

Almo Professional A/V Solidifies Commitment to Global Distribution at InfoComm 2017 **New Almo Global Business Team Introduced at InfoComm Pre-Show Networking Event; Almo Global Website Unveiled During Show; Booth Tours Conducted in Spanish**

Philadelphia, PA — June 7, 2017 — [Almo Professional A/V \(Booth #C3161\)](#), North America's largest professional audio visual distributor, is reinforcing its commitment to global distribution at [InfoComm 2017](#) with the introduction of its new Almo Global Business Team. Almo is hosting the [InfoComm Opening Reception](#) on June 13 where the new team is being formally introduced. Additionally, Almo is debuting its new [Almo Global Website](#) and is conducting booth tours for partners in Spanish throughout the show.

"Following our [2016 acquisition with IAVI](#), we began providing distribution services in Latin America and the Caribbean," explained Sam Taylor, executive vice president and COO for Almo Professional A/V. "While we are rooted in these regions, we have also expanded into other geographies and now have the ability to serve international resellers from more than 75 countries around the world."

Taylor continued, "The Almo Global Business Team, led by JC Delgado, is based out of Fort Lauderdale, FL and serves both exporters and international partners. JC brings more than 20 years of international sales and business development experience -- his expertise is guiding the growth and development of the Almo Global Business. We look forward to sharing our global expansion strategy with distribution and media partners at the InfoComm opening reception and throughout the show."

The Almo Global Business Team is an outbound sales team that visits customers throughout the world to understand the unique needs of each geography. Every team member is bilingual in Spanish, Portuguese or both languages.

"We are backed by Almo Corporation, a 70-plus year old company that has a highly-regarded reputation in the U.S. -- we are transferring these values and carrying over the Almo brand at the international level," explained JC Delgado, director of global sales for Almo Professional A/V. "We are solidifying our relationships with the top customer partners in each vertical market and in every country we reach to become the same reliable source for specialized product, technical expertise, competitive pricing, managed services, training, and unsurpassed customer support outside of the U.S."

Prior to Almo, JC Delgado was Vice President of International Sales for Craig Electronics and Managing Director of the Latin America Group for Sharp Electronics. He holds an International Business Administration Degree with specialization in Strategic Marketing Management from Harvard Executive School of Business.

Almo Global Website

The new site, available in English or Spanish, provides visitors with specific details about the brands and products available through Almo Global. Almo has also expanded its revenue-generating Managed Services business model to benefit international partners. Details about Almo Content Creation, Almo Installation and Almo Control services are accessible on the Almo Global site.

Live and on-demand webinars are can also be found on the new website. International visitors can register for the following post-InfoComm webinar, worth one InfoComm CTS Renewal Unit: "The Top 11 Things Gary Kayye Saw at InfoComm" July 11, 2017, 2:00-3:00 p.m. EST. Additionally, marketing materials such as whitepapers, case studies, news releases, articles, brochures and videos can all be viewed.

Christie and Sony are two featured brands now offered through Almo Global. Other internationally-available brands include ATEN, Atlona, Avocor, Barco, BrightSign, C2G, Canon, Chief, Comprehensive Cable, Crimson, Da-Lite, Draper, Epson, Furman, IAdea, InFocus, Jelco, LAB Gruppen, LG, Listen Technologies, NEC, Optoma, Panasonic, Peerless-AV, Premier Mounts, SecurityTronix, Sharp, SunBriteDS, Tightrope, TouchSystems, Tripp-Lite, tvONE, Vaddio, ViewSonic and ZeeVee.

Booth Tours

Almo is conducting Spanish-guided tours in the following booths throughout InfoComm:

Barco (#3601):	Wednesday, June 14, 10:30am and Thursday, June 15, 2:00pm
NEC (#1600):	Wednesday, June 14, 12:00pm
Avocor (#2689):	Wednesday, June 14, 2:30pm
Sony (#2200):	Wednesday, June 14, 4:00pm

About Almo Professional A/V

Almo Professional A/V is the nation's largest professional audio visual distributor with forward-thinking product integration, training and education, managed services, and technical support capabilities. With highly skilled sales and business development manager teams, reseller education programs, distribution centers across the U.S. and carefully chosen product lines for the Pro A/V channel, Almo Professional A/V provides customers with the full distribution experience on a local and a personal level. 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 888-420-2566 or go to www.almoproav.com. Almo Professional A/V can also be followed on Twitter at <http://twitter.com/almoproav> and on Facebook at www.facebook.com/almoproav.

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