

Any other thoughts?

Answered: 81 Skipped: 116

1. Honestly, if I could get my money back I'd probably pull out this year. I'm not going to die from the virus, but a two week quarantine would hurt my business quite a bit. At this point, I'm going unless the whole show is cancelled (which my insurance would cover).
2. Seeing all of the other events being cancelled around the world, and the country, I don't know how feasible it is to continue this year's show as planned.
3. It's a scary time. I hope the world comes together to handle this crisis. On the upside, China's air quality is improving every day that their factories are shut down. Hopefully the world can finally realize the drastic power of our mass consumption habits vs. our very survival on this planet.
4. If so many vendors are pulling out or limiting their staff and/or products display, then its not worth the trip. The very things that I may need to see or the conversations I may need to have with vendors may not happen. NAB should do us all a favor and report which vendors are not attending or are cutting back their participation. That would be very big of the to do so instead of the blustering statements that everything is on track.
5. Over the weekend, my company sent out the different emails about concerns directly related to known cases, one at a school, and two at big hotels. The student at the school was not the child of a coworker, but coworkers also have children at the same school. The other were Marriott's that conference attendees stayed at. None of the confirmed cases were co-workers, but they were in the same hotel. At this point, very little testing had been done. As more people are tested, I expect the numbers to rise dramatically and for travel restrictions to rise dramatically as well. Just as Italy is on lock down now, I believe Vegas could also be in two to three weeks.
6. My business has slowed due to Covid 19 so I'm not making money. Don't need to spend money I don't have.
7. When I read AJA and Nikon were pulling out and that others were not going to be staffing as full as planned I didn't think this year would be worth the price of admission with the added concern there might be an all-out travel ban depending on what happens in the next few weeks
8. Thank you for putting together this survey! I've been really curious about what people are planning to do this year.
9. I don't have a choice. It looks my European based company is restricting travel all across the globe.
10. The number of companies who are going, but are indicating they will have a reduced presence, is factoring into my decision.
11. Events like the NAB should be cancelled/postponed until the main threat has blown over.
12. Unless you have an impaired immunity or are elderly, there should be little concern for travel. Over-worry will affect the economy and create more of an impact than the actual virus. In 1918, 500,000 Americans died of the general flu (equivalent to near 1 million in today's world). That was ONLY in the USA. We're no where near that amount in the USA let alone around the world. Keep washing those hands and buy some stock in sanitizers!
13. I can 95% of the info I need for purchasing decisions on-line. Even though it's nice to talk to people about, and "kick the tires" on possible purchases, this year it doesn't seem worth it.
14. I'm waiting to book my travel plans until a little closer to the event in case it gets canceled. But that this my company does plan to attend we have partnered with another exhibitor to show our product. Unfortunately if that exhibitor cancels it will hurt our plans for the show and may sway us to shorten our stay and/or send fewer people.
15. My company has already issued a hold on all non-essential domestic travel. So, if I go, I need to foot the bill and probably face some sort of quarantine protocol upon return. I don't think that is worth the effort, so I think I'm going to skip this year. Which is too bad because I've already booked flight which is not refundable and show tickets that cost more than \$600 out of pocket.

