

## Product Shows, Training Events, & Corporate Excursions

One of our favorite aspects of being an independent sales representative is hosting regional product shows, and training events. It gives us the opportunity to set up products in a controlled environment, where dealers and salesman can listen to a properly set up product without having to tear apart their sound rooms. Our manufacturers then get the opportunity to visit with more accounts than they would in a normal week of travel in our region. The dedicated time both for trainings and presentations away from the normal interruptions associates with a store sales call, allows our accounts a much more focused opportunity to review and evaluate the lines that we represent.

Our Corporate sponsored events occur in Denver, Phoenix and Salt Lake City, and venues include hotel ballrooms, hotel meeting rooms, and event centers. Events can range from a minimum of 5 manufacturers, to our full product line representation. Some shows include product trainings, others a presentation and demonstration. These rep product shows are designed to supplement, CES, CEDIA, INFOCOMM and Rocky Mountain Audiofest.

The next few pages are a photo review of the trainings, events and Corporate excursions that our firm has participated in with our accounts and manufacturers.

We hope you enjoy photos of our events!



Group photo of manufacturers and our staff who attended our rep product show at the Red Lion Hotel in Aurora, CO. Some flew from as far as Tokyo to attend this event, which brought in over 140 dealers over the two days.



Ryan Davis from Ratio AV in UT and Ken Davis from Listen Up in Denver, CO came in early to help us set up the TEAC R1 radio's which were given out to dealers who attended our product show.



Gary Plavin from Projectiondesign, Wolfgang Brandt from Absolute Audio, Brad Paulsen from Paulsen Marketing, and Rob Sample from Paradigm stopped by Bob Scowcroft's house for a BBQ and adult beverages just prior to show set-up.



Wolfgang Brandt, shown right, from Absolute Audio receives dealer award from Bob Scowcroft during the dealer dinner hosted by Scowcroft Associates at the Hickory House in Parker, CO. 60 dealers were on hand for dinner and drinks after the first day of product presentations and demonstrations.



Brett Kee from Innovative Home Theater in Sandy, Utah and Phillip Crenshaw from Sound Solutions in St. George, Utah taking a break from the McIntosh McMasters training which was held during our product show and training at the Summit Events Center in Aurora, CO.



Brad Paulsen from Paulsen Marketing and Bob Scowcroft taking a much needed break after 14 hours of setting up 10 demo rooms. We finished dialing in rooms at 4:00 AM, just 4 hours before the doors opened and dealers began to arrive.



Fred Yando and Robin Ellis arrived from BG Radia to set up their sound room with all the new BG line arrays and in-wall speaker systems. The room was powered by McIntosh.



Ben Gosvig, National Sales Manager at DALI Loudspeakers was on hand to demonstrate all their latest models, including new in-walls and on-wall speaker systems.



We built custom displays for Paradigm & MIT Cables. These were great training tools for showing new products that were introduced by both lines.



Each demo and presentation room was over 800 square feet. Over \$250K in demo merchandise was brought in to showcase new products to dealers that came from as far north as MT, and as far south as El Paso, TX. Scowcroft Associates paid for dealers lodging that flew in from out of state.



Steve Holt, MIT's National Sales Mgr. was on hand to walk dealers through the entire MIT cable line. Nearly 100 SKU's were brought in so that dealers could evaluate each series of product to confirm which product category was the best fit for their individual store and installer needs.



Scowcroft Associates rented Gray Line buses to transport dealers to/from our host hotel, restaurants and the events center during our two day product show and trainings.



Demo rooms were busy throughout our events. Attendees enjoyed talking with other dealers from around the Rocky Mountains, and friendships were made.



Paradigm and Anthem were one of many of the manufacturers that held training classes during our product shows.



We always made sure the our accounts were well fed between trainings and demonstrations.



Many of our manufacturers would bring in their booths that were utilized at CEDIA and CES. We left it up to each individual manufacturer as to what they felt was appropriate. Drayage was utilized for product deliveries and return.



