InfoComm, the largest professional audiovisual trade show in North America. AVIXA represents the audiovisual industry worldwide and provides training, certification, and standards for audiovisual professionals. With a focus on creating exceptional integrated experiences, AVIXA plays a vital role in driving the growth and success of the audiovisual industry.



OVERVIEW & RESULTS

AVIXA selected the Map Your Show Mobile App to efficiently manage their multi-hall event, InfoComm, featuring numerous exhibitors and a conference. The app's user-friendly features allowed attendees to navigate the trade show floor, personalize schedules, and access real-time updates, enhancing their experience. Exhibitors benefited from increased visibility through detailed listings, content uploads, and advertising options. Overall, the app streamlined the event, making it more organized and interactive for both attendees and exhibitors, solidifying InfoComm's status as the top AV trade show in the U.S.

STATISTICS

- 57% INCREASE IN MOBILE APP DOWNLOADS*
- 2x INCREASE IN LEADS GENERATED VIA MOBILE APP*
- 53% INCREASE IN SESSION VIEWS*

“AVIXA’s collaboration with MYS on the development of InfoComm’s mobile app has been successful and rewarding all around. The mobile app is a reliable and invaluable tool for all attending InfoComm.”



Taryn Porter
Senior Director, Exposition Account Services

*2022 VS 2024