

# PRESS RELEASE

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## ALTI Association and AXPONA Announce Collaboration In a US based Hybrid Trade Event

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**ALTI Association** (Audio and Loudspeaker Technologies International) is pleased to announce a cooperative agreement with **AXPONA** (Audio Expo North America) to collaborate in a hybrid Audio event that will bring the **ALTI Pavilion** to the annual AXPONA show to be held April 10 - 12, 2026 at Renaissance Schaumburg Hotel and Convention Center, Schaumburg, Illinois, USA.

Hybrid events, a new and emerging trend that merges B2B and B2C events are successful and cost effective, as proven by the four year growth of the ALTI Pavilion at the High End Show in Munich (moving to Vienna for 2026 and beyond). Exhibitors that are strictly B2B as well as those that are B2B and B2C are finding a vibrant and opportunities rich environment comprised of the hundreds of exhibitors as well as a high number of audio industry attendees that frequent events like AXPONA.

ALTI Association is offering special sponsorship and promotional considerations at no additional charge, for ALTI Pavilion exhibitors who participate in our inaugural event at AXPONA. This will elevate the value and opportunities for what will already be an excellent event.

Details about this exciting event will be available on the ALTI website in 7 to 10 days. <https://altiasoc.org>  
Information about AXPONA is available at <https://axpona.com/>. To discuss how ALTI can serve you, please email [barryv@altiasoc.org](mailto:barryv@altiasoc.org) for a prompt response.

**About ALTI Association:** ALTI association has served our industry since 1963 where it was called "ALMA" (Audio and Loudspeaker Manufacturers Association). The name was changed to ALTI LLC in 2017 to better reflect the growing products and technologies connected with the loudspeaker industry. ALTI Association's goal is to be the hub of the global loudspeaker and related technologies industry by providing representation, create networking opportunities, promoting new technologies, and bring the industry together with a common goal of promoting continuous growth and to uphold our industry at the center of the audio world.

**About AXPONA:** Founded in 2010, AXPONA (Audio Expo North America) is America's largest high-end audio show and a global gathering for manufacturers, dealers, distributors, audio enthusiasts, music lovers, and media. Held annually at the Schaumburg Convention Center near Chicago, AXPONA draws over 10,000 visitors and showcases more than 750 brands across 220+ high-fidelity listening rooms. Attendees can explore the latest innovations in premium audio systems, thousands of products in the Expo Hall and Ear Gear Experience, and enjoy live music and expert-led seminars. A highlight of the show is the Car Audio Showcase, featuring over 50 demonstrations of high-fidelity automotive sound systems, offering a unique opportunity to experience cutting-edge in-car audio.