B&K Components brought in their latest preamp-processor and power amp combinations. DALI furnished the loudspeakers for B&K's 2-channel and theater demonstrations.



Video demonstrations are always popular with our dealers. When possible we always set up a minimum of 3 screens and 3 projectors for best possible impact and comparisons.



The Sheraton Hotel in Phoenix has been our host hotel when we do our Phoenix shows and trainings.



The Sheraton Hotel in downtown Salt Lake City has been our host hotel for our events and trainings in Utah.



Brett Kee from Innovative home Theater and Fred Yando, from BG Radia discussing line array applications.



Rob Sample and Bob McConnell from Paradigm waiting for drinks during our dealer cocktail party.



Mark Gurvey from Esoteric receives award from Bob Scowcroft at dealer show and training during cocktail party. Mark's tremendous contributions to our events was instrumental in their success.



Steve Mulnick, National Sales Manager fro McIntosh Labs receives award from Bob Scowcroft for top trainer during one of our dealer shows and training events.



Mark Gurvey from Esoteric honored our firm by having not only top management from Esoteric participate in our event, but TEAC's President flew in from Tokyo!



Mike Ware from LMC in Scottsdale, AZ., Ron Cornelius from McIntosh Labs and Wolfgang Brandt from Absolute Audio posing for a quick photo during a McIntosh demonstration of their new XRT1K loudspeaker system at RMAF.



McIntosh demo stack with new music server and XR200 loudspeakers, using MC501 500 watt mono block amplifiers was a big draw during Rocky Mountain Audiofest.



We set up a unity gain motorized white screen in front of a fixed SI Screens Black Diamond screen to show our dealers the difference in picture quality when using a projector in a room with high ambient light.



DALI loudspeakers demo area was run on McIntosh electronics. Multiple DALI displays were utilized in various demo rooms during our shows.



George Reamsnyder from B&K in Buffalo, NY and Ryan Davis from Ratio A/V in Bountiful, UT. making some last minute cable connections on the B&K HD6 high definition video switcher.



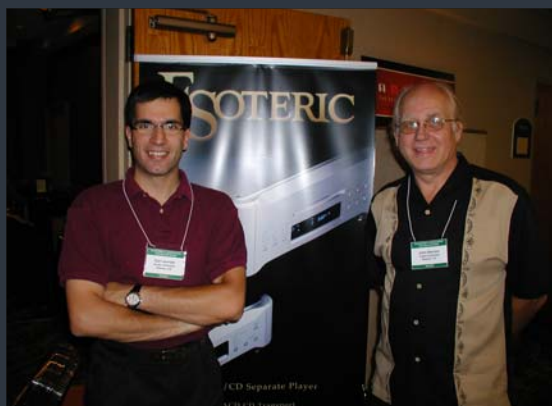
Kelly Miles, Larry Powers and Bob Scruggs from The Sound Shop in Colorado Springs, CO. always attend our events and trainings. The Sound Shop has been a supportive dealer of our firm for 35 years!



Ken Davis from Listen Up in Denver and Carl Porter from Scowcroft Associates taking a break after the McIntosh McMasters training event held during our dealer show at the Summit Events Center in Aurora, CO.



At some points rooms were so crowded that it was nearly standing room only. As demo rooms filled, we were forced to move literature tables out into the hallways to make additional space.



Carl Jerritts and John Barnes from Audio Unlimited in Denver, CO came in to listen to the new SACD players from Esoteric.



Both 2-channel and theater demonstrations were included in the McIntosh demo room. Steve Mulnick, McIntosh's National Sales Manager was on hand to do all the demos.



There was never a slow down during the 10 hours of demonstrations and trainings each day. Dealers carried off over half a ton of literature and P.O.P. materials from the event!



Steve Holt and Scott Berg from MIT Cables taking a break after final room set up and evaluation prior to the doors opening.



The McIntosh demo room was never empty, as dealers gathered for the next demonstration.



We elected to bring in all of Paradigm's in-wall and in-ceiling speakers available at the time, so that dealers could compare the different series.



