



EarthBend Distribution to Showcase Its Portfolio of Hospitality Technology Solutions at HITEC 2016

Market-Leading Products Enhance Business Operations in Hotels, Clubs and Other Hospitality-Related Businesses

SIOUX FALLS, S.D., June 21, 2016 — [EarthBend](#), a premier value-added distributor of business telecommunications and IT solutions, today announced that it will be exhibiting at booth 650 at the [2016 Hospitality Industry Technology Exposition and Conference](#) (HITEC), June 20 – 23, 2016 at the Ernest N. Morial Convention Center in New Orleans, Louisiana.

HITEC is the most comprehensive meeting of its kind in the hospitality industry, offering informative technology seminars, workshops and presentations by industry experts along with over 300 hospitality technology vendors. HITEC 2016, sponsored by Hospitality Financial and Technology Professionals (HFTP), is expected to be one of the largest events in the conference's history, with attendee pre-registration tracking at nine percent higher than last year.

HITEC attendees will learn more about technology offerings in the EarthBend distribution portfolio that support and enhance business operations in hotels, clubs and other hospitality-related businesses. EarthBend technology partners also exhibiting at HITEC this year include AEI, Aruba Networks, Cetus, Inc., EnGenius Technologies, Inc., Hewlett Packard Enterprise, Metropolis Technologies, Inc., Mitel, NEC, NETGEAR, Nomadix and Phybridge.

"More so than ever before, hotels and major hospitality companies are upgrading their technology infrastructures to keep pace with a rapidly evolving marketplace," said Ryan Donovan, EarthBend's General Manager and VP of Sales and Service. "The revenue opportunities for value-added resellers are ample, but selecting the right technology vendors and distribution partner are critical to success. We look forward to meeting with HITEC attendees to share how EarthBend can help support their business needs."

About EarthBend Distribution

EarthBend has been distributing telephony peripherals and IT solutions to an extensive network of channel partners since 1993. As a value-added distributor, EarthBend delivers a broad portfolio of technology solutions from industry-leading vendors, nationally competitive pricing, and friendly, reliable pre- and post-sales support from its expert staff. EarthBend believes its team members make the difference in delivering the right solutions to resellers and their customers, and emphasizes a "human touch" in every interaction to drive best-in-class partner satisfaction and ongoing business value. For more information, please visit www.earthbend.com/distribution.

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