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**Helpful Links**

Event Homepage: [www.comptia.org/channelcon](http://www.comptia.org/channelcon)

Registration Page: <https://www.comptia.org/channelcon/register-and-plan/register>

Agenda: <https://www.comptia.org/channelcon/agenda/daily-agenda>

Travel/Hotel: <https://aws.passkey.com/event/14402612/owner/4913/home>

**What is CompTIA ChannelCon**

* ChannelCon is the IT industry’s premier training and partnering event that positively impacts the businesses of 9-in-10 attendees.
* ChannelCon is a vendor neutral and brings together the greatest cross-section of the industry: Hundreds of solution providers, vendors, distributors, consultants and the media.
* ChannelCon focuses on education, partnering and peer-to-peer connections.
* CompTIA ChannelCon is one of the only partner conferences in the industry that is not tied to a specific vendor or distributor. It is the event where attendees get to choose the course of study that is most relevant to their overall business success.

**About CompTIA ChannelCon**

**CompTIA ChannelCon** is the premier training and partnering event for the IT channel and runsAug. 1-3 at the Diplomat Resort & Spa in Hollywood, FL. At ChannelCon 2016, industry training, peer-to-peer learning and partner networking all come together, resulting in new partnerships and business growth. ChannelCon features high-level executive panel discussions, intensive executive certificate training courses, technical CEU courses and collaborative community sessions where like-minded minds come together to help drive the channel forward. CompTIA ChannelCon has the best cross-section of solution providers, vendors, distributors and media - giving attendees the chance to learn from one another and the industry’s leading thought-leaders. ChannelCon positively impacts 95% of past attendees.

The **ChannelCon Vendor Summit** will run parallel to the main conference. The summit will focus on the evolution of the partner base and is targeted at IT vendors, distributors and consultants including all ChannelCon exhibitors and C-level, EVP, SVP vendor and distributor executives. The agenda will focus on high-level hot topics rather than ‘how-to’ sessions and will include keynote speakers and a combination of panel sessions, breakouts and peer to peer engagement. All networking and social activities will be in combination with the full conference agenda and Solution Provider attendees.

Things you don’t want to miss this year include the ChannelCon Technology Vendor Fair, the ChannelCon Think and Drink Lounge, Headshot Spot, and the CompTIA Member Center. Get ready to Break Boundaries in Hollywood, FL **Aug. 1-3** at CompTIA ChannelCon 2016. Register today at comptia.org/channelcon.

Premier members receive unlimited registrations. Select registered users and non-members can use promo code trybuy16 to register for an exclusive try and buy offer.

**Key Speaking Points**

1. CompTIA ChannelCon will prepare you and your organization with ways to better connect to the channel through education, collaboration and partnering.
2. CompTIA ChanenlCon is the only vendor neutral, non-hosted channel event of its size allowing you the freedom to pick the sessions you need to accelerate your business.
3. Walk away with tools and resources you can immediately implement to build a better business or to transition into a new market.
4. Don’t miss one or more CompTIA Community Meetings, where like-minded people sit across the table to discuss initiatives that help advance the global IT Channel. Open to all conference attendees.
5. Solution Provider organizations will optimize the ChannelCon experience if they send 2 or more staff to ChannelCon 2016.
6. CompTIA members receive unlimited free registrations.
7. ChannelCon is covered annually by the major channel media outlets, from Business Solutions, Channel Partners, MSPmentor and The VAR Guy.
8. ChannelCon positively impacts 95% of attendees
9. 89% of the attendee base reports they made a *minimum* of five new business relationships at ChannelCon.
10. Use the ChannelCon App — last year, 60% of exhibitors found it valuable for making appointments and new business connections.

**Sample Social Media Posts**

1. Will we see you at @CompTIA’s #ChannelCon16, the premier training and partnering event for the IT channel? [www.comptia.org/channelcon](http://www.comptia.org/channelcon)
2. Travel is booked, we’re set for #ChannelCon16 Aug. 1-3 in Florida with @CompTIA. Join me! [www.comptia.org/channelcon](http://www.comptia.org/channelcon)
3. Break into new business avenues at #ChannelCon16: [www.comptia.org/channelcon](http://www.comptia.org/channelcon)
4. Form new partnerships and check out the hottest cutting edge technology at the Technology Vendor Fair #ChannelCon16
5. The IT Channel will be at #ChannelCon16 – will you? [www.comptia.org/channelcon](http://www.comptia.org/channelcon)
6. There’s nothing like it for IT channel professionals: #ChannelCon16 is coming to Hollywood, Fla., Aug. 1-3: [www.comptia.org/channelcon](http://www.comptia.org/channelcon)
7. No sales pitches from the podium – #ChannelCon16 is the largest vendor-neutral IT event [www.comptia.org/channelcon](http://www.comptia.org/channelcon)