



Sponsored by



## State of the Industry 2010

Presented by:

Jason Knott, Editor, CE Pro

What can you expect for your business for the second half of 2010? Where are the growth opportunities and which sectors should you avoid?

In this fast-paced keynote presentation, CE Pro editor Jason Knott will share an overview of revenue predictions for 2010 and give insight into new business opportunities, from energy management to digital signage. After attending this session, you will be able to benchmark your own company against the rest of the industry. You don't know how good or bad your business is doing until you learn about others in the marketplace.

As a bonus, Knott will also explore analysis of the CE Pro 100, which takes a look at the top 100 companies in the industry.

### What You Will Learn

- Average number of installations, profits, revenues, etc. expected in 2010
- Growth categories expected in 2010 with in-depth analysis
- Housing market outlook for 2010
- Categories to avoid
- Statistics on new technology business opportunities
- New results from CE Pro 100 companies

### Proven Success Strategies in Alternative Energy and Energy Management

**Presented by:**

Tim Henderson, President, One Way Media Designs LLC  
Jim Sweeney, Managing Member, Hometronics Lifestyles  
Paul Hughes, President & Founder, HomeBase Systems

**Moderated by:**

Avi Rosenthal, Vice President, Evolve

Smart dealers everywhere are already networking with local utilities to partner on smart meter and utility rollouts and finding ways to tap into government rebate and incentive programs. This lively and informative session features three integrators sharing their success stories and offering valuable tips—and pitfalls to avoid.

**What You Will Learn**

- Technical and business requirements for installing alternative energy products
- Connecting to the grid
- Creating profit dollars installing solar panels, wind turbines and other alternative energy systems
- Tapping into government rebates and subsidies
- How to purchase and sell energy management products and services
- Valuable advice from dealers already doing business and making money in smart energy management.

### Secrets for Success in Home Health Tech — Diversify and Grow

**Presented by:**

Jason Ray, VP of Business Development, SimplyHome, LLC  
Paul Ebaugh, President, CyberNet Solutions

**Moderated by:**

Julie Jacobson, Editor-at-Large, CE Pro

The graying of America, combined with new innovations in home health care technologies, is creating a world of possibilities for CE pros ready to take on new business ventures. Savvy baby boomers are searching for home automation, security and tele-monitoring solutions to help their elderly parents and their caretakers function more comfortably at home. Every month new technology products and services appear that allow aging Americans to stay in their homes longer.

Moderated by Julie Jacobson, this highly informative dealer panel discussion details the most promising new technologies, how to install them, how to make money, and the critical information you need to crack this rapidly developing market.

**What You Will Learn**

- Trends in home health care and assisted living
- Who are the customers and how do you find them?
- Technologies for “aging in place”
- Selling and marketing home health solutions
- Recurring revenue opportunities

### Recurring Revenue Strategies — Make Money While You Sleep

**Presented by:**

Shawn Hansson, CEO, Logic Integration  
Dan Levine, CEO, Cytex One  
David Frangione, President, Audio One  
Michael Maniscalco, VP of Technical Operations, InvoStar, LLC and ihiji

**Moderated by:**

Jason Knott, Editor, CE Pro

Expand sales and profits while creating a steady revenue stream from monthly customer service fees. Recurring revenue is the money engine that can keep your cash flow steady, even when the economy sputters in a down business cycle. However, many custom integrators have yet to embrace this new business model, choosing instead to design and install systems—and then walk away.

Don't miss this highly informative session in which CE Pro Editor-in-Chief Jason Knott moderates a panel of dealers who chronicle their real world experiences with various recurring revenue initiatives.

**What You Will Learn**

- Extended service contracts/system maintenance
- Security and remote service monitoring systems
- Audio and video calibration services
- Digital signage recurring revenue Ideas
- How IT-based managed services keep clients coming back

### 10 Things You Need to Know to Create a Strategy for 3D and iPad

**Presented by:**

CE Pro with Tom LeBlanc, Senior Writer, CE Pro, and John Bishop,  
President, Bishop Accurate Systems

**Moderated by:**

Jason Knott, Editor-in-Chief, CE Pro

Do you have a strategy for selling 3D TV and the iPad? Don't miss this information-packed session to learn how to make a plan and start communicating with your customers right now about these hot product categories.

In Part One, John Bishop addresses the current state of 3D TV technology, explains what dealers need to know to be successful, and identifies sales opportunities with early adopters, country clubs, sports bars ... not to mention HDMI cable upgrades, gaming add-ons, multiple glasses sales and more.

In Part Two, Tom LeBlanc explains why dealers can't afford not to embrace the iPad and offers valuable suggestions to help you get your foot in the door early, setting the stage to go back to customers as new apps, upgrades and add-on sales opportunities unfold.

**What You Will Learn**

- How to address customers' 3D skepticism (and your own)
- How to demonstrate 3D TV and 3D projection systems
- Why the iPad won't kill home automation
- Which customers will be hooked on automation via the iPad

# CEPro LIVE!

Where CE Pro Comes to Life

More Great Presentations

## SALES

### Companion Selling

Presented by:

**Ira Friedman, President and Founder, Bay Audio**

Companion Selling refines the AV/custom sales process by combining the consultative selling approach used by interior designers with modified time and material billing processes used by large commercial contractors. Companion Selling adherents have seen dramatic increases in job size, job scope, profitability, and long-term client satisfaction

## MARKETING

### Maximize Your Website Investment— How to Get Discovered Online

Presented by:

**Brendan Morrissey, CEO, Netsertive**

This enlightening presentation will show you the huge potential to dominate your market online, and in return, drive real prospects to your business every day—prospects you never knew existed and that you have no other way to reach. You will learn the practical, step-by-step approach to minimize your cost, maximize your website investment, and get discovered online.

## TECH

### HDMI 1.4/3D: The New Frontier

Presented by:

**Jeff Boccaccio, CE Pro Columnist and Technology Expert**

The HDMI standard just got a lot more powerful with new capabilities designed to push the boundaries of the HD experience—both in the home and on the go. We'll explain in full detail why and how you need HDMI 1.4 to bring out all the elements in 1080p and how they affect various other viewing elements.

## OPERATIONS

### Increase Profits with Smart Job Costing Strategies

Presented by:

**Steve Martini, VP of Finance and VIP Program Director, CEProVIP**

Fully understand how to allocate all aspects of overhead cost to each hour of design and installation time, and determine with confidence how much you need to charge to achieve ongoing profitability for your business.

## TECH

### Light Commercial Projects— Critical Factors for Success

Presented by:

**Jason Knott, Editor, CEPro**

Over 40% of CE Pro readers are actively engaged in light commercial projects. Are you? This session will outline the most important factors you need to be prepared for before you enter the commercial marketplace.

Learn about licensing, insurance and bonding requirements plus gain insights into what goes into a successful proposal. Veritical market opportunities include hospitals, small offices, MDU's, government projects, restaurants and bars, sports arenas and houses of worship.