

## Club Maverick Opens at ISE

Written by Bob Snyder  
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During Q1 specialist AV distributor Maverick will open in three more European countries. As well as the usual product demonstrations, this year the pan-European distributor aims to show ISE visitors how the Maverick blend of technologies, mixed with VIP treatment makes for the ideal European AV specialist distributor.

Maverick will create a dedicated hospitality area on its stand, and invite existing customers and potential AV resellers to join Club Maverick for a drink and to learn about partnership opportunities in a relaxed atmosphere.

Pre-registering as a VIP gives partners access to a free cloak room service and free drinks in a night club theme setting. The Bar Wizards, from a UK TV talent contest, will perform on the stand throughout the show.

Jon Sidwick, Director Maverick, says: "A selection of our vendors including Vision and Promethean will be available on the stand to give demonstrations of their solutions, while we focus on looking after customers and giving them the VIP treatment anyone dealing with Maverick deserves..."

With over 16 years experience in specialist AV distribution, Maverick is expanding its presence throughout Europe delivering specialist AV distribution combined with the strong logistics, e-commerce and a wide range of financial services from parent Tech Data.

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