



FOR IMMEDIATE RELEASE

New Products and Immersive Training Sessions to Take Centerstage at Snap Pro Live

CHARLOTTE, NC, September 14, 2020 – [SnapAV](#) today unveiled more details about Snap Pro Live Virtual, including a forward-looking state-of-the industry keynote, 35+ training and panel sessions, and 2-1/2 weeks of post-event on-demand content kicking off on October 13th – 15th.

Snap Pro Live is a virtual event designed to support SnapAV's growing global network of dealers by connecting them with industry pros and product experts. The summit will also feature in-depth training sessions, panel discussions and the introduction of major new products that would ordinarily be introduced at a traditional trade show.

"We understand that getting hands-on with products, geeking out with technical experts and networking with like-minded professionals at industry events is a source of inspiration and education our partners use to grow their businesses," said John Heyman, SnapAV CEO. "Although we can't gather together in person this year, we've created an empowering schedule of virtual sessions and events that will energize our partner base and provide them with the information and tools they need to take their business to the next level of success!"

Snap Pro Live kicks off on October 13 with a state of the industry keynote at 2 p.m. EST to be delivered by SnapAV's executive team and key division leaders. During the keynote, SnapAV's leadership will announce a new, highly-anticipated smart home product and highlight various other exciting products. The keynote will be followed by an in-depth overview and training on the new smart home product at 3:30 p.m. EST. Day one wraps up at 4:30 p.m. EST with a dealer panel discussion on how to operationalize OvrC and better serve customers.

The action picks up on October 14th with an in-depth focus on Control4. The day begins at 10 a.m. EST with an industry pro panel discussion on improving customer satisfaction, followed by three individual training sessions on new functionality offerings in Control4's

user interfaces (11 a.m. EST), Composer Pro (2 p.m. EST) and Smart Lighting (3 p.m. EST) tools. The day's schedule will conclude with a panel starting at 4 p.m. EST on how dealers can grow their businesses through strong customer relationships.

The third day of Snap Pro Live opens with a 10 a.m EST panel on smart home security trends and new technologies, the importance of RMR and industry opportunities and challenges ahead. Following the panel, three individual training sessions will cover ClareOne Smart Home Security (11 a.m. EST), networking with SnapAV to learn about new products and firmware updates (2 p.m. EST), and an overview of SnapAV's top 10 commercial products (3 p.m. EST). The day is bookended at 4 p.m. EST with an audio round table on why SnapAV has become known as the place "Where Pros Buy Audio".

"At the conclusion of each day over the three-day live schedule dealers will also have the opportunity to participate in hour-long 'Ask Me Anything' sessions and have conversations with product and market managers," Heyman explained. "Ultimately, we intend to provide our dealers with a comprehensive program of content sessions that will really empower them to grow their business around the SnapAV ecosystem of products, solutions and programs."

And after the three-day summit comes to an end, dealers can take advantage of an additional 2-1/2 weeks of content that will be available to them on demand through the Snap Pro Live web portal and app.

Register for Snap Pro Live [here](#).

About SnapAV

Established in 2005 and based in Charlotte, North Carolina, SnapAV is a manufacturer and exclusive source of A/V, surveillance, control, networking and remote management products for professional integrators. An industry leader in the custom install channel, SnapAV helps integrators build their businesses by providing a wide range of high-quality products, easily accessible through an intuitive website and backed by award-winning service and support. With a vast catalogue of today's most popular brands, SnapAV is the premier choice for custom installers across the globe. With 23 pro stores in the US, SnapAV blends the benefits of ecommerce with the convenience of local stores. Additional information about SnapAV and its products can be found at www.snapav.com.

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