

Southwest Audio Fest



September 2-4, 2027

Sheraton Dallas Hotel

400 N. Olive Street, Dallas, Texas 75201

Show Schedule:

Thursday September 2 2PM - 8PM

Friday September 3 10AM - 6PM

Saturday September 4 10AM - 6PM

45 large rooms and suites plus dozens of standard rooms !

Our venue is the prestigious Sheraton Convention Hotel, located in downtown Dallas between the Arts and Historic Districts. Bring the family as there is so much to see and do in walking distance. Restaurants, music, museums, galleries... it's all right here. This is one of the very best hotels in Dallas with room for us to grow as a world class show.

Seminars daily, Hi-Fi Marketplace, Headphones, Vinyl, Home Theater & more.

We will be offering a limited number of discounted sleeping rooms in the beautiful Sheraton at the incredibly low rate of \$159 in Four Star hotel!

Book early before they sell out!

Located right off HWY 75 and with many city parking lots nearby as well as discounted parking for SWAF at the Sheraton makes it easy to get to and enjoy the show.

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**Lou Hinkley 360-410-2833
Lou@Daedalusmusic.com**

Why you should be at The Southwest Audio Fest:

- Dallas means business and we are smack-dab in the middle of the vibrant Arts district, with plenty of great bars, restaurants and entertainment right there!
- The Dallas / Houston /Austin metro areas have a population of over 17 million, with a projection of continued growth and a high ratio of disposable income. All this and less than a 3hr flight from most of the country.
- The Sheraton is by far the largest venue in the industry with room to grow. Get in on the ground floor in what is sure to be "America's Audio Show"
- We are on a mission to incorporate related lifestyle products for both audio and video so that entire families will want to attend.
- SWAF, and CAF have a reputation for drawing high quality traffic and fresh faces that result in real sales for our vendors.

Meeting rooms on the 2nd, 4th, 37th floors plus
standard rooms and suites on the 6th through 14th floors.
Standard rooms are 13-6 x19ft with over 9ft ceiling. \$3750

Visit our website or call for more information.

SouthwestAudioFest.com

- With 45 large rooms and suites we have the highest proportion of large rooms in the industry, including amazing Presidential Suites on each floor (6-14).
- We know that this has been a challenging year in Audio and we are helping by keeping our prices as low as possible.
- We have negotiated an incredibly low price of \$159 for sleeping rooms. This is unheard of in a beautiful four star hotel! Book early don't miss out!



