

**BOSE**

PROFESSIONAL

# PRM

PARTNER RELATIONSHIP MANAGEMENT PROGRAM







## THE BOSE PROFESSIONAL PRIORITY

When people in the pro audio industry began coming to Bose with different, more complex problems — complicated acoustic challenges; the need for more and different connectivity; sophisticated signal processing concerns — we didn't create a new product. We created an entire new division dedicated to solving pro audio problems: Bose Professional.

That was more than 40 years ago.

In the pro audio industry, collaboration brings a huge advantage — because our customers are experts. System designers, integrators, installers, sound engineers, musicians. They know sound. And they continually help us make better products.

## PROGRAM OBJECTIVE

Bose Professional is committed to collaborating with you to enrich and grow your business. As our partner, your success is our success. We are dedicated to providing you with product training and certification, design and technical service, sales and marketing tools, and targeted incentives. All developed to support your business, giving you the opportunity to excel in a competitive market.

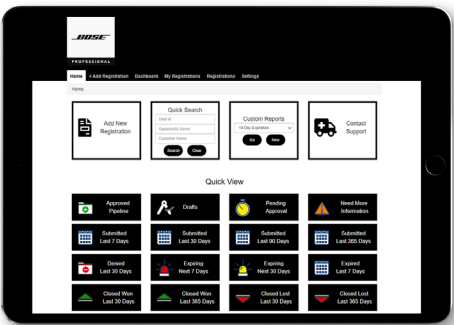
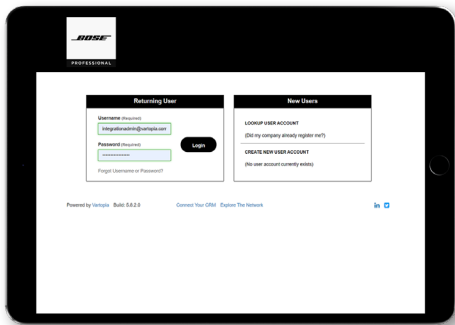
Individual commitment to a group effort — that is what makes a team work, a company work, a society work, a civilization work.

– VINCE LOMBARDI





OPERATIONS



Reseller partner portal

Online registration for immediate access to product details, solutions and training materials.

Volume incentive rebate (VIR)\*

Earn rebates when you meet/exceed defined annual sales goals.

Project registration discount

Opportunity for project discounts, up to 5% when leading with Bose, and specifying Bose Pro product solutions. Offers you a clear margin advantage.

Demonstration gear\*

Discounted pricing for demonstration products supports your presales efforts, and may accelerate closing the sale. You may also acquire demonstration gear to feature in your office spaces.

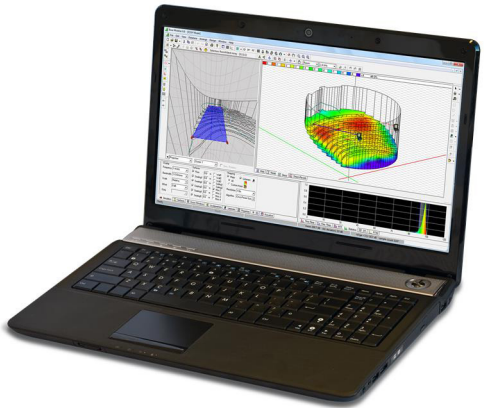
SALES & TECHNICAL SUPPORT

Qualified leads

Bose Business Development team accesses prospecting tools and prequalifies leads from a range of sources; PRO.BOSE.COM, external databases, and events, before sharing opportunities with you.

Bose pre/post sales design support

Easy access to Business Music Systems Designer (BMSD) tool, Modeler designer software, Tech Data Sheets, CAD files and Architect's & Engineering Specifications. Personal support when needed from talented Bose Design Center team.



Multiple training methods to meet your needs and style

On Demand, Instructor Led and Webinars. Many offer training certification and/or AVIXA renewal credits.



\*Program available in limited countries. Please contact your local Bose office for details.

