

Jeff Seifert
StreamLinx, LLC
630-864-3043
Jeff.Seifert@streamlinx.com

FOR IMMEDIATE RELEASE: Date Here

SNAPCOUNT ANNOUNCES DIGITAL ALTERNATIVE TO LIGHTFAIR: THE SNAPCOUNT RETROFIT SHOWCASE

Naperville, IL: SnapCount, the industry's premier lighting retrofit software provider, has announced a two-day digital conference designed as an alternative to the content that retrofit professionals would have gained at LightFair. Scheduled for May 5-6, 2020, the [SnapCount Retrofit Showcase](#) presents an innovative alternative for those seeking to supplement the learning and trade show experience that LightFair generally presents.

An online conference designed to prepare retrofiters for speed, efficiency and growth, the SnapCount Retrofit Showcase will bring the latest from the world of lighting retrofit and allows for attendees to gain knowledge from the comfort of their homes. Key highlights from the upcoming conference are sessions on how to prepare your business for post-crisis success and sessions on implementing digital technology in your organization to streamline your retrofit workflow in scenarios such as managing national account projects, ESCO work, and implementing IoT technologies.

"Things in the retrofit industry are going to be different than what we are used to for a while." Said Jeff Seifert, COO of SnapCount. "Leading retrofit operators are being proactive during the downturn and using this time to re-tool and prepare themselves for the growth opportunities ahead, and to develop a clear edge that will serve to set them apart from the competition both now and post crisis"

Attendees will also hear from industry experts like Mark Jewell on strategies to find retrofit success during the economic downturn, as well as project financing advice from the experts at DLL and utility rebate news from Encientiv Energy. Further featured will be sessions from leading lighting manufacturers who are well-respected in the retrofit community and that have partnered with SnapCount as a manufacturer partner in the SnapSource Product Hub. Included manufacturers are Linmore LED, Maxlite, EIKO, LEDVANCE, SATCO and GE Current.

Registration for the SnapCount Retrofit Showcase is completely free of charge and attendees can select from one or as many sessions to attend as they would like. To learn more about the SnapCount Retrofit Showcase and register for sessions of interest, [click here](#).