QR link
to floor plans



**Registration - Hallway
Sheraton 2nd floor**

Door

Door

**Booth #5
10x10**

**Booth #6
10x10**

**Austin Ballroom #2
SWAF Marketplace**

10ft x10ft Booths are \$800

**Booth #1
10x10**

**Booth #7
10x10**

**Booth #12
10x10**

**Booth #2
10x10**

**Booth #8
10x10**

**Booth #9
10x10**

**Booth #13
10x10**

**Booth #3
10x10**

**Booth #14
10x10**

**Booth #4
10x10**

**Booth #10
10x10**

**Booth #11
10x10**

**Booth #15
10x10**

Austin Ballroom #1

Austin Ballroom #3



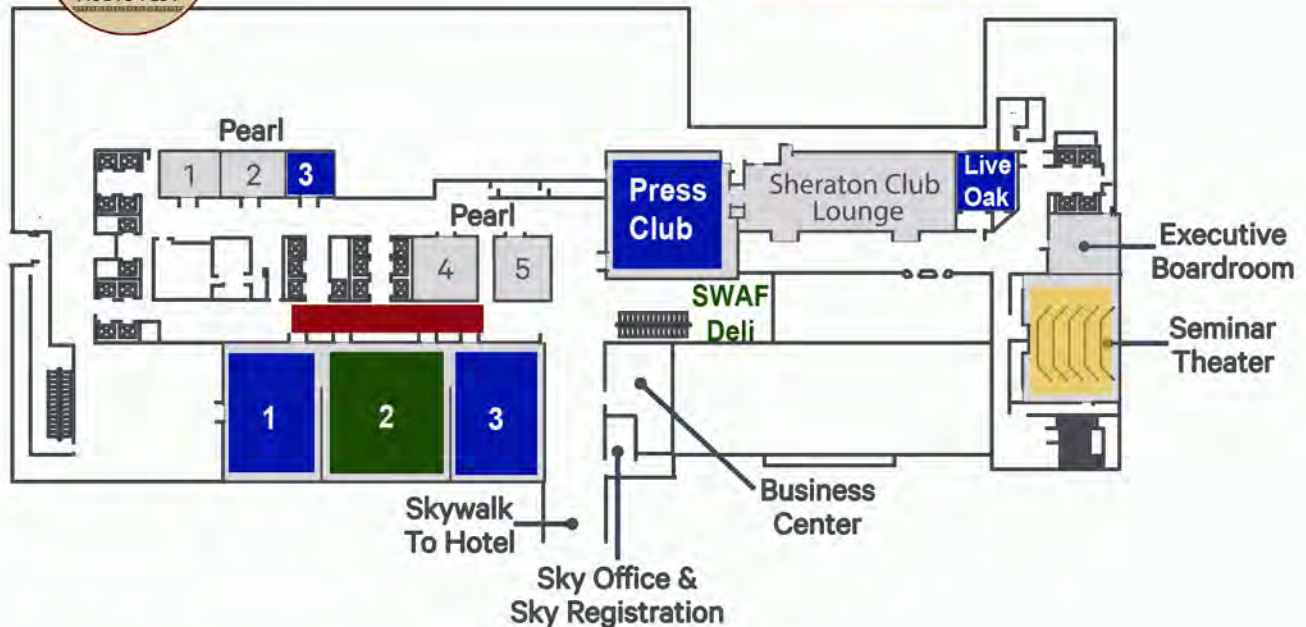
Sheraton second floor

Registration

Exhibit Rooms

Marketplace

Seminars



ROOM DIMENSIONS & SEATING CAPACITY

MEETING ROOM	SQ FT	LxW (Feet)	HEIGHT	Price
EXECUTIVE BOARDROOM	756	-	10	
AUSTIN BALLROOM	7,500	135 X 58	16	
1 & 3 EACH	2,320	40 X 58	16	\$5,650
2	3,190	55 X 58	16	
PEARL 1	425	25 X 17	9	
PEARL 2	405	27 X 15	9	
PEARL 3	340	20 X 17	9	\$4,550
PEARL 4	650	26 X 25	9	
PEARL 5	546	26 X 21	9	
PRESS CLUB	2,809	53 X 53	9	\$5,350
LIVE OAK	650	26 X 25	10	\$4,650
SEMINAR THEATER	2,067	-	10' Tiered	

Sheraton fourth floor



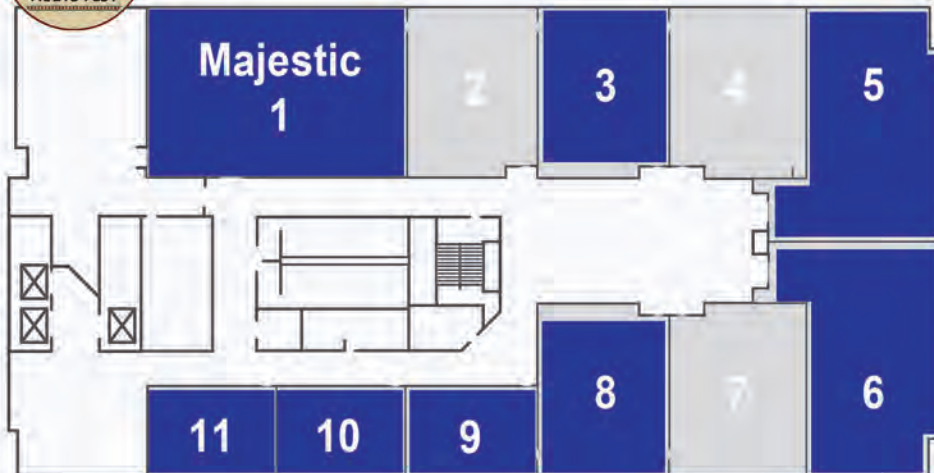
ROOM DIMENSIONS & SEATING CAPACITY

MEETING ROOM	RATE	SQ FT	LxW (Feet)	HEIGHT
CITY VIEW ROOMS				
1, 2, 3 EACH	\$4550	729	27 X 27	8
4	\$4450	486	27 X 18	8
5	\$4550	567	27 X 21	8
6 & 8 EACH	\$5450	1,242	46 X 27	8
7	\$5250	1,050	42 X 25	8
REMINGTON ROOM	NA	3,716	92 X 55	8