16. It is likely most large public events, especially those that draw individuals from around the country and outside the country will be canceled. This is what should be done in the face of rapid expansion of disease contact vectors. Organizations that rely on event revenues may wish to proceed, but they do so at the risk of attendees; ask what is the motive for moving forward in the face of the facts.
17. I personally wasn't planning on attending anyhow; being a non-profit our budget is down but we were planning on sending a few. Now our CEO has restricted all corporate air travel so everywhere we go we have to drive. Driving from the east coast to NV would not be realistic so I am thinking even the few people that we had planned to send will be cancelling in the next few days to a week unless they spend their own dime and go on their own.
18. The concern over Covid19 is at the panic level, but is completely disconnected from reality. Current stats have it at the probability level of getting struck by lightning, with lightning strikes having a far greater death rate. Case count will increase without the actual spread increasing because of an increase in testing. But even if the case count doubles each month, by the end of the year the risk of being shot to death by an armed assault is twice as great. Caution is warranted, hygiene prevents the spread of all types of flu, but blind panic will only increase Covid19's collateral damage and will not prevent spread. Media and government handling of the situation is highly irresponsible.
19. I catch a bug in Las Vegas at a chance of 1 out of 3. Hundreds of Thousands from every country will be at NAB, and while the conference is important to me, I will be in an environmental soup that makes the risks considerable. I can live, literally, for one less conference.
20. I missed NAB last year, going to be pissed if it gets cancelled.
21. Company is restricting air travel for the foreseeable future. If they lift the restriction I'll consider still attending.
22. Yeah, you're right. NAB is handling this terribly. Plenty of conferences have dropped out or rescheduled at a loss because they understand human lives are more important than ROI (or at the very least, don't want the PR nightmare of hosting a pandemic hub).
23. Just "oy vey".
24. Caring for older parent...so seems more responsible not to risk bringing it home.
25. The value proposition for attending NAB has dropped over time for me. I see fewer product announcements timed for the conference, and can gather a lot that I need to know about new products from online sources and my previous experience with various lines of products that I use. The only real draw remains the camaraderie of long-time friends coming together from far-flung places.
26. Vendors and attendees from all over the world could make the mix of people more dangerous. Vendor economic pressure could persuade vendors to take more chances,
27. Thank you for your well-thought-out correspondence and survey.
28. I am healthy with a strong immune system, clean habits, and live in a rural area. If I contracted the virus would very likely only be inconvenienced by the illness and working from home for a few weeks. I do a lot of that already. I am only interested in the results if they include the "N" for the survey and whether the respondents are attendees or exhibitors. Otherwise, the results are not meaningful.
29. It's a bust for 2020. I'll miss Elvis
30. Covid19 in the S variant seems much less virulent than the L variant. Most of those who suffer most appear to be compromised in some way, i.e., a resident in a skilled nursing facility with existing respiratory issues. Less hand shakes, more elbow bumps and hand sanitizer (what a perfect giveaway item).
31. I attend for the Post Production World sessions, so exhibitors pulling out doesn't really matter to me. (Although I was planning on stopping by your booth to ask a couple questions. If you don't end up going, I'll just email you.)
32. Not a good idea to have a face to face international conference with this virus around. We just don't know enough about the virus to take risks.
33. With live internet coverage and NAB daily convention floor videos, attending the NAB in-person and all the associated expenses seem far less important this year... not to mention the tiny Corona virus possibility. Companies do a great job demonstrating their new products via interviews with Youtube bloggers, plus their own websites.

34. disappointed...been going for the past 30+ years...but this year would be just a hassle physical and mentally...each exhibitor needs to do extensive live/edited online product intros and demos...not just the usual "ET" like videos that you see every year...it could help....I think NAB will be canceled...
35. Working in the UK Broadcast (& Broadcast Training) industry I would love to attend but for years it's been restricted by most companies to only those at the top of the management tree due to the huge costs involved with some companies attending only every few years due to cost in recent years. IBC doesn't seem to be seen in the same light as NAB (particularly by the industry big players) so this seems like an ideal time to re-evaluate better ways for NAB to be more inclusive for those that can't possibly attend in person every year and those outside the USA. Re this year: The company I currently work for is very responsible and would probably prevent us from travelling if we were attending to reduce the risk to it's employees and others but in my experience most broadcasters and companies that work on broadcast in the UK would probably still attend if already booked or attending as an exhibitor due to the potential loss of huge costs and investment and the fact that just getting on with it and pushing ahead despite any issues is what the broadcast industry typically does (especially those working in News broadcasting). I suspect staff would be under huge pressure to go and be present on the NAB floor to the point they would continue working even if they were showing possible symptoms of Covid-19 therefore I would suspect there is risk to both those who goto the show as well as the risk of more cases being moved around or brought into the USA this year if NAB goes ahead. On the very positive side: I attended the BVE show in London a couple of years ago during a period of significant snow (only a little snow causes chaos in the UK!) and whilst I battled across the UK to get there, quite a lot didn't make it but it was one of the best shows I've attended in 15 years as you could have really good conversations and learn about kit with the exhibitors which other years you couldn't have done due to the numbers of people on the floor. It led to more purchases afterwards from exhibitors I had conversations with as I better understood their products BUT shows that even with only a £150 train ticket in the balance I was still under huge pressure to go and risk getting stuck poorly functioning transport or getting stuck in London - if it were thousands of pounds involved that pressure would be so much bigger.
36. As you wrote in your email, NAB's statements and actions regarding COVID-19 have been very disappointing, and worrisome for the smaller companies for whom NAB is probably the largest marketing expense of the year. AJA was the first company to drop out, then TVU, and yesterday Nikon, which will probably make people have second thoughts about attending. But these are huge corporations with expenses in the millions of dollars that will probably take only a small dent from dropping out. Small companies, which are the bulk of the NAB's exhibits, don't have that luxury. It's a tough situation for everyone: Exhibitors who are sweating at the possibility of low ROI on a huge expense, Attendees who have already paid and want to go but are rightfully , the NAB itself which has been trying to reinvent itself the last couple years but hasn't been able to increase attendance, and organizations that get funding and support from the show directly and will probably see a drop or outright nullification of their funding regardless of whether or not NAB is cancelled. I hope this can get sorted out, and that the NAB will take the right, moral choice if the situation in the US and/or Worldwide worsens. Stay safe.
37. I think that given the probabilities, It's safer for older people to avoid the show. I'm also guessing that the number of vendors I'd like to see, the ones with interesting new products, will probably be down as well. While I'm still active producing video, there has been a significant decline in new projects in the last 4 months (how about none). I cut back on NAB attendance to every other year about 6 years ago. It's not like the 80's when there were incredible new products all over the floor every year.
38. High expense with lower attendance is a hit
39. just cancel it. understood it will be financial disaster but maybe its time to rethink big trade shows
40. I actually thought NAB had done a decent job by creating a page for it and having an email address. The page appears to be updated daily. And they are going into details of what they're doing at the convention center. It could always be better, but your email was more dismissive of their effort. <https://nabshow.com/2020/attend/onsite-services/coronavirus-update-and-resources/>
41. the whole thing is dumb but no one is listening to me.....
42. I attend NAB every year. But, it's not mandatory or even necessary if my health may be at risk.
43. cancelled as soon as I saw the first exhibitor pull out (Zaxcom), just not worth the risk

