

PRESS RELEASE

FOR IMMEDIATE RELEASE

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DOW TECHNOLOGIES SPONSORS DEALER AT TAMPA HOME SHOW

DOW and Sponsoring Vendors Create Opportunity for Dealer to Drive New Business

TAMPA, Fla. (March 27, 2026) – DOW Technologies, the leading independently owned technology distributor, sponsored a booth at last weekend's Tampa Home Show for its customer SYNCT. The booth featured products from supporting vendors: Sony, Sonos, eero, Lutron, Ring and Big Dog.

DOW developed the idea of purchasing a booth at a local home show to help dealers explore the opportunity to drive new business with a local event and to build connections across other industries. In January, DOW ran a contest for customers local to Tampa, Florida to win the opportunity to be featured at a booth at the Tampa Home Show March 21-22. In February, the winning customer was selected as SYNCT, with locations in Lutz and Sarasota, Florida.

DOW Technologies brought together an exceptional set of vendors to support the contest and the dealer. Vendors provided financial and product support to make the event a success. Prior to the event, DOW designed graphics for SYNCT to use in social media posts, email and on their website to promote awareness and attendance. Additional marketing materials and signage highlighting SYNCT were printed to drive booth traffic and brand awareness. Products from Sony, Sonos, eero, Lutron, Ring and Big Dog were featured in the booth set up.

Todd Rutledge of SYNCT worked the booth, supported by Eric Friedman, Casey McManus and Marcellus Perkins of DOW. Shawn O'Connell of AMI Sales and Tommy Leonard of Ring provided additional support to engage and inform attendees. Live demos were performed and customers were able to purchase product on site. SYNCT gathered multiple leads to follow up on after the show.

An additional important part of the event was the multiple connections Rutledge was able to make with companies in other lines of business. Rutledge started relationships with home builders, pool builders, landscape designers and electricians that will prove beneficial on future projects.

"A massive thank you to the incredible lineup of sponsors who helped make our support for SYNCT possible this weekend," stated Todd B, owner of SYNCT. "We couldn't ask for better partners to help bring the best in home tech and innovation to the community. A special thanks to Eric Friedman, Casey McManus and all the people at Dow Technologies- Thank you for your support!"

"This was a really successful event for DOW and SYNCT," said Eric Friedman, strategic sales manager-custom integration DOW Technologies. "We wanted to try something unique to support our customers and I'm really happy that we were able to get great results for SYNCT and our sponsoring vendors."

To learn more about DOW Technologies, please visit www.dowtechnologies.com or call 1.800.627.2900. To learn more about Synct, visit their site at synctfl.com.

About DOW Technologies:

Headquartered in Tampa, Fla., DOW Technologies is one of the largest independently owned and operated technology distributors servicing independent retailers in the United States for 67 years. With six locations serving Alabama, Arizona, Arkansas, Delaware, Florida, Georgia, Kansas, Louisiana, Maryland, Mississippi, Missouri, Nevada, New Jersey, New Mexico, New York, North Carolina, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas, Puerto Rico, the US Virgin Islands, Virginia, and

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Washington, D.C., DOW Technologies focuses on distributing products and technologies that enhance lives at home, at work, and on the road.

DOW Technologies' areas of business include:

- Car Audio/Video
- Broadband
- Surveillance
- Commercial Audio/Video
- Custom Integration/Consumer Electronics
- Satellite & Terrestrial Television
- Marine Audio and Accessories
- UCaaS

About Synct:

At SYNCT, we are a team of seasoned low-voltage specialists dedicated to delivering exceptional solutions tailored to your specific needs. Led by a Florida Licensed Master Low Voltage Technician with over 30 years of industry experience, our expertise encompasses a broad spectrum of services, including smart home automation, security systems, home theater, audio/video integration, motorized shades, and access control.

At SYNCT, we don't just provide services—we build lasting partnerships. Our goal is to exceed client expectations through meticulous craftsmanship and unparalleled customer support. Whether you're seeking to enhance your home's functionality or secure your business premises, trust SYNCT to deliver reliable, efficient, and top-tier low-voltage solutions.

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