



Distribution on a *Personal Level*



E4
av tour

News Release

Almo Professional A/V Announces E4 2018 Tour Dates

E4 Tour in Line with AVIXA Focus on Creating Integrated Customer Experiences Through the Use of AV Technology

Philadelphia, PA — January 17, 2018 — [Almo Professional A/V](#), North America's largest professional audio visual distributor with global reach, in partnership with [AVIXA](#), the Audiovisual and Integrated Experience Association, today announced dates and highlights for its 2018 [E4 AV Tour](#) program. The award-winning one-day E4 program – which stands for Educate, Exchange, Explore and most importantly, EXPERIENCE – is taking place on the following dates:

- **March 6 (Washington, D.C.)**
- **April 24 (Dallas)**
- **September 21 (Boston)**
- **October 26 (Nashville)**



According to Melody Craigmyle, vice president of marketing for Almo Professional A/V, "In step with AVIXA, we've updated the final 'E' in E4 to 'Experience.' Many of our AVIXA-accredited educational sessions and workshops are focusing on the integrated customer experiences that are possible through the use of AV technology." She continued, "2018 is going to be an exceptional year for the E4 program with new opportunities for our partners to learn how to create these integrated AV experiences while advancing and profiting in this incredible industry."

“The E4 emphasis on the power of audiovisual experiences is exactly in line with the direction of our industry,” said David Labuskes, CTS®, CAE, RCDD, Chief Executive Officer for AVIXA. “We look forward to working with the Almo Professional A/V team again this year as they build on the traveling E4 Tour and bring the experience portion into practical application for program attendees.”



Craigmyle noted that an end note speaker has been added to every E4 event this year and that Joe Theismann, world champion quarterback, broadcaster, entrepreneur, corporate speaker and restaurateur, is wrapping up the first E4 in Washington, D.C. in March. “Additionally, the October 26 event in Nashville includes an evening technology tour and cocktail reception. It will continue as a family-friendly weekend to be enjoyed by resellers and integrators throughout the country,” she said.

About the E4 AV Tour

Named the [CI BEST Training, Consulting/Business Service](#) for the fourth year in a row, and a recipient of the [SCN 2017 Stellar Service Award](#), the E4 program offers AV professionals a full day of educational sessions worth InfoComm CTS Renewal Units (RUs) as well as exclusive access to the industry’s newest AV products and services. For more information, go to www.e4avtour.com.

About Almo Professional A/V

Almo Professional A/V is the nation’s largest professional audio visual distributor with forward-thinking product integration, training and education, managed services, and technical support capabilities. With highly skilled sales and business development manager teams, reseller education programs, distribution centers across the U.S. and carefully chosen product lines for the Pro A/V channel, Almo Professional A/V provides customers with the full distribution experience on a local and a personal level. 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 888-420-2566 or go to www.almoproav.com. Almo Professional A/V can also be followed on Twitter at <http://twitter.com/almoproav> and on Facebook at www.facebook.com/almoproav.

About AVIXA

AVIXA™ is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 5,400 members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, live events companies, technology managers, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes for end users. AVIXA is a hub for professional collaboration, information, and community, and the leading resource for AV standards, certification, training, market intelligence and thought leadership. Additional information is available at avixa.org.

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