Entry level Paradigm Cinema Series products were also displayed along side the introduction of their new Monitor Series products. All of this was set-up as a static display. Paradigm Studio and Signature Series were set up and demonstrated using Anthem electronics.



Steve Mulnick from McIntosh arrived early to warm up the products prior to dealers arriving at 8:00 AM. McIntosh's new music server was utilized with 100's of music selections for demo.



Gary Sheeran was on hand from TEAC to demonstrate their new table top radio options.



Garth from Furman Sound arrived to demonstrate their newest products, and to teach a class on power conditioning.



Megi Scowcroft, Office Manager, and Margie Scowcroft, Bookkeeper from Scowcroft Associates were on-hand to register attendees for classes and to hand out badges and training schedules.



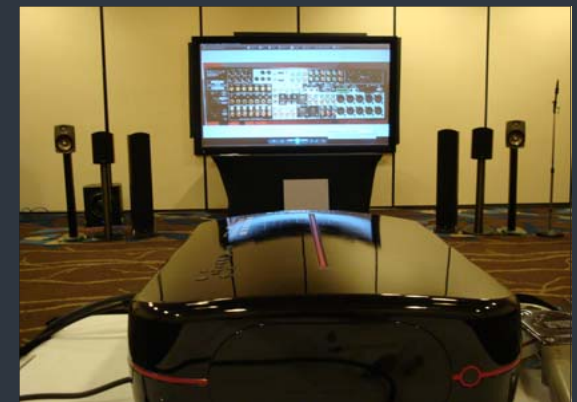
Scott Haver from Aris Audio in Salt Lake City drove over to attend our Denver event.



Gary Plavin from Projectiondesign sets up his latest projector in the theater demo room.



Ryan Tower from Salamander Designs arrived to show off the new Olivia Series of cinema chairs and ottomans.



Introduction of Anthem's new line-up of projectors debuted at our Salt Lake City product show, being shown on an SI Black Diamond screen.



The Grand Ballroom at the Salt Lake City Sheraton Hotel was chosen to set up four different sized screens and four projectors for this year's product event. Panamorph supplied the anamorphic lenses for the Projectiondesign projectors.



Vince Bruzzese from Totem Acoustic and Bob Scowcroft pictured at the 2011 Rocky Mountain Audiofest in Denver, CO. The Totem demo room was filled to capacity each day of the show.



Hegel demonstrated USB input to their DAC's and integrated amplifiers. Note the beautiful gloss white Totem Hawk Design loudspeakers utilized in this demo room.



Our video training room set up for three training classes, DNP Screens, Digital Projection and Panamorph at the Marriott Hotel, Denver Tech Center. This was a smaller venue show and training which also included Totem Acoustic, Cue Acoustic, Wadia and McIntosh Labs.



Ken Eagle from Digital Projection and Russell Warnhoff from Panamorph both taught classes during our product show and training.



Another at capacity training class during our Summer 2011 product show in Denver. Russell from Panamorph taught an hour long class on anamorphic lens applications.



Dave Watson, National Sales Manager from Wadia was on hand to demo their latest iPod dock. Bookshelf speakers were provided by Totem Acoustic.



Robin Ellis from BG Radia flew in from Carson City, NV to demo their in-wall subwoofer systems and in-ceiling options.



Steve Libin and Vince Bruzzese from Totem Acoustic getting ready for rush of anxious audiophiles wanting to audition the new Totem Element Series loudspeakers.



Jesse Walsh from DNP Screens and Fred Scruti from Digital Projection were on-hand to instruct classes and talk with dealers about the exciting products offered from their lines.



Mike Ware from LMC in Scottsdale, AZ (shown with speaker) and Ben Gosvig from DALI loudspeakers take time to evaluate the new DALI in-wall loud-speaker.



Sam Millen from Cue Acoustic arrived to demo their new hospitality software option for the Cue radio.



Todd Westfall, NSM at B&K Components unpacking new B&K products going on display in one of our demo rooms.



Bob Scowcroft, Steve Mulnick from McIntosh, and Wolfgang Brandt from Absolute Audio at Grand Opening of LMC in Scottsdale, flagship location.



