

## Press Release

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## **Almo Professional A/V Makes E4 AV Program Accessible Nationwide**

### **Live Twitter, Video and Blog Updates During Traveling Reseller Event; Presentations and Product Reviews Available On Demand**

**Philadelphia, PA — October 27, 2009** — [Almo Professional A/V](http://www.almoproav.com), a leading value-added distributor serving the needs of professional audiovisual integrators, dealers and consultants, today announced that its upcoming [E4 AV Tour](#), which kicks off on Dec. 8 in New York City, will be accessible to partners nationwide both live and on demand. By [registering](#), partners will have remote access to the traveling reseller training and networking event via [rAVe NOW's](#) Twitter, video and blog updates. Session materials and product information will also be housed online after the event.

"Partners who can't join us in New York for the E4 AV Tour premiere now have a ticket to the event simply by registering," explained Sam Taylor, executive vice president and COO of Almo Professional A/V. "Resellers can hear from the experts and see the latest products almost as if they were there. Since we'll be taking the E4 AV tour to other locations, partners can get a feel for how the event will benefit them and then plan ahead for when E4 comes to their region."

### **E4 AV Live and On Demand Coverage**

rAVe reporters will be on the show floor interviewing representatives from each exhibiting manufacturer and streaming those interviews and product demos on the rAVe NOW website, while providing instant coverage of the program with Twitter updates. In addition, E4 keynote speaker Gary Kayye will wrap up the show on the rAVe NOW blog. Information from the training sessions will also be posted on rAVe NOW after the event.

### **About Almo's E4 AV Tour**

Almo Professional A/V's E4 AV Tour combines four key benefits into one show, allowing integrators, dealers and consultants to become **Educated** and earn InfoComm CTS RUs, **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. For more information, including a detailed agenda, registration and lodging, go to [www.e4avtour.com](http://www.e4avtour.com).

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**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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