MARKETING ASSETS & TOOLS

GET ALL SOUND & COMMUNICATIONS TO GO! [SEND SUBSCRIPTION](#)

SOUND & COMMUNICATIONS

COMMERCIAL AV TECHNOLOGY AND APPLICATION

infocomm

SPOTLIGHT

FEATURING OVER 100  
HARDWARE AND SOFTWARE DEBUTS

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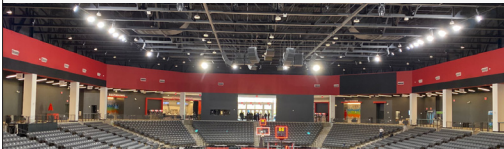
MAGAZINE

MARKET SEGMENTS


RESOURCES

MULTIMEDIA

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Gateway Center Arena Opens New Doors

 **NEWS**

March 7, 2020, 8:00 am

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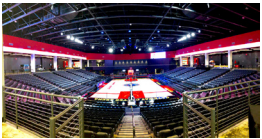
**New Atlanta-area minor-league arena reflects how smaller sports venues are meeting larger expectations with sound and video.**

All eyes were on Atlanta GA and the massive Mercedes-Benz Stadium, home to the NFL's Atlanta Falcons, when the twist-topped venue opened in 2017 and promptly served as the site of the 2018 Super Bowl. But eyes—and ears—are now on Atlanta's newest sports venue, the 100,000-square-foot, 5,000-seat Gateway Center Arena, which opened its doors for the first time in October as the base for the National Basketball Association (NBA) Atlanta Hawks' G-League team, the College Park Skyhawks, and the Women's National Basketball Association's (WNBA) Atlanta Dream.

There are a number of reasons for that. The \$45 million Gateway Center Arena is a key cog in what has become a major raison d'être for almost all sports venues in recent years: to be foundation stones for urban—and, in more and more cases like this one, suburban—renewal and development. Here, it's part of development that includes the second-largest convention center in the state, the Georgia International Convention Center (GICC), located in College Park GA, south of the downtown and with a direct rail link to Hartsfield Airport. (The venue is co-owned by both GICC and the town.) It joins a state of new and old attractions and projects included in the Aerotropolis Atlanta Alliance's [redevelopment plans](#) for the area.

In addition, at a time when all venues have to be multifunctional, the Gateway Center Arena comes with serious entertainment cred: booking and marketing for its concerts and family events are managed by The Fox Theatre, Atlanta's signature midtown concert venue. Among the first shows was K-pop band AB6IX. In addition, esports team the Atlanta FaZe hosted its first-ever Call of Duty League home stand at the arena.

Finally, with so much of the entertainment industry focused on on-demand access to content, the sporting world is a universal attraction for live entertainment. As a result, sports venues of any size or standing have to be able to provide visitors with a major-league experience. Thus, not surprisingly, the Gateway Center Arena made a significant investment in its audio and video systems.




Atlanta's newest sports venue is the 100,000-square-foot, 5,000-seat Gateway Center Arena, which opened its doors for the first time last October.

"Sound plays an increasingly central part of the fan experience, from riling up the crowd to being detailed enough to convey important safety messages," Rob Ligon, Senior Mkt Manager at the GICC and the Gateway Center Arena, observed. "We wanted the sound system to be intelligent, and we achieved that by employing a vendor that listened to and exceeded our expectations."

The Gateway Center Arena project was the kind that Tommy Laffue, National Systems Consultant at Stage Front, a leading regional AV integrator based in Savannah GA and with offices in Atlanta and Charleston SC, said are particularly desirable. "We did this as a design-build project, partnering directly with the architect, who initially brought us on to help develop the preliminary budgets for the arena's AV," he explained. "It wasn't a typical or traditional bidding type of arrangement; instead, they asked us to bring our ideas to the table, to make sure that the systems that were specified could handle both sports and any other kinds of presentations or events the venue would need to host. They were asking for technical input but creative input, too. It's not the way pro sports venues usually come together, but we're used to working directly with the architects to be a design-build partner for the AV side of a project."

James Brawley, Stage Front's Principal Consultant, said the GICC's technology consultant drew up some basic outlines of what the venue wanted to accomplish. These were intended as part of the organization's original RFP but ultimately became a guideline for the types of systems and locations for their VTO points such as floor boxes.


