

# TECHNOLOGY & BUSINESS SUMMIT

2010

## *"Can You Handle The Truth?"*

Education on Emerging Technology and Business Trends

- > The landscape of our business is evolving. This will help you develop YOUR strategy & plan.
- > The technologies driving the change can either build or bury your business. How aware are you of them?
- > Amazing Presentation from Rich Green, President of Rich Green, Ink. Rich will hold an interactive Q&A session as part of his presentation.
- > Displays & guests from a variety of great manufacturers, but not a typical "Product Expo."

**Tuesday, March 16, 2010**

Orange County - The Hills Hotel, Laguna Hills

25205 La Paz Rd - 949.586.5000

(Just off freeway, 12 minutes south of OC/John Wayne Airport exit.)



**Thursday, March 18, 2010**

Los Angeles - Warner Center Marriott, Woodland Hills

21850 Oxnard St - 818.887.4800

(Close to Downtown LA, the Valley & Points East)

**Must See Event**

### Sponsors:



This is a cooperative event between three rep firms in So Cal listed below. The intent is to provide a business development event that is priceless to integrators regardless of the size of the company. Call us for info and to register.

#### Calwest Marketing

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#### CLARITY AV International, Inc.

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#### Western Sales & Marketing

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# Guest Speaker Bio, Agenda, Times, & Cost

## Rich Green - Rich Green, Ink

Rich Green has been an active professional in the A/V industry since 1978. His system-integration company, Rich Green, Ink, serves the ambitious homeowners of Silicon Valley with an experienced staff of designers, project managers, engineers and technicians. For the past five years, Rich Green, Ink has been voted one of the top 100 design and installation firms in the country. Rich is recognized as one of the foremost A/V system designers, having worked with many prominent clients including Steve Jobs, Gene Siskel, Roger Ebert, Luciano Pavarotti, Larry Ellison, HP Labs and many more. He also consults with numerous Silicon Valley technology companies in product development and market **strategy**.



Rich sits on the Board of Directors of the Custom Electronics Design and Installation Association (CEDIA), where he founded the Technology Council, which he chairs. He also serves as a Subject Matter Expert and Instructor for CEDIA's certification programs. Rich participates in numerous standards committees with CEDIA, the Consumer Electronics Association (CEA) and InfoComm International. Rich is currently the Secretary of CEDIA.

## Times and Agenda

There is a morning session and an afternoon session with lots of Q&A & great displays from cutting edge manufacturers.

Morning Session  
7:30 AM - 9:00 AM

Registration / Breakfast / Manufacturer Display Visits

9:00 AM - 11:00 AM  
11:00 AM - 12:00 PM

Rich Green - Emerging Technologies, Their Effects & Strategies for Success  
Open Forum Q&A with Rich / Manufacturer Display Visits

12:00 PM - 2:00 PM

Lunch / Manufacturer Display Visits / Afternoon Session Registration  
**(AM Session stay late for lunch & displays, PM Session come early for same)**

Afternoon Session  
2:00 PM - 5:00 PM  
4:00 PM - 6:00 PM

Rich Green - Emerging Technologies, Their Effects & Strategies for Success  
Open Forum Q&A with Rich / Manufacturer Visits / Hors D'oeuvres / Drinks

## Cost

The event is **FREE**. It's hard to put a value on education and the benefits from that knowledge. The reality is that there is significant cost to hold this event between the venue rental, food, vendor attendance, travel, etc.

The fee is \$49 per person and we will need a credit card to reserve a space. **SEATING IS LIMITED**. When you show up, we will register you and the credit card will **NOT** be charged. If you **DON'T** show up, the credit card **WILL** be charged. This is a fair way to make the event free and also keep waste to a minimum. Signature needed below. Thanks.

Company Name \_\_\_\_\_ Attendee \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ OC or LA Session \_\_\_\_\_ AM/PM \_\_\_\_\_

CC# \_\_\_\_\_ CC Type (Visa or MC) \_\_\_\_\_ Security Code \_\_\_\_\_

Agreed to (Authorized signer) \_\_\_\_\_ Print Name \_\_\_\_\_

Address where CC is billed incl ZIP code \_\_\_\_\_

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