



House of Blues Rocks with Dealers and Vendors

On June 4th SED's latest Road Show presented opportunities for expanded offerings and add-on sales to dealers from the Dallas, Texas and surrounding areas. SED vendor partners, **AOpen, Channel Master, Clickfree, CyberPower, Gigabyte, HiFi Works, Inland, IOGEAR, Kingston, Microsoft, Mobile Edge, MSI, Panasonic, ProMounts, Pure Digital, Samsung, SIIG, TomTom, Transcend** and **Western Digital** were on hand with presentations, new products, and special offers. The unique House of Blues venue offered a refreshing change from the typical hotel ballroom.

The overwhelming turnout from across the channel, including system builders, computer resellers,

e-tailers, wireless dealers, consumer electronic dealers, rent-to-own, and custom installers, provided for a diverse customer mix. The diversity opened the stage for new opportunities many customers never get a chance to see. Computer resellers learned how to diversify with consumer electronics products such as TomTom GPS, Flip Camcorders, and a variety of accessories. Cellular dealer agents were impressed with the Acer selection of netbooks and notebooks which they can bundle with aircards from any carrier. Custom installers learned turnkey digital signage solutions from Aopen and Panasonic. There were new margin generating opportunities for everyone!

Other highlights from the Dallas Road Show included crowds of people who listened to Samsung present on the hot new LED television. MSI turned heads with their new Wind Top touch screen PC.

Microsoft demoed the long anticipated Windows 7. New vendor partner Clickfree was a favorite with a super easy to use automatic backup solution. Show-only specials were offered to dealers in attendance, providing significant savings off normal pricing. Dealers were given gift bags filled with goodies upon arrival and a slew of prizes including TVs, camcorders, GPS, and audio systems were raffled off at the end of the show.

Everyone had a great time with lots of food and a happy to assist bar staff. An appearance was made by Rowdy the Dallas Cowboy mascot who made everyone laugh with his over the top shenanigans. All in all it was a very successful show for SED, its vendor partners, and customers. SED will be hitting the road again soon, so stay tuned for locations and dates in the near future.



TRADESHOW
CALENDAR

Nationwide Primetime

August 16th - 18th 2009

Walt Disney World Swan & Dolphin Resort
Orlando, FL

APRO Convention & Buying Show

August 30th - September 2nd 2009

Paris and Bally's
Las Vegas, NV

CEDIA EXPO 2009

September 9th - 13th 2009

Georgia World Congress Center
Atlanta, GA