



FOR IMMEDIATE RELEASE

Contact: Staci Walter, Marketing & Communications Manager, swalter@hermanproav.com, 844-441-1669

HERMAN SPONSORS NSCA'S 21st ANNUAL BUSINESS AND LEADERSHIP CONFERENCE FOR THE 15th CONSECUTIVE YEAR

MIAMI, FL., FEB. 18, 2019 – Herman (www.HermanAVGroup.com), a leading provider of professional AV products, procurement services, and labor resources to systems integrators in the commercial AV industry, will sponsor the Business & Leadership Conference to be held February 27 - March 1, 2019, at Saddlebrook Resort, Tampa, FL. Two thousand nineteen will mark the 15th consecutive year that Herman has sponsored this premier industry event.

"The NSCA Business & Leadership Conference is the industry's premier educational and networking event of the year... with successful business-building strategies and top-notch speakers that set the pace for the year," said Jeffrey Wolf, Co-CEO at [Herman](http://www.HermanAVGroup.com). "This event is one we look forward to every year, and we are proud to be a sponsor along with other leaders in our industry."

"The pain points and comments we hear from integrators are always top of mind as we plan our Business & Leadership Conference every year," says NSCA Executive Director Chuck Wilson. "For 15 years, Herman's support has helped make this event possible. Because of contributors like them, we're able to continue to educate integrators year after year."

About Herman

Herman is a leading provider of professional AV products, procurement services, and labor resources to systems integrators in the commercial AV industry. Systems integrators rely on Herman for trained, experienced technical personnel and complete project coordination. Celebrating 55 years in business, Herman has leveraged its industry experience to help integrators improve operational efficiencies and achieve cost savings related to the procurement and management of project materials and labor resources. To learn more, visit us at [HermanAVGroup.com](http://www.HermanAVGroup.com).

About NSCA's Business Leadership Conference

NSCA's Business & Leadership Conference (BLC) has become the industry's most notable platform for executive-level education and networking.

At the 21st annual Business & Leadership Conference in Tampa, FL, integrators will learn how to:

- Increase innovation and create a higher level of demand for services
- Attract the right types of clients and deliver on their expectations
- Enable teams and organizations to maintain levels of high performance - even under pressure
- "Play to win" while meeting clients' needs and expectations
- Turn everyone into a top performer by implementing new rules for sales success
- Utilize the latest economic forecasts and trends to make solid business decisions

Visit <http://www.NSCA.org> for details.