



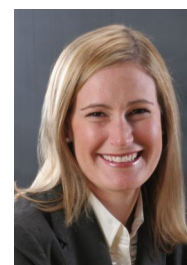
Technology Meets Inspiration



## PSAV Targeting Midwest Associations with New Sales Hire

Convention/Association sales veteran Cynthia Minarovic joins the leading audiovisual and event-technology provider as Senior Sales Manager

**LONG BEACH, Calif. — September 21, 2010** — To better serve its growing customer base in the Midwest, [PSAV](#)® Presentation Services has retained Cynthia Minarovic to serve as its Senior Sales Manager in Global Sales. The newly-created position was established to support Associations' business in the Chicago market -- the nation's second-largest concentration of Associations -- and throughout the Midwest.



Minarovic comes to PSAV with more than 10 years of experience in convention/association management and event-technology sales, previously working for Ovation Inc. and Swank Audio Visuals Inc. Minarovic will be based in PSAV's Chicago office, and will report directly to Laurie Knapp, PSAV Vice President of Global Sales.

"We are thrilled to have a sales executive of Cynthia's caliber joining the team at PSAV," Knapp said. "Her extensive experience, customer relationships and sales background in the event technology sector will be a tremendous asset to our customers in the Midwest."

Minarovic said she was attracted to PSAV because of its reputation, diverse products/services offerings and ability to service clients anywhere in the world.

"In today's economy, it's so important that association and corporate meeting planners have a single source for all their event technology needs," Minarovic said. "Consistency in service is key. With more than 40 regional offices and 800 partner locations around the world, PSAV is able to provide creative services, audiovisual services, staging services, and interactive services like no other company."

PSAV is an expert in the planning, production, coordination, and execution of tradeshow, exhibits, and conventions.

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The company offers a content-management system which facilitates the complete life cycle of meeting content – from pre-show planning to post-show publication. Additional specialty services include full creative, virtual speaker support services, and advanced computer technology. PSAV also is recognized as a leader in planning, producing, and executing complex presentations and corporate business theater that requires innovative and advanced technology.

For more information on PSAV, visit [www.psav.com](http://www.psav.com).

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#### **About PSAV® Presentation Services**

PSAV provides the ideas and technology that inspire great meetings. This has made PSAV the leading provider of event technology for meeting planners and producers across the corporate, association, and tradeshow markets. PSAV provides an unparalleled range of event technology to support its customers' ability to create, collaborate, and communicate. With more than 800 partner locations worldwide, PSAV provides people and resources anywhere meetings occur.

[www.psav.com](http://www.psav.com)

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