



## FOR IMMEDIATE RELEASE

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## **Industry Manufacturers Support Integrators Facing New Business Reality**

*NSCA Announces Business & Leadership Conference Sponsors*

**CEDAR RAPIDS, IA**, January 27, 2010 — The NSCA Business & Leadership Conference Committee announced an impressive list of industry manufacturers supporting NSCA's industry-specific business conference. Sponsored by InfoComm International and endorsed by PSA Security Network, a wide variety of commercial electronic systems and security contractors, manufacturers and associations will be participating in the conference.

Returning again this year are host sponsor, Atlas Sound/IED, and co-host and media sponsor, *Systems Contractor News*. Bosch Communication Systems returns as a gold sponsor while Bose Corporation and Tannoy | LAB Gruppen have joined as silver sponsors.

"The manufacturers' support for this event shows their commitment to channel and the future of the industry," said Chuck Wilson, NSCA executive director. "This year's event appropriately focuses on the new reality of business as the economy begins to recover. These sponsors support contractors who have been and still could be challenged with tough business decisions."

Several sponsors chose to support networking opportunities through activities such as Beer 'n' Bull, sponsored by AMX; the opening night reception and dinner, sponsored by Dove Net Technologies (The Project System) and Shure Incorporated, respectively; and the Closing Night Reception, sponsored by West Penn Wire. Networking opportunities are also facilitated by shared meals when attendees sit down together over breakfast and lunch, which are sponsored this year by FSR, Inc.; Lutron Electronics; and Rauland-Borg Corporation.

BIAMP Systems is the sponsor of this year's keynote speaker, Bob Prosen, business expert and author of *Kiss Theory Goodbye*. AMX is sponsoring speaker Susan Scott, author of *Fierce Conversations* and *Fierce Leadership*. These nationally recognized experts will discuss strategies to increase overall business success and leadership skills to improve productivity, respectively.

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Giveaway sponsors provide materials for attendee use throughout and after the event. These sponsors include Herman Procurement & Logistics, Sennheiser Electronics and Synnex Professional AV.

The 2010 NSCA Business & Leadership Conference will be held February 25-27 at the PGA National Resort and Spa in Palm Beach Gardens, FL. To learn more or register, visit [www.nasca.org/blc](http://www.nasca.org/blc) or call 800.446.6722. Conference fees are \$899.

### **About NSCA**

NSCA is the leading not-for-profit association representing the commercial electronic systems industry. With more than 2,500 member companies worldwide, the National Systems Contractors Association is a powerful advocate of all who work within the low-voltage industry, including systems contractors/integrators, product manufacturers, consultants, sales representatives, architects, specifying engineers and other allied professionals. NSCA is dedicated to serving contractor members and all channel stakeholders through education, advocacy, outreach and member services. NSCA University offers a variety of courses on topics such as project management, business, sales, design and technical knowledge. Courses are delivered through a variety of methods including conferences, regional trainings, online learning and webinars. NSCA works in conjunction with a variety of industry partners to provide relevant and meaningful education and certification programs. It also provides leading industry research and market intelligence, insurance solutions, the industry's most comprehensive manual of practice, Essentials of Systems Integration™ and other business tools. For more information, visit [www.nasca.org](http://www.nasca.org).

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