

FOR IMMEDIATE RELEASE

Technology & Business Summit Returns to Florida and Michigan April 26 in Lansing, June 14 in Ft Lauderdale & June 16 in Orlando More Cities Planned



Orange County, CA – March 14, 2016 – Now in its eighth year overall, the Technology & Business Summit returns to Michigan on April 26 and Florida on June 14 in Fort Lauderdale and Orlando on June 16.

The Summit is an event brought to the industry by a collaborative effort of multiple Independent Manufacturer Rep Firms that represent manufacturers in the individual territories. The rep firms that host the event in Michigan are: EMI Integrated, Mike Pecar Sales, Sales & Marketing Inc., Tandem Marketing, and Team Progressive. The rep firms that host the event in Florida are: AMI Sales, C&E Marketing, Higher Fidelity, High Note Sales, LK & Associates, LP Hench Company, Maverick Marketing, and Orion Integrated Systems.

Over 50 exhibiting companies in Michigan and over 80 exhibiting companies in Florida represented by the various rep firms are expected and 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.

From the event co-founder Mark Cichowski, “Being able to return to important markets such as Michigan and Florida is valuable for all involved. The Tech Summit is now a proven formula and we are proud to be able to bring such a great business building event to more people.”

Mark continues to work with industry icon Frank White who has joined the team at Integrator Network, the company that organizes and manages the Summit. Frank 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 be five Educational Seminars, two hosted by the Tech Summit education partner, CEDIA.

- Real 4K and Ultra HD (CEDIA CEU Credits)
- Demystifying HDMI and EDID (CEDIA CEU Credits)
- Networking for the Future
- Advanced Business Practices – geared towards business owners and principals
- How to embrace DIY and overcome the “it’s good enough” mentality

Also planned are demos on technologies such as proper 4K and Dolby Atmos.

More information about the Great Lakes Technology & Business Summit is at www.techsummitgreatlakes.com and the Florida Technology & Business Summit is at www.techsummitflorida.com

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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