44. With SXSW being cancelled (and many other events), it's just a matter of time before NAB is cancelled too.
45. I won't be shaking hands but I think the show will go on. It will be disappointing if enough large vendors do not show up.
46. Let's just not travel for a while and see how this develops no matter what. This is unprecedented in our time and we need to take unprecedented measures to deal with it.
47. Contracted H1N1 Swine Flu in Vegas several years ago, so hesitation based on that. 105°+ temp and hallucinations for a week not exactly something I'd look forward to again. Possibly more biased based on history in Vegas.
48. I realize that people are scared and we must take precautions, but I also think that I'm in a low risk group, even if I catch the virus I am unlikely to have a serious case (as are most people under the age of 60 or 50). I am willing to self quarantine if I have to when I get home. But I won a pass to PPW so I really want to go!
49. Considering the trends we are seeing in new cases, it's irresponsible for NAB to continue forward. Look at AIPAC 2020 in DC. There was no threat until there was one. And now it continues to develop. There is much we don't know yet and we will not get the accurate info needed from China. NAB can wait. Let people cut their losses now rather than hold out to the 11th hour like SXSW did.
50. SxSW canceled their show yesterday. I will be very surprised if NAB does not cancel the conference as well, it's simply too much of a risk in the face of mounting evidence. Large gatherings are the fastest way for this thing to spread, so not worth it.
51. Sucks but what are you gonna do. I have a wife and kids and can afford to be sick.
52. NAB is made up of at least 60% Asian, where some of the highest Coronavirus is currently located. I'm not so much worried about myself but I am worried about getting the virus and the transferring it to my parents, in-laws who are all older. It's not worth it with the little knowledge of how the virus is spread and just read this morning there could be two strains. Since it's new and little is known, I can take the chance, even though I've gone the last 10 years in a row. But I will be back next year if all goes well.
53. Trump is doing quite a disservice by telling his supporters the coronavirus is nothing to worry about.
54. I think most of the cancellations are due to the advice of lawyers, not doctors. They are afraid an employee will get sick and sue, creating a PR nightmare. This flu is mainly scary because it is new. It will be with us for many future seasons, just like other flu viruses. If you don't have a compromised immune system, and do not interact regularly with someone who does, there is no reason to panic. Personally, I'm looking forward to a less crowded conference where I can have longer conversations. It would be a real hit to my bottom line, as a small business owner like you, if I could not attend.
55. Cancel it all
56. It's basically the FLU as far as I'm concerned, but it has killed fewer people. I think the world is overreacting a bit. The only reason I would cancel is if the virus was more lethal to everyone, not just elderly people.
57. It makes no sense, in my opinion, to have large gatherings of people in one place at this time. The stronger the measures of keeping people more or less out of group settings the sooner this will be, at the least, manageable.
58. This is absolutely ridiculous. SARS and EBOLA got less attention. Also, given how the cases are popping up all over the country I'd say we all already have or have had it.
59. For TSA To prevent someone with a cold and not test Corona is beyond ridiculous.
60. Company has stopped all unnecessary travel. We would have to go on our own nickel.
61. I think quite a few people are waiting for NAB to cancel it before pulling out themselves in the hope that they will maybe at least get some money back.
62. Taking a wait and see attitude at this point. If things get more dire in the next three weeks I'll seriously consider cancelling.
63. We are within driving distance but will sit this one out! Not worth the risk with the demographics of the exhibitors and attendees. The survey is a great idea!
64. Save your marketing budget and hold online demos.

