C.G. Frink
President

Northeast IS 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

ALBANY, NY – March 26, 2026 – Northeast IS, 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 Northeast IS, 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 C.G. Frink, President of Northeast IS. "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, Northeast IS 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.

"Northeast IS has always focused on helping our customers maximize their profitability and productivity," added Mr. Frink. "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 Northeast IS share their expertise and valuable insight with TAG Members throughout the U.S. and Canada," said Brian Suerth, President of TAG. "Northeast IS is at the forefront and our Members have great appreciation and respect for their knowledge."

ABOUT NORTHEAST IS

For over 45 years and more than 3,000 customers, Northeast IS is Your Business Technology Partner in Upstate NY & Vermont. The company's primary focus is to leverage advanced voice, data and video technologies to improve our customer's business processes resulting in greater profitability, improved security and increased customer satisfaction. Northeast IS employs leading edge products from tier one manufacturers to design cost effective solutions backed by Factory Certified technical support.

The company's local dispatch center delivers round the clock service to ensure system reliability with guaranteed emergency service response within 2 hours. Northeast IS does business throughout New York, Vermont and nationwide via

our network of authorized distributors.

For more information on Northeast IS, call (800) 642-3147 or visit www.northeast-is.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.