



FOR IMMEDIATE RELEASE – September 18, 2018

**CallisonRTKL's David Cassidy to Keynote at
Connected Tech Expo 2018**

Atlanta – David Cassidy, Senior Vice President and Sector Leader for Department Stores at CallisonRTKL, will present the second day keynote address for **Connected Tech Expo (CTE) 2018** at the Las Vegas Convention Center on Thursday, October 18.

Cassidy's address, entitled "*Tech for the Next Level of Design*," will share his insights and a few bold predictions on where technology, consumer analytics and behavioral mapping are all heading in the retail space.

The presentation will:

- Discuss how virtual reality and augmented reality have changed the conversation about space and environment.
- Examine why big data reigns supreme and what this means for the next generation of retail environments.
- Explore how boundaries are blurring between the digital and the molecular in the home, store and workplace.

To learn more about Cassidy's keynote and other sessions being offered, or to register to attend, click [HERE](#).

Connected Tech Expo, to be co-located with LightShow West, is the world's first and only trade show and conference exclusively dedicated to technologies that specifically serve the needs of professionals who design, manage and implement lighting, controls, security and IoT solutions for smart buildings and cities.

LightShow West, to be co-located with Connected Tech Expo, is the only trade show and conference specifically created for West Coast specifiers of commercial, architectural and high-design lighting products.

Mark Your Calendar Now

Historically a biennial trade show and conference, LightShow West will become an annual event this year and is scheduled for **October 17-18, 2018** at the Las Vegas Convention Center. LightShow West will return to Los Angeles in the fall of 2019. To reserve exhibit space, contact Lea Tranakos at (770) 817-5906. For more information, visit www.lightshowwest.com.

Mark your calendar now: CTE® 2018 is scheduled for **October 17-18, 2018**, with **access to the Exhibit Hall both days at the Las Vegas Convention Center**. To reserve exhibit space, contact Lea Tranakos, 770-817- 5906, ltranakos@exponation.net, or Jeanne Phillips, (770) 817-5903, jphillips@exponation.net.

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For more information, contact Communications Representative
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