

FOR IMMEDIATE RELEASE

Technology & Business Summit Returns to Arizona April 14, 2015



Phoenix, AZ – March 31, 2015 – The Technology & Business Summit returns to Arizona on April 14, 2015 this time at the Talking Stick Resort in Scottsdale. Over 175 people participated in the first Arizona Summit in 2014 in Phoenix, AZ.

The Summit is an event brought to the industry by a collaborative effort multiple Independent Manufacturer Rep Firms that represent manufacturers in Arizona. The rep firms that hosted the event are AV Partners, ByDesign Sound & Visions, Calwest Marketing, Current Marketing, Morris Tait Associates, Paul Collins Group, and Scowcroft & Associates.

Over 45 exhibiting companies are expected that are represented by the various firms will participate with tabletop displays and factory staff. The intimate venue and focused displays encourage an interactive environment where dealers truly get to talk with the exhibitors as opposed to doing a “fly-by”. Breakfast and lunch are served so participants can spend the entire day. The Summit is proud to have CEDIA as our education partner. They contribute with presenters, industry trends, and CEU credits for seminars.

This year, industry icon Frank White has joined the team at Integrator Network, the company that organizes and manages the Summit. Frank has been involved in the Summit for many years and is now leading the charge to organize the event.

From the event co-founder Mark Cichowski of Integrator Network, “The Technology & Business Summit is now in its sixth year. Reps from other territories, including Arizona, had approached us about replicating what has proven to be a successful model and we have done so in several markets across the US. It was rewarding to see the first Arizona event so well received last year and look forward to another great event this year.

Frank White adds, “I’ve been involved in the Summit for years and it is truly the right formula for our industry. It is collaborative with reps, manufacturers and dealers all working together to not only talk about products, but to build a better business. It is a concentrated investment of time and a huge amount of value in return.”

Components that make the Summit unique are the combination of approachable hands-on displays along with an education-focused format. There will five Educational Seminars, two hosted by the Tech Summit education partner, CEDIA:

- “The World That Surrounds Us” Dolby Atmos, DTS:X and ways for dealers to present these new technologies to their clients.
- “Innovative Business Process” Dealers will be immersed in valuable ways to enhance their business and the process to increase business.
- “Practical, Robust Networking (IP)” Trends, performance enhancements in the ever changing backbone of today’s systems.
- “HDMI Troubleshooting” CEDIA CEU credit class. How to conquer this four-letter word.
- “Understanding Ultra HD/4K Technology” It is here and here to stay, but what the heck does 4K really mean and do?

ABOUT THE TECHNOLOGY & BUSINESS SUMMIT

The Summit is a cooperative effort between multiple Independent Manufacturer Rep Firms based in various territories. It is a business development event to benefit integrators and exhibitors of all sizes. www.techsummitevents.com

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