65. If it is canceled this will be the end of big shows like this. With all the big announcements on the internet before the show, it makes much more sense economically to have smaller local and regional events
66. I'm as worried about the haphazard cleanliness of Vegas hotels, restaurants, and tourists as I am about NAB. Already canceled hotel and a few exhibitor events, reluctantly. Not fearing a massive outbreak, but one sneezing jerk can put me outta commission for a month or more... and NAB has more than its share of jerks.
67. In some cases it's better to be proactive better than reactive. If the media and world governments are making a big deal out of this while putting quarantines on large amounts of people, then it may be best to scrap the show this year. All it takes is one case. Uses SXSW as an example. They made a wise and exemplary choice to cancel their show for the good of the community. Sure they are losing a lot of money on this cancellation, but the benefits of having the show obviously did not outweigh the outcome of a possible catastrophe. So hats off to them for being proactive. All in all, I have attended NAB for 16 years and last year was the first time I did not attend in that I would just end up going to Cinegear to see what I needed to see. Still a great show and I still see the value in attending NAB, if it does not happen it will not be missed on my end. In the end, if it does happen though, I do have to be there this year to be on a panel, so I would probably be in and out within a day. That is a luxury most do not have though.
68. I think NAB will be forced to cancel within a week or two. I've already seen many people in FB groups and on Twitter who were going to attend but have decided against it altogether. Only takes a few people to fly in with the virus (and likely not even know they have it) to infect the majority of attendees.
69. I drive from Los Angeles and stay with friends, so my financial exposure is null. It's too early to tell, but at the rate of the virus spread the answer should be clear in about a couple of weeks. Obviously, it will be Las Vegas Health Dept. and NAB's decisions. I wish you the best and hope you don't get hit too badly financially as a result.
70. I find NAB from year to year to be less of a priority. The last couple of years it's all been AI, networking, cloud storage, ext. for a video editor I have not found the last years helpful. If companies would do live webinars, releases, and product reveals; I would find that more helpful than attending NAB.
71. I've come to terms with losing my airfare costs if I won't go, but I am struggling with the PPW commitment since it's a multiple of the airfare. Thinking about cancelling certainly though.
72. If the NAB show is canceled, I hope exhibitors put together live webinars & live video podcasts to show off their new products. It is always great to catch up with industry friends at the show, but this year it looks like it might not happen.
73. This is a major bummer to our Industry. I travel for 90% of my jobs beyond California. Hoping this doesn't deter clients from filming this year!
74. No flights booked since I drive.
75. It's a Common Cold. Some years Colds are better - some years it's worse. Common Cold with too much unnecessary Press Coverage.
76. If South-by-Southwest cancelled, why isn't NAB cancelling? Or just re-schedule it for four months later....that would give all of us time to understand how bad this virus is, because right now we don't know much of anything about how bad it is, or could be, or could be nothing.
77. Had my hotel booked through NAB early, but recently canceled reservation. Never booked the Air.
78. This didn't seem nearly the problem the "regular" flu is. While I think it is an issue, I think it is being over - hyped
79. With some 93,000 people from around the world in the convention center if you don't catch something there, the hotels are well known for health problems
80. If the organizers and attendees follow safe practices this Virus shouldn't be a problem. I've been to NAB 10 years in a row and I've never become sick from attending (cold or flu)
81. This is a test.