



## **FOR IMMEDIATE RELEASE**

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## **CONNECT WITH INDUSTRY PEERS DURING NSCA EVENTS AT INFOCOMM 2010**

*NSCA Offers Opportunities to Build Profitable Relationships, Learn from Colleagues*

**CEDAR RAPIDS, IA**, May 27, 2010 – Connect with industry peers and discover new partnerships, business opportunities and solutions to everyday challenges during several events designed to help integrators make the most of their time during InfoComm 2010.

### **Tuesday, June 8, 2010**

- NSCA will kick off InfoComm 2010 with ExpoJam!, immediately following the Opening Night Reception in the Barron Ballroom at the Las Vegas Hilton Hotel, which is connected to the Las Vegas Convention Center (LVCC). Headlining band, Caliber, brings sing-along, dance-along rock, funk and reggae hits during an exciting evening of audience participation. Sponsors include: Bosch Communications Systems, Synnex Professional AV, SystemsPlus™ Health Solutions, and West Penn Wire.

### **Wednesday, June 9, 2010**

- All attendees are welcome to attend NSCA's free keynote presentation featuring business expert Bob Prosen. A popular speaker who has appeared at two consecutive NSCA Business & Leadership Conferences, Bob will discuss "Superior Leadership: A Proven Formula for Increasing Profits" from 8-9:30 a.m. on June 9 in Rooms N232 and N234 at the LVCC. Then, be one of the first 25 people to stop by the NSCA Zone (Booth #C5859) from 10-11 a.m. to have Bob sign a free copy of his book *Kiss Theory Goodbye*.
- Immediately following the keynote, NSCA members are invited to stay for the association's Annual Member Meeting from 9:30-10 a.m. in Rooms N232 and N234 of the LVCC. Come and hear the state of the association, share your thoughts on pressing issues affecting your business, and approve the slate for the NSCA Board of Directors.
- Have you recently joined NSCA, or are you looking for information on NSCA membership? Members that have signed on in the past year are welcome to attend a New Member Reception in the NSCA Zone from 3-4 p.m. Hear about educational resources and programs, money-saving benefits, and more as NSCA Board and staff help you utilize your membership.

## **Thursday, June 10, 2010**

- Join industry trade associations, code-making officials, leading manufacturers, consultants and industry experts for the Mass Notification & Emergency Communications (MNEC) Summit from 1-3 p.m. This open roundtable discussion will explore how the 2010 code changes and new standards for fire and life safety systems will affect our entire industry.
- The Women in NSCA reception will be held from 3:30-4:30 p.m. in the NSCA Zone. Join other women in the industry and gain valuable knowledge on solutions, tips and ideas on the opportunities and challenges from both veterans and newcomers.
- Relax, unwind and support a good cause during the Industry Charity Concert, from 9-11 p.m. at the all-new Vanity Nightclub in the Hard Rock Hotel & Casino. The industry's own Drunk Unkles return to rock out in this state-of-the-art nightclub. Joining the Drunk Unkles this year as the new female lead vocalist is Lisa Wenger from Bosch Communications Systems. Proceeds from the event support students entering the commercial electronic systems industry. Sponsors include: AMX, AVI-SPL, BARCO, Cerami and Associates, Christie Digital Systems, FSR, NEC, Shen Milsom & Wilke, SurgeX, and Synnex Professional AV.

For more information about NSCA events and activities during InfoComm 2010 or to register, visit [www.nascaatinfocomm.org](http://www.nascaatinfocomm.org) or call 800.446.6722.

### **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).

### **About the NSCA Education Foundation**

The NSCA Education Foundation is a 501(c)(3) charitable organization that supports educational initiatives focused on the future growth and stability of the commercial electronic systems industry. The goals of the Foundation include: making training available and affordable for industry professionals and students, attracting new qualified individuals into the industry; and providing the industry with leadership and direction through educational programs. For more information, visit [www.nscfoundation.org](http://www.nscfoundation.org).

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