



SYNAXON
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**PRESS INFORMATION
FOR IMMEDIATE RELEASE**

SYNAXON PREPARES TO WELCOME RECORD ATTENDANCE AND HOST 300-PLUS NETWORKING MEETINGS AT 2015 NATIONAL CONFERENCE

Warrington, 17 June 2015 – Reseller services group, Synaxon, is expecting more than 300 representatives of member and supplier partners to attend its 2015 National Conference, which takes place at Staverton Park, Daventry over the next two days. The group has also set up more than 300 one-to-one and workshop sessions via its new meetings platform, as resellers, retailers, office products dealers, distributors, vendors and services providers take the opportunity both to network and engage with existing partners and strike up new relationships.

Following a highly successful year, in which it has seen significant growth in the volume and value of business being placed by its members, pre-registration for the conference is higher than all of the group's four previous national events.

Derek Jones, Managing Director of Synaxon, says: "We have had a stunning year and we are very excited about the Conference. We have been engaging more closely with our partners and ensuring that they can make the most of the benefits that we offer them. The number of registrations and pre-booked meetings for the two days is astounding and we're expecting it to be a very useful and productive two days for everyone involved."

The company set up an online portal ahead of this year's event, through which attendees could log meeting requests and register to attend workshop sessions being run by Synaxon on its EGIS, iTrends, Clic2IT and TrustaTec services. This has

been a roaring success, with over 300 engagements scheduled already and more expected to be registered before the event gets started tomorrow.

Jones added: "By introducing a meetings scheduler, every attendee and exhibitor has pre-arranged fixed appointment times spread over the two days, this means they are maximising their time spent at the event. Meeting requests are flying out between members and partner suppliers – it's satisfying to see the system being used by all."

Attendees will hear from esteemed keynote speakers, Mark Catini, CEO of Autotask, and Charles Tomeo, VP of Worldwide Channel and Technical Sales at Webroot, and get the chance to hear about the massive potential in managed print services from Gemma Glen, Head of Category, Print, Peripherals and Supplies at Ingram Micro.

British athletics legend, Kriss Akabusi is delivering a motivational speech to members and suppliers and in the evening, Synaxon will be presenting its 2015 annual awards at a special gala dinner ceremony, sponsored by leading distribution partner, Ingram Micro.

The 2015 Synaxon National Conference is taking place at Staverton Park, Daventry during the course of Thursday 18th and Friday 19th June 2015.

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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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