

**PRESS INFORMATION  
FOR IMMEDIATE RELEASE**

**SYNAXON GEARS UP FOR BIGGEST NATIONAL CONFERENCE YET**

***Ingram Micro to host newly expanded awards ceremony and dinner – keynotes to be delivered by Autotask, Webroot and Printsense, plus special guest speaker Kriss Akabusi***

**Warrington, 28 May 2015** – Reseller services group, Synaxon, is gearing for what promises to be its biggest and best National Conference yet. Now in its fifth year, the event is expected to attract around 200 delegates who will descend upon Staverton Park near Daventry on Thursday 18th and Friday 19th June, for two days of inspiring presentations, useful workshops and invaluable business networking.

The event, which is being sponsored by vendor partners Autotask and Webroot and by leading distributor Ingram Micro and its Printsense managed print business unit, will be the biggest ever. Ingram is also sponsoring the newly expanded Synaxon annual awards and hosting a format sit-down dinner and special live entertainment. In addition, British athletics legend, Kriss Akabusi, will be inspiring and motivating members by giving them his views on how to succeed.

Derek Jones, Managing Director of Synaxon UK, says everyone is excited about this year's gathering. "Synaxon UK is thriving and growing in every direction and that is really helping us to build momentum and enthusiasm ahead of the conference. The theme for this year is *Business Success* and the reason for that is simple. It's what we are all striving to achieve and it is also the reason why resellers and dealers are a part of the Synaxon community – and why they are coming to the Conference in such large numbers.

"Our *Business Success* conference ensures that Synaxon members are well informed, from making sure they get the best deals available from a range of leading distributors, to saving money on essential business services. Whilst being exposed to new business opportunities to build new revenue-streams with managed services,

hosted telephony and cloud services. The Conference gives us all a chance to remind ourselves of why we are part of Synaxon; that by working together and taking full advantage of the benefits available, we can make all our businesses successful.”

Two new initiatives are also being implemented for the first time at this conference. Synaxon has just released a meetings platform so that members and exhibitors can pre-arrange their conference meetings and maximise time by booking a series of 20-minute, one-on-one meetings. Members can book private appointments with exhibitors and exhibitors can select and book meetings with specific members. Synaxon has also made a new downloadable App that helps Synaxon members keep track of their day and receive reminders and updates throughout the event, available for the first time.

The 2015 Synaxon National Conference takes place at Staverton Park, Daventry on Thursday 18th and Friday 19th June 2015. Only a few places are now available and anyone wishing to attend is advised to contact the group as soon as possible by calling 0844 481 5844 or visiting <http://www.synaxon.co.uk/conference-and-events>.

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### **About Synaxon**

Synaxon is Europe’s largest grouping of independent IT resellers and system houses. It provides a range of services that enable resellers to enhance their marketing and build a strong presence in their chosen market and take full advantage of the extensive stock-holding and supply-chain capabilities of distributor and vendor partners. Synaxon partners have exclusive access to the unique EGIS (Enterprise Global Information System) on-line purchasing and information platform, through which they are able to locate, check availability and order products from Synaxon supplier partners. In addition, Synaxon provides a range of pro-active marketing services which reseller members can use to drive sales activity.

Synaxon is already well-established in Germany, where it has nearly 3000 partners that generate around €3 billion of gross external sales annually, representing 15 per cent of the German market. Through EGIS, these member partners have access to

more than 200,000 products from over 200 distributors. Synaxon UK was established in September 2008 (fully launched in January 2009) and now has a UK reseller membership of 630 independent resellers with combined revenues of around £700 million of gross external sales.

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