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Introducing ‘The Home Tech Expo’ Consumer Event Focusing on Real-World Home Technology

New business-to-consumer (B2C) event gives home technology integrators, manufacturers, and service providers the ability to more closely connect with end users.

ORANGE COUNTY, CA (January 23, 2023) – [CLARITY AV International](#)—the company behind the Integrator Network and who created and grew the popular Technology & Business Summits—which CEDIA acquired in 2018 — announces a new event designed for consumers, The Home Tech Expo, happening Friday, October 20 and Saturday, October 21, 2023, in Southern California.

The event will showcase real-world home technology in an in-person format that allows consumers to see, touch, and experience technology like traditional, custom integration “AV” as well as lighting, smart appliances, electric vehicles, wellness, outdoor entertainment, fitness tech and more firsthand. This approach provides consumers a better sense of what they may need or want in their own home when it comes to technology and their lifestyle. The Home Tech Expo will be directly marketed to consumers to attract and engage them, and PR, social media, and robust partner marketing will drive consumers to physically attend the event.

“Consumer searches on the Internet for Home Technology are overwhelming, offering consumers links to computers, gadgets, random electronics dealers, Amazon, and handyman websites, which narrows it down to hundreds of thousands of products,” says Mark Cichowski, creator of The Home Tech Expo. “There has not been a venue specifically for consumers to experience and learn about home technology until now. It’s time. The Home Tech Expo will become the go-to event for consumers seeking knowledge about today’s hottest tech and connecting with the brands and integration firms best suited to their needs.”

Cichowski goes on to say, “we developed The Home Tech Expo concept to address the growing complaint among home technology integration firms, manufacturers, and service providers that it is increasingly hard to connect with and effectively engage consumers.” He urges companies in the home technology industry to save the date and consider participating in the event. Inaugural price considerations and custom exhibitor packages are available.

For more information email Mark Cichowski at mark@thehometechexpo.com or call (949) 472-4141.

About The Home Tech Expo

Taking place Friday, October 20 and Saturday, October 21, 2023, in Southern California, the Home Tech expo will showcase real-world home technology in an in-person format that allows consumers to see, touch, and experience technology firsthand, allowing them to get a better sense of what they may need or want in their own home when it comes to technology and their lifestyle. To learn more visit www.thehometechexpo.com.

Media Contact

For interviews, media inquiries, or more information about The Home Tech Expo please contact Katie (McGregor) Bennett of KMB Communications by phoning (425) 328-8640 or emailing katie@kmbcomm.com.

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