



IMCCA Signs Marketing Agreement for IntegraTEC™ 2023 Conference & Exhibitions

(Miami – May 14, 2023) IMCCA, a leading worldwide non-profit association for the unified communications industry has signed on as a **partner association** of the IntegraTEC™ Conference and Exhibitions in Latin America.

IntegraTEC™ is the recently re-branded evolution of the TecnoMultimedia series of pro av & systems integration conferences and exhibitions with versions in Brazil, Colombia and Mexico.

With its wide array of Latin American systems integration market offerings, including AVI Latinoamerica magazine, Alegria Reception and ConsorcioTec™ - the region's only integrator buyers' group, Latin Press welcomes IMCCA onboard to support IntegraTEC™ Conference & Exhibition in Mexico and Colombia 2023.

This year's alliance agreement includes:

- **IMCCA Moderated Panels in Mexico and Colombia** with leading industry professionals in unified communications.
- **Market Outreach** to IMCCA vendor sponsors keen on strengthening their presence throughout Latin America

"We are excited to work with Latin Press again," said Carol Zelkin, Executive Director of IMCCA. "Our vendors and board recognize the importance of the Latin American market and with our support of IntegraTEC, we expect to generate much excitement for unified communications throughout the region."

"We've worked with Carol in the past," said Max Jaramillo, Managing Director of Latin Press, Inc. "And it's always been a positive and productive relationship. We hope to build on what we've done to further educational and commercial opportunities for technology specialists and vendors working in the unified communications space."

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About IMCCA

IMCCA is a non-profit industry association resolved to strengthen and grow the overall collaborative conferencing and unified communications industry by providing impartial information and education about people-to-people, environmentally friendly communication and collaboration technology and applications. For more information, please visit <http://www.imcca.org/>.

The IMCCA Board consists of the following global companies.

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| • AVI-SPL | • Google | • The Walt Disney Company |
| • Cisco | • Intel | • Walmart |
| • Communications Design Associates, Inc. | • Microsoft | • Wesco Anixter |
| • Compunetix, Inc. | • Pexip | • Xyte |
| • George Mason University | • QSC | • Zoom |
| | • TD SYNEX | |

About IntegraTEC™

Over ten years old now, IntegraTEC™ is the evolution of the pro av & systems integration conference and exhibitions – formerly known as Tecnomultimedia - held in Brazil, Colombia and Mexico. Produced by Miami based Latin Press, the firm is a business-to-business media and events firm specializing in systems integration, building automation, electronic security, and HVAC industries, among other areas.

For more information, please visit <https://www.integratec.show> or <https://www.latinpressinc.com/en>