



Technology Meets Inspiration.

Industry Veteran Joins PSAV to Direct Global Event Technology Sales Effort

Laurie Knapp joins PSAV as VP Global Sales; Brings 20+ years of hotel sales experience to leading supplier of audiovisual event technologies



LONG BEACH, CALIF. — May 6, 2010 — As part of its ongoing initiative to remain focused on its customers by cultivating long-term relationships and better understanding the needs of meeting planners, [PSAV®](#) Presentation Services, a leading supplier of audiovisual and event technologies to the hospitality industry, has tapped the sales talent of **Laurie Knapp** to serve as its **VP of Global Sales**. Knapp's highly successful hospitality career spans more than 20 years in the national and worldwide hotel sales arenas.

"We are thrilled to have someone of Laurie's caliber join our growing organization," said Digby Davies, PSAV President and CEO. "Throughout her impressive career, Laurie has managed to consistently exceed productivity and sales objectives. She not only brings with her strong leadership skills and a track record of proven results -- which is so valuable in today's economy -- but she possesses a very impressive line-up of loyal customers from among the leading hotel brands and independent hotel community. By leveraging her relationships, we hope to develop even more loyal PSAV customers."

"To be successful, today's sales leaders need to be much more than just order takers," said Darren Temple, PSAV Executive VP of Global Sales. "Laurie's vast knowledge of the group and meeting side of the business will add immediate value not only to our customers, but to PSAV as well. We welcome her aboard."

Knapp will spearhead the PSAV Global Sales team from the company's Schaumburg, Ill., office and will report to Temple. Prior to joining the company, Knapp served as Senior VP for Associated Luxury Hotels in Chicago, where she was responsible for the overall management, deployment and productivity of the ALHI National Sales Network. She also held national sales posts with Wyndham Worldwide, Hilton Hotels Corp. and Hyatt Hotels & Resorts, primarily based in Chicago. She holds a Bachelor of Science in Hotel Administration from the University of Nevada, Las Vegas.

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"It's very exciting to be on the event technology side of the business, learning a new, dynamic part of the hospitality industry," Knapp said. "With PSAV's extensive global distribution network and breath of products and services, PSAV is better positioned than any other company to serve today's event planners. The expertise and creativity of the PSAV staff is unbeatable, and the company's passion for making meetings engaging, memorable and successful is unprecedented.

"It's this message that I look forward to delivering to association and corporate meeting planners around the globe," she said. "With PSAV, everything is professional and anything is possible."

To reach Laurie Knapp, call (847) 222-9814 or email her at lknapp@psav.com.

About PSAV® Presentation Services

PSAV is the leading supplier of audiovisual and event technology to hotels, associations, producers and meeting planners worldwide. With over 800 luxury hotels, resorts and conference centers worldwide, PSAV is totally committed to making every live event an unforgettable experience. PSAV's goal is to turn ordinary meetings into memorable experiences so the message lasts. For more, please visit: www.psav.com.

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PSAV Agency Contact:

Barb Worcester
PRPRO
Tel: 440-930-5770
E-mail: barbw@prproconsulting.com

PSAV Contact:

Greg Van Dyke
PSAV
Tel: 562-366-0260
E-mail: gvandyke@psav.com