



Sanford Gladding
President

ATS 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

CONCORD, CA – March 26, 2026 – ATS, 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 ATS, 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 Sanford Gladding, President of ATS. "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, ATS 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.

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

ABOUT ATS

ATS is an industry awarded and respected managed technology solutions provider that partners with businesses to implement the latest enterprise IT networking and infrastructure, unified communications, cybersecurity, business continuity, video surveillance and cloud technologies. These products and services are delivered as a proactive managed service model following our core values resulting in peace of mind that all critical business systems meet expectations of high availability, security, and optimization. With expertise on a wide range of technical offerings, ATS is a business' complete technology partner. Our services match the needs of small and medium-sized enterprises with optimized technology that provides best-practice solutions which creates a competitive advantage and makes a positive impact for the

client's bottom line. With over 45 years of experience, ATS has gained an excellent reputation for designing, implementing, and proactively supporting solutions that focus on converging applications allowing the company to grow and partner with businesses throughout Northern California and across the United States. ATS has three California offices located in Concord, Sacramento, and Redding. For more information, call their corporate office in Concord at (925) 602-1500 or visit www.teamATS.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.