



PRO GROUP PLANS VIRTUAL 2021 GROUP MERCHANDISING CONFERENCE

👤 Hans Cummings 🕒 January 14, 2021 📁 Industry News

PRO Group, Inc. has announced the **2021 Group Merchandising Conference** (GMC) will be a virtual event due to the ongoing impact of COVID-19. The virtual event is scheduled to take place June 21-24.

As with the **2020 virtual GMC**, PRO Group will utilize the breakout rooms feature of the Zoom platform to facilitate over 1,000 one-on-one meetings between manufacturers and distributor buyers.

"We are enthusiastic about building on the success of the 2020 GMC in 2021 with a virtual format that provides all attendees with the opportunity to discover new products and programs for their retail customers," says Steve Synnott, president and CEO of PRO Group. "We are confident that the Zoom platform that will be utilized for the 2021 GMC will mirror an in-person conference and provide distributor buyers and vendors with a valuable one-on-one meeting experience."

In addition to being able to schedule one-on-one appointments, attendees will have access to a New Vendor Preview, allowing new vendor partners to introduce themselves, their companies, and the products they plan to showcase during their meetings. A general session featuring keynote speaker Dan Tratensek from the **North American Hardware and Paint Association** will round out the event schedule.

PRO Group, Inc. is a multidivisional international merchandising and marketing organization with corporate headquarters in Denver. Its operating units include PRO Hardware, GardenMaster, FARM MART and GOLDEN-LINK. For registration information for the 2021 GMC, please contact **Michele Simes**. For more general information on the GMC, visit groupmerchandisingconference.com.

