



Jason Smith  
CEO

## **Midland Technologies Invited to Technology Assurance Group's 25th Annual Convention** **Focused on AI-Driven Business Growth**

*Leading MTSP to Acquire AI Strategies to Help Customers Improve Efficiency, Security, and Customer Experience*

DAVENPORT, IA – March 26, 2026 – Midland Technologies, a leading managed technology services provider (MTSP), announced today that the company has been invited to attend the 25th Annual Technology Assurance Group (TAG) Convention, taking place April 26–28 in Las Vegas – one of the technology industry's premier events focused on innovation, collaboration, and the future of business technology. This year's theme, "AI – Embrace, Capitalize, Dominate, Profit," reflects a pivotal moment for business innovation. Artificial intelligence is no longer a future concept – it is actively reshaping how companies operate, serve customers, and compete. For Midland Technologies, attending this milestone event is about one thing: bringing back real-world strategies and technologies that directly improve outcomes for their customers.

"AI isn't about automation or replacing people," said Jason Smith, CEO of Midland Technologies. "It's about helping businesses make better decisions, respond faster, and deliver a higher level of service without increasing

overhead. Every single business is looking for ways to do more with less, but few are leveraging AI significantly. We have been educating our customers for quite some time and we're constantly looking for new ways to utilize AI."

Throughout the convention, Midland Technologies will participate and provide insight during sessions focused on how AI can be applied across service operations, cybersecurity, and internal workflows. A keynote presentation by Matt Mayberry, a two-time Wall Street Journal and USA Today bestselling author, will share unique applications and forecasts on how AI can be used as a strategic thought partner – helping leaders think more clearly, identify opportunities faster, and execute with greater confidence.

"Midland Technologies has always focused on helping our customers maximize their profitability and productivity," added Mr. Smith. "What excites us about this year's convention is the emphasis on turning AI into real business outcomes – not just theory, but practical strategies that improve profitability, enhance and protect operations, and elevate the customer experience. We're excited to teach what we know to others in the industry, while also gaining

exclusive, battle-tested insights from other technology leaders."

"We're thrilled to have Midland Technologies share their expertise and valuable insight with TAG Members throughout the U.S. and Canada," said Brian Suerth, President of TAG. "Midland Technologies is at the forefront and our Members have great appreciation and respect for their knowledge."

### **ABOUT MIDLAND TECHNOLOGIES**

Midland Technologies began more than 70 years ago in 1946 as the Worldwide Marketing Arm of Victor-Animagraph Projectors. In 1977 a communications division was formed due to a partnership with NEC America. Today, As a distributor of NEC America, for 33 years, Midland Technologies has a customer base of more than 3,000 satisfied customers that include general businesses, government agencies, Universities, colleges, hospitals, and hotels.

Midland provides a wide range of communication services including VOIP, PBX and key systems, Wide Area and Local Area networking, computers, Computer integration, voice mail, CCIS, and video conferencing and paging systems. Our philosophy is simple, provide quality products at

a fair price, backed by an average emergency response time of twenty minutes, and the best service in the industry. For more information on Midland Technologies, call (563) 326-1237 or visit [www.midlandcom.com](http://www.midlandcom.com)

**ABOUT TECHNOLOGY  
ASSURANCE GROUP (TAG)**

Founded in 1998, Technology Assurance Group is an organization of leading managed technology services providers (MTSPs) in the United States and Canada representing \$1 billion in products and services. TAG Members integrate all technology solutions including IT, cloud-based technologies, cybersecurity, telecommunications, AV, video surveillance, access control and copiers/managed print. Members benefit from best business and management practices, advanced sales training programs and processes, in-depth financial analysis and industry benchmarking, professionally led peer group interaction, marketing and lead generation programs, and strategic partnerships with technology manufacturers. For more information, please contact (858) 946-2108 or visit our [www.tagnational.com](http://www.tagnational.com).