



## Tech Data Hosts Its Largest TechSelect Partner Conference

### Forum Enables Leading Technology Vendors and Resellers to Build Long-Lasting, Rewarding Partnerships

CLEARWATER, Fla., Nov 11, 2010 (BUSINESS WIRE) -- TechSelect -- Tech Data's (NASDAQ:TECD) community of IT resellers supporting the technology solutions needs of small and medium businesses (SMBs) nationwide -- today kicked off its Fall Partner Conference in Las Vegas. More than 400 technology executives, and sales and marketing professionals, including more than 250 IT resellers, will share strategies for profitably capitalizing on the demand for a wide range of technology solutions in the SMB market.

"The sheer growth of TechSelect is a true testament to the value created by this premier group of SMB resellers," said Pete Peterson, senior vice president, U.S. Sales, Tech Data. "The TechSelect community represents more than \$1.5 billion in combined technology purchases from Tech Data and is growing three times as fast as the market."

Leading hardware and software producers attending the conference will introduce their latest solutions and discuss their channel programs with the community. Vendors include: Adobe, [Avaya](#), Axiom, Brother, CA, Check Point, [Cisco](#), DYMO, Eaton, Fortinet, HP, IBM, Imation, Konica Minolta, LaCie, Lenovo, Lexmark, LG, Microsoft, NEC, Oracle, Planar, Symantec, Targus and Wasp.

"Eaton, a global leader in power distribution, power quality and UPS products, has experienced strong growth in the SMB market through our partnership with the TechSelect community," said Maritza Reyes, distribution channel manager, Eaton. "TechSelect members are among the best solution providers in the channel. They are early adopters, always looking for new products that will improve the solutions and services they can provide their SMB customers nationwide."

"TechSelect has always enabled SMB resellers the opportunity to build strong, rewarding partnerships with world-class vendors," said Rory Sanchez, president of SLPowers and president of the TechSelect Advisory Council. "In addition, TechSelect is designed to help our fellow members profitably grow their businesses through education and best practices illustrated in the various workshops and roundtables at this week's conference."

### Building Stronger Resellers

The TechSelect Partner Conference will feature expert-led workshops and peer-to-peer discussions on a broad range of topics, including:

- Overcoming Customer Objections to Price and Other Obstacles
- Retaining Top Talent
- Taking Managed Services to the Next Level
- Building a Profitable Healthcare IT Practice
- Making the Most of Vendor Partner Programs
- Maximizing the Potential and ROI of Services Personnel
- Defending Against Fraud
- Driving World-Class Customer Support
- Implementing a Disaster Recovery Plan

### Peer-To-Peer

TechSelect also is continuing its PeerSelect Groups. Throughout the conference, resellers will meet daily with partners similar in size to share best practices on topics such as managing a sales team, marketing, pricing strategies for managed services, entering new vertical markets like [healthcare](#) or adding new solutions like [digital signage](#).

### TechSelect Gives Back

TechSelect is continuing its host-city charitable program. This week, Tech Data, sponsoring vendor partners and the TechSelect community and will present a donation to support the mission of [Big Brothers Big Sisters of Southern Nevada](#).

To learn more about TechSelect, call +1 (800) 237-8931, ext. 84529, or visit [www.techselect.com](http://www.techselect.com). Updates from the conference will be posted on Twitter [@TechSelect](https://twitter.com/TechSelect).

## **About Tech Data**

Tech Data Corporation (NASDAQ GS: TECD) is one of the world's largest distributors of technology products from leading IT hardware and software producers. Tech Data serves more than 125,000 IT solution providers in over 100 countries. Every day, these resellers depend on Tech Data to cost-effectively support the technology needs of end users, including small and medium businesses (SMB), large enterprises and government agencies. Ranked 109<sup>th</sup> on the FORTUNE 500®, Tech Data generated \$22.1 billion in net sales for its fiscal year ended January 31, 2010. To learn more, visit [www.techdata.com](http://www.techdata.com).

SOURCE: Tech Data Corporation

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