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**InfoComm Booth #W2125**

**LG MARKS FIRST ANNIVERSARY OF REVAMPED 'LG PRO' PROGRAM WITH ADDITION OF NEW FEATURES AND BENEFITS**

*New Features like Educational Courses, Revenue Tracking, Co-Branded Marketing Assets and Access to LG Business Innovation Centers Help Partners Grow to the Next Level*

**LAS VEGAS, May 23, 2024** — [LG Business Solutions USA](#) is celebrating the first anniversary of its redesigned portal for the [LG PRO Channel Partner Program](#) at InfoComm 2024 with the addition of several important new features to the multi-tiered program to empower participating partners to take their business to the next level of success. Showgoers can visit LG's InfoComm booth #W2125) to sign up for the PRO Channel Partner Program.

“When we launched the LG PRO Portal at InfoComm last year, we reaffirmed the important role resellers play in our long-term channel growth strategy,” explained LG Business Solutions USA’s Head of Marketing Dave Bacher. “We rolled out a program that featured distinct levels of success with meaningful benefits that give our partner resellers an edge over their competition.”

They include eligibility for LG’s Marketing Development Funds (MDFs), a collaboration with LG to develop customized case studies, and hands-on support from LG sales and technical teams. “Now, we’re making the program better, stronger, and more responsive to the needs of our growing number of partner resellers,” Bacher said.

According to Anthony Jimenez, Head of Channel Marketing at LG Business Solutions USA, new features include an enhanced point accrual structure that enables partners to earn points on every

dollar of sales that can be redeemed for LG consumer products and solutions in the LG points store.

Also new to the portal are educational training programs, revenue tracking and co-brandable marketing assets that can be sent directly from the portal to help build and drive awareness for the partner's business, and the ability to bring customers to LG's Business Innovation Centers in Illinois and New Jersey.

"More than ever, the LG PRO Channel Partner Program portal is a powerful and effective sales tool that enables partners to watch their business expand as their partnership with LG evolves through various tiers ranging from Associate to Prestige, receiving new and unique rewards for their loyalty," Jimenez said.

The LG PRO Channel Partner Program is open to resellers that serve customers in corporate, education, government, healthcare, hospitality, public venue, restaurant, QSR, retail, and transportation channels.

Once a reseller completes a simple online application, and submits proper documentation, they are given access to the LG Partner Store where they can purchase discounted consumer-grade LG products to use as incentives or perks for their employees. This extends to the full LG catalog including televisions, appliances, computers, monitors and more. All levels are also given access to LG | U's interactive online training courses. All members automatically become eligible for Sales Performance Incentive Funds and rebates that are awarded as immediate bonuses to the salesperson for the sale of qualifying products.

To learn more or to become a member of the LG PRO Channel Partner Program, click [here](#). For high-res images, click [here](#).

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### **About LG Business Solutions USA**

The LG Electronics USA Business Solutions division serves commercial customers in the U.S. lodging and hospitality, digital signage, systems integration, healthcare, education, government and industrial markets – with cutting-edge commercial displays, robots and electric vehicle charging stations. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Business Solutions USA delivers business-to-business technology solutions tailored to the particular needs of business environments. Eleven-time ENERGY STAR® Partner of the Year LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$60-billion-plus global force in consumer electronics, home appliances, air solutions and vehicle components. For more information, please visit [www.LGSolutions.com](http://www.LGSolutions.com).

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