



NEWS RELEASE

ADI Expo Tour Goes Further in 2026, Delivering Strategies to Help Dealers Grow, Differentiate, and Win More Business

2026-04-07

ADI, a leading distributor of security, AV, and smart living solutions, today announced the launch of its annual **ADI Expo Tour**, with its most business-focused and growth-oriented program to date. Beginning in April, the ADI Expo will travel to 28 cities across the **United States** and **Canada**, bringing the power of an industry tradeshow to selected markets by connecting dealers, integrators, and leading manufacturers for an immersive one-day experience designed to uncover new revenue opportunities, strengthen competitive positioning, and deliver actionable insights participants can implement immediately to grow their business.

Building on more than three decades of success, the 2026 ADI Expo is intentionally designed to go beyond product discovery and technical training. Each stop delivers practical, real-world education focused on helping dealers increase revenue and adapt to evolving customer demands. The integrated program features hands-on product demonstrations, targeted training sessions, guest speakers, and high-value networking opportunities; all centered on business outcomes dealers can implement right away.

“The ADI Expo has always been about helping our customers succeed, and in 2026 we are taking an even more deliberate approach to business growth,” said Marco Cardazzi, Senior Vice President and Chief Merchandising Officer, ADI Global Distribution. “This year’s Expo is designed to help dealers uncover new opportunities, better position their offerings, and leave each event with insights and strategies they can put to work immediately to drive revenue and long-term growth.”

The 2026 ADI Expo tour will begin in Nashville, TN on April 7, followed by Toronto, ON on April 9, Detroit, MI on April 14, Fort Lauderdale, FL on April 21, Anaheim, CA on April 23, and Teaneck, NJ on April 30. In May, the Expo will travel to New Orleans, LA, Chicago, IL, and Charlotte, NC. In June the Expo will be in Edmonton, AB, San Jose, CA, and Arlington, VA.

Later this year, Expos are planned in the following locations: Oklahoma City, Raleigh, Austin, Seattle, Louisville, Tampa, Philadelphia, Vancouver, Houston, St. Louis, Long Island, Boston, Atlanta, Phoenix, Dallas, and Montreal.

At each stop, attendees will gain access to education that directly supports business expansion, including sessions focused on emerging technologies, solution selling, system integration opportunities, and evolving market trends. ADI will also offer educational seminars and CEU opportunities (where applicable), helping enable dealers to strengthen both their technical expertise and their ability to deliver solutions to customers.

The 2026 ADI Expo tour will feature over 50 participating suppliers, giving attendees direct access to a wide range of brands, technologies, and expertise from leading brands across all major product categories. This close collaboration allows dealers to engage in meaningful, one-on-one conversations with suppliers, explore new product categories, and identify solutions that can help expand services, increase project size, and improve profitability.

“By bringing education, supplier engagement, and exclusive one-day offers together in a single event, the ADI Expo continues to deliver measurable value for both dealers and manufacturers,” Cardazzi emphasized. “The 2026 tour reinforces ADI’s commitment to helping customers not only stay current, but grow stronger, more resilient businesses in a competitive and rapidly changing marketplace.”

To learn more about the 2026 ADI Expo tour and to register to attend, visit adiglobal.com/usExpos.