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News Release

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FOR IMMEDIATE RELEASE

BICSI and Concert Technologies Enter Into Marketing Agreement for the 2012 BICSI Cabling Skills Challenge and 2012 Cabling Icon Contest

DULLES, VA, NOVEMBER 09, 2011 – Concert Technologies, the leading global [technology rollout](#) company, has announced a marketing agreement with [BICSI](#), the association supporting the information technology systems (ITS) industry with information, education and knowledge assessment. In conjunction with this agreement, Concert Technologies has developed [Cabling Icon](#), the ITS industry's first social media-based, [interactive contest](#) to find the world's best ITS Installer/Technician.

BICSI brings important educational and training aspects to the 2012 Cabling Icon contest. The 2012 Cabling Icon may apply to participate in the fifth annual [BICSI Cabling Skills Challenge](#), which will be held at the BICSI 2012 Winter Conference & Exhibition in Orlando, Fla., February 12-16. The BICSI Cabling Skills Challenge is an exciting, multi-day event in which competitors race against the clock and each other in

several fast-paced events, such as Fiber Termination, Cable Assembly and SCS Installation, in an effort to be crowned Installer of the Year and win \$5,000. If the winner of Cabling Icon is selected to participate in the BICSI Cabling Skills Challenge, in addition to the Cabling Icon prize package, Concert Technologies will also provide the following to the 2012 Cabling Icon:

- Paid travel to Orlando, Fla., for the 2012 BICSI Winter Conference & Exhibition
- Complimentary conference registration
- Hotel accommodations and meals during the conference
- Wages for the 40-hour work week while they are attending the conference

“Concert Technologies has developed a unique concept by utilizing online video posting for entries into their Cabling Icon contest,” said Daniel Morris, RCDD, Chair of BICSI’s Installation Committee. “We are very excited to see the overwhelming opportunity for exposure this event can provide to ITS Installers and Technicians. If the Cabling Icon winner qualifies and is selected to participate in the BICSI Cabling Skills Challenge this February, they will be put to the ultimate test by competing in our live, hands-on event against other BICSI-credentialed competitors. A BICSI credential is the world’s gold standard for Installers and Technicians. Coupling Cabling Icon’s social media concept with the opportunity to compete hands-on in the BICSI Cabling Skills Challenge makes for a very thrilling combination. Let the excitement begin.”

If the 2012 Cabling Icon does not meet the BICSI Cabling Skills Challenge requirement of holding either a BICSI ITS Installer or Technician credential, BICSI will award the winner with a scholarship seat to a BICSI [ITS Cabling Installation Program course](#). Should the individual pass the associated exam and become

credentialed by BICSI, the 2012 Cabling Icon will have the opportunity to qualify as an applicant for the 2012 BICSI Cabling Skills Challenge.

“We are excited to have BICSI working with us for the Cabling Icon contest for many reasons,” said Dennis Mazaris, President of [Concert Technologies](#) and creator of Cabling Icon. “To be able to have BICSI provide an educational scholarship to the 2012 Cabling Icon opens doors to that individual’s career path beyond the cash prizes offered.”

The 2012 Cabling Icon prize package, provided by Concert Technologies, includes:

- Growing jackpot of at least \$5,000
- The coveted “Golden Punch Down Award”
- Embroidered 2012 Cabling Icon leather vest
- Bragging rights and the worldwide recognition of the 2012 Cabling Icon title

Visit www.cablingicon.com for contest rules and instructions on [how to enter](#) the 2012 Cabling Icon contest. Contestants and audience members can interact by liking Cabling Icon on [Facebook](#), viewing video entries on [YouTube](#) or joining the discussion with #CablingIcon on [Twitter](#).

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About BICSI

BICSI is a professional association supporting the information technology systems (ITS) industry. ITS covers the spectrum of voice, data, electronic safety & security, and audio & video technologies. It encompasses the design, integration and installation

of pathways, spaces, fiber- and copper-based distribution systems, wireless-based systems and infrastructure that supports the transportation of information and associated signaling between and among communications and information gathering devices.

BICSI provides information, education and knowledge assessment for individuals and companies in the ITS industry. We serve more than 23,000 ITS professionals, including designers, installers and technicians. These individuals provide the fundamental infrastructure for telecommunications, audio/video, life safety and automation systems. Through courses, conferences, publications and professional registration programs, BICSI staff and volunteers assist ITS professionals in delivering critical products and services, and offer opportunities for continual improvement and enhanced professional stature.

Headquartered in Tampa, Florida, USA, BICSI membership spans nearly 100 countries. For more information, visit www.bicsi.org.

About Cabling Icon

[Cabling Icon](http://www.cablingicon.com) was developed by the [Concert Technologies](http://www.concerttechnologies.com) team as the industry's first entirely interactive contest to find the world's best Information Technology Systems (ITS) Installer or Technician. The goal of the competition is to increase awareness of the ITS industry, camaraderie among installers/technicians and increase the opportunity for education and career advancement in the ITS industry.

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