After a need analysis was conducted, Ligon said the arena management's team required a structured process of interviews, research and demonstrations to ensure that the final systems integrated seamlessly with its business model and operation. "Stage Front developed a formal program outlining the concept, functionality and budget of the desired system and they kept their word all the way to completion," he said.



Gateway Center Arena benefits not only from sophisticated audio, centered on Bose's relatively new AereadLaunch system, but also from a fairly extensive video deployment. Note the sharp, eye-catching videoboard.

Installation case stories and press coverage throughout the year

Distributed to industry press, posted on social media platforms and PRO.BOSE.COM. Files available for reseller distribution. No charge to reseller.




CASE STUDY - HOSPITALITY | OSTEHUSET

**THE OSTEHUSET BRINGS NEW LIFE TO NORDIC SWINE BUILDING**

The first restaurant within the Osthuset concept was opened in 1959 by Hanna & Bertilsson and Tom Lagergren. The first was the idea to create a restaurant that offered a little something extra, so they decided to include a cafe and catering. Since 20 years later there are three different Osthuset locations in Stockholm offering award-winning restaurants and daily a wine bar and a bakery.

The latest Osthuset opened in November 2018 in former Bosch's previous bank office at the historic Convention Center in the center of Stockholm. It is the only venue in Stockholm that has a cafe, where you can find a restaurant, shop, bar, conference or event space, cinema, and a wine and cheese tasting room within the same building.

This architecturally protected building has retained several awards for regional and international design. The restaurant is also famous for being the site of the biggest bank robbery in Sweden's history, when robbers managed to escape with a haul of \$4.5 million (NOK).



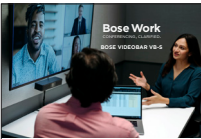
**INTEGRATING HIDDEN SOUND WITH TIMELESS CHARACTER**

Given the historical character of the building, key challenges for the audio solution included identifying products that could work within the architectural constraints. Specifically, manufacturers that could not interfere with the overall interior design elements or sacrifice sound quality needed to be implemented. The building contains many hard surfaces, with low concrete walls and an entry mostly made of glass, which made this an interesting project. The wood panel ceiling also needed to remain intact, as did all the other wooden parts of the interior.

The customer wanted high-quality, flexible audio for a multipurpose space serving as both a quick lunch restaurant and a bar at night. Designers worked with the Bose Professional software provided general options regarding how and where speakers could be mounted.

Co-branded marketing assets

Offer open files for co-branding and custom Call-to-Action.



**Bose Work**  
BOSE VIDEOBAR VB-S

**Simple setup. Crystal-clear experience.**  
Feature audio and video for meeting rooms, video boards and rooms with 12.5 inches (31.75 cm) bar.

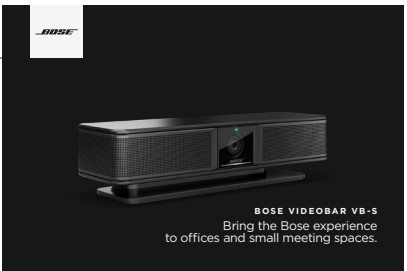
**Real Smart Meeting. HIDEtelligence** actively focus on video and report noise level to its video output.

**At ultra-HD camera** with AutoFraming and Follow-Me Modes helps everyone see and understand clearly.

25 words of ultra-clear, fully adjustable, 20-watt speakers deliver crisp, clear audio. Bose's exclusive noise-reduction technology keeps your voice clear and focused.

Logo

CLEAR AREA USPS



**BOSE VIDEOBAR VB-S**  
Bring the Bose experience to offices and small meeting spaces.

Investment in annual co-marketing plan\*

Collaborate with partners to implement plan that builds awareness and demand through digital presence, social media, training and customer-focused events (i.e., open house, sales meetings).

RELATIONSHIP FOCUS & RECOGNITION

Access to Bose Accommodation Program

Purchase CE products at significant discount, easy-to-use online portal. (Annual limit \$7,500)

Annual Summit and Advocate recognition

Plaques personally presented, celebrated and displayed.

\*Program available in limited countries. Please contact your local Bose office for details.



## CONTACT US

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