

Samsung CEDIA EXPO Trainings ~ Denver 9/2&3/2026

- Registration links can be found under Features & Events | Manufacturer Product Training
<https://cediaexpo.com/attend/mpt/>
- Dates: Wednesday 9/2 and Thursday 9/3
- Location: Conveniently located on the lower level down the hall from registration:
 - **Rooms MPT 112 and MPT 113**
- Times (both trainings will be held at the same times):
 - 9:00am – 10:30am
 - 11:00am – 12:30pm
 - 1:30pm – 3:00pm
 - 3:30pm – 5:00pm
- Training Titles and Descriptions:
 - **Samsung CI Unlocked the 4 P's**: Mastering Partnerships, Placement, Performance and Profitability with Samsung TV
 - Come join us for a review of all that makes Samsung the #1 installed TV brand in the CI space. We will walk you through how to identify which Samsung TV makes maximizes your value to your client's needs. How to get the most out of your Samsung Programming and drive great profit for your company. Where to find and how to use all of the programs we have built to help you simplify what gets spec'd, where to get it, and how to best service any future issues. We boil it all down to a simple to use and understand set of tools to help you run a clean, profitable and fun A/V install business in 2026. Come see us, you won't regret it.
 - **Samsung CI Unlocked Tips and Tricks the 2026** version: Precision Panel Tuning and Advanced Integration techniques
 - The session that was a hit at Cedia 2025, and during our nationwide road show this year, is back with our Fall 2026 version! Come see us and learn how to save time, and therefore money, with our insider Tips and tricks every installer needs to know during your upcoming jobs. Not only will we cover our tips and tricks for the 2026 lineup, but we'll cover new and improve ways to service your customer. Have you considered differentiating yourself from Retail and your competition through Calibration? Is the service worth it, what does it take to master the technique and how can you use this skill to differentiate yourself from big box retail or your competitor across town. Don't miss out. Samsung TV brought you The Frame, QD-OLED, The Terrace, Neo QLED, MicroLED, the best Glare-free TV experience for your customers and now MicroRGB. Come learn what makes us tick, and the Menu's and codes every installer needs to be able to find to maximize your value to your clients.
- Registration: Dealers can register directly on the CEDIA website: <https://cediaexpo.com/attend/mpt/>