

City Theatrical Blog

Back in the saddle, the trade show season is BACK!

Jun 28, 2022, 12:46 PM by Al Crawford [Leave a comment](#)

City Theatrical General Manager just returned from three weeks of trade shows during June 2022, including Cine Gear LA Expo in Los Angeles, California, USA, 4Wall NY Vendor Showcase/BBQ in Moonachie, New Jersey, USA, and ABTT Theatre Show at Alexandra Palace in London, United Kingdom. He shared his thoughts and emotions on returning to trade shows and the future of the industry.

I have just returned from three weeks of trade shows during June 2022, having traveled to Los Angeles, California for Cine Gear LA Expo, 4Wall NY for their Vendor Showcase/BBQ in Moonachie, New Jersey, and ABTT Theatre Show at Alexandra Palace in London, United Kingdom.

I have a whirlwind of thoughts and emotions.

I'd just like to say how welcoming the industry has been to me in this new role. Designers, associates, manufactures, and electricians whom I've known for decades to those I'm meeting in my new position for the first time have been so welcoming.

The industry is strong. It is resilient. We are in a renaissance of connection.

We feel it in the City Theatrical factory, and we are dreaming, analyzing, and planning for the future. We have been your solution for almost four decades and we will continue to meet the challenge of the future of lighting.

Cine Gear LA Expo | Los Angeles, California, USA | June 10-11, 2022

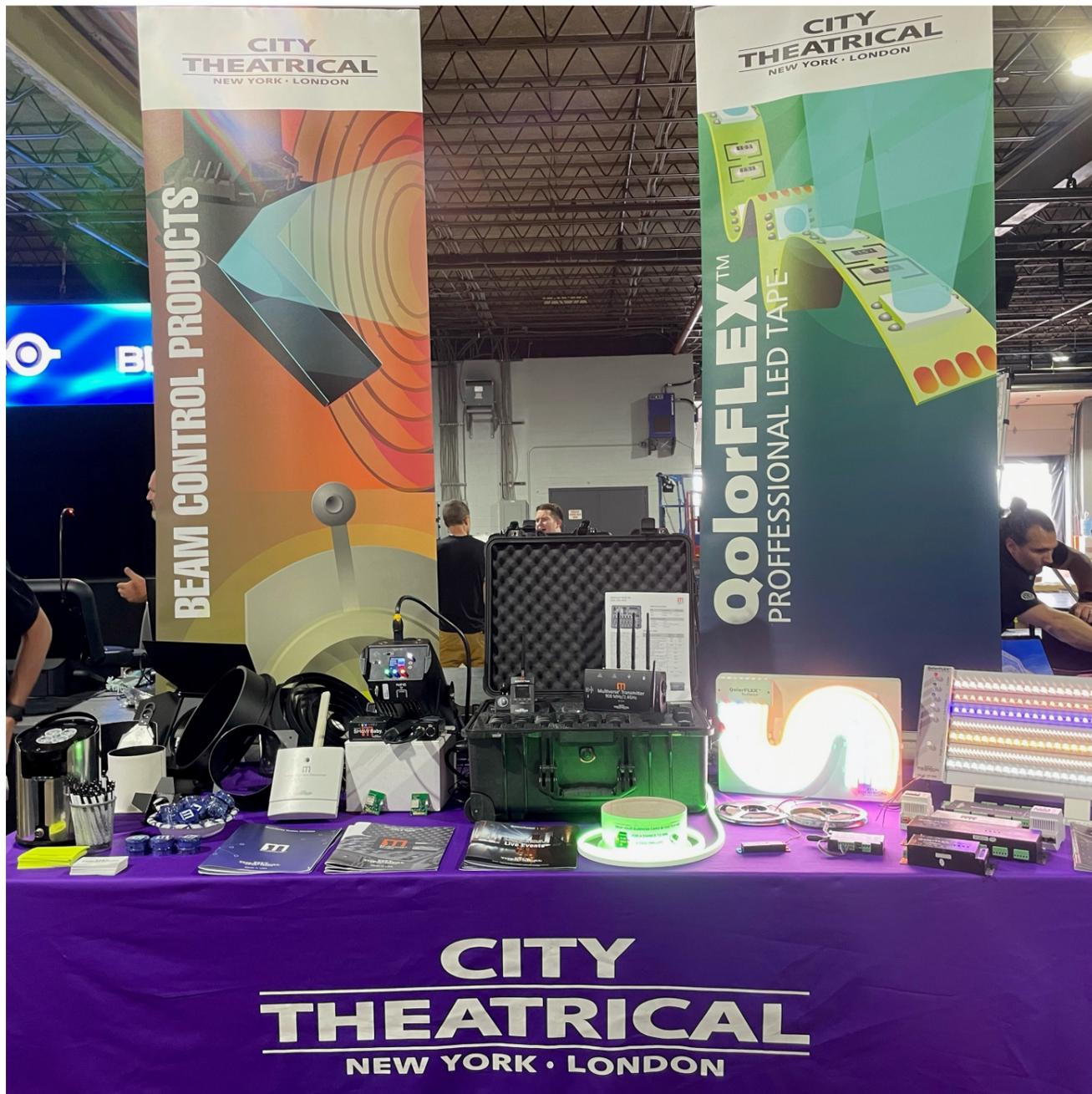


I had an absolute blast speaking to the film industry in Los Angeles at Cine Gear LA Expo about City Theatrical solutions for film and video projects, and listening to users in that market about the challenges they meet.