Sheraton 37th floor Majestic Rooms

 Exhibit Rooms



ROOM DIMENSIONS

MEETING ROOM	Price	SQ FT	LxW (Feet)	HEIGHT
MAJESTIC ROOMS				
1	\$5,350	1,890	54 X 35	8'
2, 3, 8 EACH	\$4,750	945	35 X 27	8'
4-5		2,640	55 X 48	8'
5-6 EACH	\$5,350	1,200	48 X 25	8'
6-7		2,640	55 X 48	8'
9, 10 & 11 EACH	\$4,350	659	27 X 17	0'

**Majestic 4/5 & 6/7
have Airwalls and
may be sold together**

 Red = Sold
Exhibit Space

 Blue = Available
Exhibit Space

Standard rooms (TQC&QKS)
13ft-6" x 19ft
\$3750

CENTER TOWER 14th Floor



TQC = Traditional Queen

AQC = Accessible Queen

ESN = Executive King Suite

PSN = Presidential Suite

JQC = Junior Queen Suite

QKS = Traditional King

 Red = Sold
Exhibit Space

 Blue = Available
Exhibit Space

Standard rooms (TQC&QKS)
13ft-6" x 19ft
\$3750

CENTER TOWER 12th Floor



TQC = Traditional Queen

AQC = Accessible Queen

ESN = Executive King Suite

PSN = Presidential Suite

JQC = Junior Queen Suite

QKS = Traditional King

 Red = Sold
Exhibit Space

 Blue = Available
Exhibit Space

Standard rooms (TQC&QKS)
13ft-6" x 19ft
\$3750

CENTER TOWER 11th Floor



TQC = Traditional Queen

AQC = Accessible Queen

ESN = Executive King Suite

PSN = Presidential Suite

JQC = Junior Queen Suite

QKS = Traditional King

 Red = Sold
Exhibit Space

 Blue = Available
Exhibit Space

Standard rooms (TQC&QKS)
13ft-6" x 19ft
\$3750

CENTER TOWER 10th Floor



TQC = Traditional Queen

AQC = Accessible Queen

ESN = Executive King Suite

PSN = Presidential Suite

JQC = Junior Queen Suite

QKS = Traditional King

 Red = Sold
Exhibit Space

 Blue = Available
Exhibit Space

Standard rooms (TQC&QKS)
13ft-6" x 19ft
\$3750

CENTER TOWER 9th Floor



TQC = Traditional Queen

AQC = Accessible Queen

ESN = Executive King Suite

PSN = Presidential Suite

JQC = Junior Queen Suite

QKS = Traditional King

 Red = Sold
Exhibit Space

 Blue = Available
Exhibit Space

Standard rooms (TQC&QKS)
13ft-6" x 19ft
\$3750

CENTER TOWER 8th Floor



TQC = Traditional Queen

AQC = Accessible Queen

ESN = Executive King Suite

PSN = Presidential Suite

JQC = Junior Queen Suite

QKS = Traditional King

 Red = Sold
Exhibit Space

 Blue = Available
Exhibit Space

Standard rooms (TQC&QKS)
13ft-6" x 19ft
\$3750

CENTER TOWER 7th Floor



TQC = Traditional Queen

AQC = Accessible Queen

ESN = Executive King Suite

PSN = Presidential Suite

JQC = Junior Queen Suite

QKS = Traditional King



Red = Sold
Exhibit Space



Blue = Available
Exhibit Space

Standard rooms (TQC&QKS)
13ft-6" x 19ft
\$3750

CENTER TOWER 6th floor



TQC = Traditional Queen

AQC = Accessible Queen

ESN = Executive King Suite

PSN = Presidential Suite

JQC = Junior Queen Suite

QKS = Traditional King