

# Almo Professional A/V Partners with InfoComm

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*E4 AV Tour Allows Commercial and Residential Resellers to Earn up to Seven CTS Renewal Units; Kicks Off in NYC Dec. 8*

**PHILADELPHIA, PA and FAIRFAX, VA** — [Almo Professional A/V](#), a value-added distributor serving the needs of professional audio/visual integrators, dealers and consultants, and InfoComm International, have united to launch a new traveling reseller program that offers up to seven valuable CTS Renewal Units (RU). Named the [E4 AV Tour](#), the event series gives Almo Professional A/V partners the education and training they need to keep their businesses charging forward while providing a forum to network with industry leaders and see the latest products from top manufacturers, all free of charge. The E4 AV Tour kicks off on December 8, 2009 at the Millennium Broadway Hotel in New York City.

"With the state of our current economy, it's no surprise that participation in regional expo and training events is on the rise," said Sam Taylor, executive vice president and COO of Almo Professional A/V. "Our vision for the E4 AV Tour is to bring as much education and training as possible to our channel partners at the local level so they may continue to thrive. A partnership with InfoComm International is critical to making this happen."

"Education, certification and standards are critical for ensuring the continued success of the audiovisual industry," said Randal A. Lemke, Ph.D., executive director, InfoComm International. "InfoComm applauds Almo Professional A/V's dedication to delivering industry education locally and is pleased to be a partner on the E4 AV Tour."

The E4 AV Tour combines four key benefits into one show, allowing integrators, dealers and consultants to become Educated and earn InfoComm CTS Renewal Units, Explore new products and solutions for the AV industry, Exchange ideas with colleagues and instructors through networking, and attend an Expo for one-on-one time with 20 top manufacturers exhibiting the latest industry products. Course topics will focus on business growth for dealers, AV-IT convergence, digital signage for sales professionals, using performance standards as a business strategy, and more.

While additional details about Almo Professional A/V's E4 AV Tour will be available in the coming weeks, more information, including lodging and registration instructions, can be found at [www.e4avtour.com](http://www.e4avtour.com).

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## **About InfoComm International®**

InfoComm International® is the international trade association of the professional audiovisual and information communications industries. Established 70 years ago, InfoComm has 5,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 80 countries. InfoComm International is the leading resource for AV market research and news. Its training and education programs set a standard of excellence for AV professionals. InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers worldwide. InfoComm also produces trade shows in Europe, Asia and China. Additional information is available at [www.infocomm.org](http://www.infocomm.org).

## **About Almo Professional A/V**

Founded in 2009, Almo Professional A/V is a leading value-added distributor that specializes in serving professional audiovisual integrators, dealers and consultants. With a highly skilled sales team, reseller education programs, 12 distribution centers across the U.S. and product lines specifically for the Pro A/V channel, customers can expect the full distribution experience on a local and a personal level.

The entire Almo Professional A/V sales team is Infocomm-trained, and the vast majority is CTS-certified. The team is also the first to complete the Digital Signage Certified Expert program. Almo Professional A/V teams with InfoComm International to offer certified courses that enable partners to stay ahead. At the same time, the division works with industry vendors to bring live and online product training opportunities directly to channel partners.

Almo Professional A/V distributes all the leading displays and peripherals, with new manufacturers and products being added each day. Markets served include bar and restaurant, corporate, digital signage, education, government, healthcare, home theater, hospitality, house of worship, and rental & staging. Almo Professional A/V is a division of Almo Corp., the nation's leading independent distributor of consumer electronics and major appliances. For more information about Almo Professional A/V, please call 410-560-2890 or go to [www.almoproav.com](http://www.almoproav.com).

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