The above photo shows City Theatrical engineer Matteo Vigni and I at our Cine Gear LA Expo booth 673 in the West Hall.

You can read more about our presentation at Cine Gear LA Expo in [Lighting & Sound America](#).

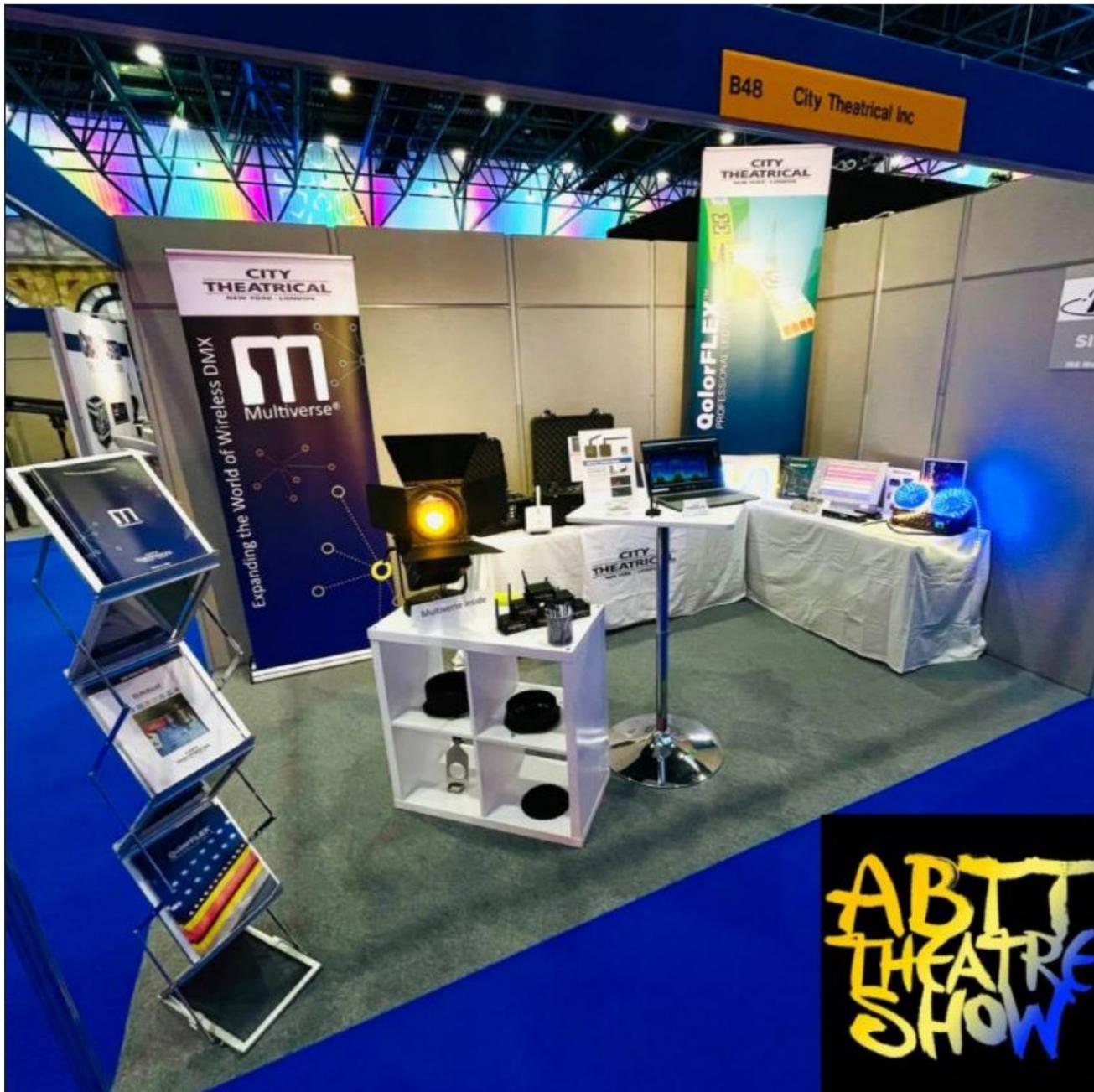
4Wall NY Vendor Showcase | Moonachie, New Jersey, USA | June 16, 2022



4Wall's NY Showcase event on June 16, 2022 was the ultimate gathering of the New York lighting industry, bringing together many of the industry leaders for the first time since the pandemic.

The photo above shows City Theatrical's showcase for the 4wall event.

ABTT Theatre Show | London, United Kingdom | June 23-24, 2022



And then London on the 23rd and 24th of June, 2022, a true theater town... I got to meet so many new users who are still making theater in venues across Europe as well as re-connect with colleagues I'd toured with or produced events with for years. The opportunity to speak about the City Theatrical products and family was an honor.

The photo above shows City Theatrical's stand B48 in Alexandra Palace.

You can read more about our presentation at ABTT Theatre Show in [Lighting & Sound International](#).