Bob Scowcroft, Ben Gosvig from DALI loudspeakers, and Megi Scowcroft visiting the Carlsberg Brewery in Denmark during their visit to DALI Corporate headquarters.



Brett Kee from Innovative Home Theater in Sandy, UT, DALI loudspeakers CEO, and Bob Scowcroft at DALI's plant in Denmark.



Jeff Anderson from Aurant, and Bob Scowcroft during the Aurant Shine Event during the 2011 Sundance Film Festival.



Jesse Walsh, DNP U.S. Sales & Marketing Manager, Bob Scowcroft, and Manfred Freiberger, DNP Senior Account Manager during Rep of the Year presentation to Scowcroft Assoc.



Bob Scowcroft and Larry Powers, owner of The Sound Shop in Colorado Springs, CO, being awarded top Rocky Mountain Paradigm account recognition.



Bob Scowcroft and Jim Rhye of Cherry Creek Audio in Denver, CO receiving Top Paradigm dealer recognition for the Rocky Mountain region.



Paradigm introduced an entirely new Reference line-up that we debuted during our product show in Salt Lake City.



Ryan Gustafson, owner of SI Screens demonstrating the new Black Diamond screen versus a standard unity gain white screen.



A quick few minutes inside Paradigm's anechoic chamber at their plant in Toronto.



Jesse Walsh, DNP U.S. Sales & Marketing Manager, Bob Scowcroft, and Manfred Freiberger, DNP Senior Account Manager and Atlanta Falcon Cheerleaders at the Hard Rock in Atlanta during CEDIA 2010.



Bob Scowcroft, Ryan Davis from Ratio AV, Mark Hicken from Custom Installation & Design and Mike Ware from LMC in Scottsdale, AZ take a break and grab some dinner during CEDIA 2010.



Jesse Walsh, DNP U.S. Sales & Marketing Manager, Kevin Arnold, Bob Scowcroft, and Manfred Freiberger, DNP Senior Account Manager at the Las Vegas Hilton during CES 2011.



Paul "Gunther" Greiner, owner of Paul Fitzpatrick Company, Bob Scowcroft, Mike Pecar from Pecar Sales and Steve Mulnick from McIntosh Labs during CES 2011.



Bob Scowcroft at DALI manufacturing plant in Denmark placing signature label on his first completed DALI on-wall loudspeaker.



Bob Weisberg, D&M President, Carl Porter, Scowcroft Associates Regional Sales Manager, Steve Mulnick, McIntosh NSM, Charlie Randall, McIntosh President and Bob Scowcroft in Binghamton, NY McIntosh Rep of the Year presentation.



Tyson Rabani from Quality Audio Video in Englewood CO and friends joking about the three-dimensionality of the new BG Radia speaker and McIntosh electronics and Summer 2011 product show at the Marriott Hotel Denver Tech Center.



Richard Gray's Power Company training class held at the Sheraton Hotel in Phoenix.



Mike Benedetto, National Sales Mgr. at Salamander Designs and Bob Scowcroft at Daytona 500.



Ken Zelin, McIntosh Sales Trainer, Mike Ware from LMC Scottsdale, Bob Scowcroft and Ken Davis from Listen Up Denver at McIntosh labs in Binghamton, NY for Level 2 McMasters Training.



Danny Moreno from S3/Aurant in Park City, Utah (shown above), Rony Reckelbus from Soundquest in El Paso, TX and Bob Scowcroft traveled to London to visit the Tag McLaren Audio manufacturing plant.



HD Communications in Denver, CO. invited Scowcroft Associates to participate in the largest Kentucky Derby event in America, the Denver Derby. Our office supplied Digital Projection and McIntosh electronics for the grand ballroom for attendees to watch the derby.



DNP invited Scowcroft Associates to Copenhagen to visit their amazing production facility and to discuss new products and programs that would benefit the A/V specialists and CI business.



Bob Scowcroft and Jesse Walsh, DNP's U.S. Sales & Marketing Manager at a downtown Copenhagen restaurant in the summer of 2010.