



FOR IMMEDIATE RELEASE

Kalin Velez  
Public Relations Specialist  
KVelez@proforma.com

**Proforma Reaches for the Stars at Annual Convention and Family Reunion**

*Proforma celebrates another year of stellar success*

ORLANDO, Fla. (July 27, 2023) – Proforma, the \$600 million technology and business success leader, wrapped up an amazing experience at its largest event of the year, The Proforma Annual Convention and Family Reunion. More than 600 Distributor Owners, Supplier Partners, Sales Professionals, and Support Center Staff gathered together at the Gaylord Palms in Orlando, Florida for an unforgettable week of events.

This year’s theme – Launch – encapsulated Proforma’s goal for all Distributor Owners, Supplier Partners, and industry leaders to launch their businesses beyond their dreams into new levels of success. This four-day event was complete with support from more than 100 Supplier Sponsors, multiple workshops, and ample networking opportunities.

“Proforma sets the bar in the industry for the most outstanding Convention and Family Reunion,” said Steve Flaughers, Owner of Proforma 3<sup>rd</sup> Degree Marketing. “This sharing of information, tips, and tricks shows that the most valuable part of Proforma is the people!”

Many members of the Proforma Network were also honored at Proforma’s Annual Awards Celebration. This included honoring our top-achieving Distributor Owners, Sales Professionals, and remarkably accomplished Supplier Partners.

“Proforma’s Annual Convention is the time that a majority of our network comes together, learns new skills, and keeps up to date with all the latest advancements in our industry,” explained Doug Kordel, President and Chief Legal Officer. “It is a joy to attend every year and see familiar faces surpassing their goals as well as new faces who are just getting started.”

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**About Proforma**

With more than 45 years of experience, Proforma is the \$600 million technology and business success leader in the printing, promotional products, and packaging industry. Proforma’s investment of more than \$25 million in technology maximizes its success in the marketplace. Proforma’s record-breaking achievements include more than 50 of its Members being recognized on Inc. Magazine’s list of the 5,000 fastest-growing companies over the past three years and more than 300 Members in its Million and Multi-Million Dollar Club earning annual sales ranging from \$1 million to nearly \$50 million.

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