



**SYNAXON**  
LIMITED

**PRESS INFORMATION  
FOR IMMEDIATE RELEASE**

**SYNAXON READY TO WELCOME RECORD NUMBERS TO NATIONAL  
CONFERENCE**

***Channel services group is set to welcome more than 300 attendees to its annual networking event and thought-leadership forum and exhibition***

**Warrington, 7 June 2016** – Channel services group, Synaxon, is preparing to welcome a record attendance of over 300 representatives from its members, suppliers and other partners at its annual National Conference which takes place at the East Midlands Hotel and Conference Centre in Nottingham next week.

To date, over 150 of Synaxon's partners – MSPs, VARs, retailers, and office products dealer members – have confirmed their attendance and more are expected to sign-up over the next few days. In addition, there are 45 supplier and partner companies booked in as sponsors or exhibitors, and a number of interested third parties. The whole Synaxon UK team will also be in attendance and in total, the group is expecting between 300 and 350 people to attend over the two days.

This year's event will see headline speakers from Virgin Media Business, Cisco, and LOGICnow, with Gulf War veteran pilot and author, John Nichol, appearing as guest speaker. There will be workshop sessions on Synaxon's TrusATec technical services network, Sage's cloud service and Autotask's service management platform, with exclusive member discounts on offer at each. Almost all the workshops are already booked to their full, planned capacity.

Key exhibitors include; Cisco, Microsoft, LOGICNow, Canon, WD, Ingram Micro, DMSL, Entatech, CI Distribution and HP Enterprise, with Microsoft sponsoring the Gala Dinner, live entertainment and presentation of the Synaxon Recognition Awards on the first evening.

Derek Jones, Managing Director of Synaxon UK: “Despite the obvious distractions of the Brexit vote and the European football championships, momentum ahead of the conference has been building up very nicely, so we are delighted to have attracted such a healthy number of committed attendees. I think that says volumes, not only for the esteem in which the group as a whole is held, but also how important the event itself has become to the UK channel.”

The Synaxon Conference, now in its sixth year, is notable for its focus on the future and the emphasis it places on relationship-building. Members are able to set-up one-to-one, sit-down meetings with key suppliers in advance of the conference using a special online booking system.

This year’s theme for the event is *Tomorrow’s World*. This has been chosen with both innovation and the uncertainty of what lies ahead in mind, says Jones. “This is such a fluid and dynamic time in the IT market, with the cloud, ubiquitous connectivity, wearable tech, IoT, advanced analytics and VR giving us completely new ways of working, interacting and collaborating.

“But none of us knows what the future holds. In two weeks time, Britain may be in or out of Europe and our national football teams may be heroes or zeros. That though, is only the near future. We need to be thinking about the many more tomorrows that are yet to come and the directions technology will take us in. Our speakers and the dialogues and interactions we’ll have at the conference will help our members and partners to look ahead, crystallise their ideas and formulate a future vision for their business.”

The Synaxon National Conference takes place on Thursday 16th and Friday 17th June at the East Midlands Hotel and Conference Centre in Nottingham. Registration

for the event is at: [www.eventbrite.co.uk/e/synaxon-uk-national-conference-2016-registration-20681988384?ref=ecount](http://www.eventbrite.co.uk/e/synaxon-uk-national-conference-2016-registration-20681988384?ref=ecount)

More information can be found on the Synaxon website at <http://synaxon.co.uk/events/2016-conference/>.

**--- ENDS ---**

### **About Synaxon**

Synaxon is the leading reseller, MSP and dealer services group in the UK. The group has more than 640 member companies operating in the IT and office products channels, and partnerships with over 40 vendor, distributor and services suppliers. Synaxon UK's members have estimated combined gross revenues of more than £1bn gross external sales.

The group provides a range of unique services that help its member companies to buy better, sell more and reduce their costs. These include the EGIS procurement and information system, which enables members to check the availability of stock and pricing and to place and manage orders with all of Synaxon's distributor partners; the iTrends marketing package, which provides a quarterly own-branded product catalogue and an ongoing programme of promotional emails; and Clic2IT, a simple, affordable ecommerce solution that enables members to offer products from all Synaxon distributor partners through their own website.

Members also benefit from exclusive rebates and promotions and a range of other services, including access to business financing and nationwide maintenance cover options, and low-cost card payment and nationwide courier services.

For supplier partners, Synaxon provides unrivalled reach into the UK reseller, MSP and dealer community, providing active account management and business development programmes that enable them to develop a higher profile, form lasting partnerships and grow their sales.

Synaxon UK also runs the TrustATec partnership network of support and services providers who offer simple, fixed-price IT repairs and servicing on a localised basis. This unique programme generates a regular stream of new business and growth potential for subscribing members.

Operating from offices in Warrington, Synaxon UK is part of a European organisation, headquartered in Germany, where it has almost 3000 established partners that generate around €3 billion of gross external sales annually, representing 15 per cent of the German market.

**For more information about Synaxon contact:**

Derek Jones, Managing Director, Synaxon UK

Tel: 0844 481 5844

Mobile: 07589 582 1548

Email: [derek.jones@synaxon.co.uk](mailto:derek.jones@synaxon.co.uk)