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**Audio-Technica appoints sales rep firm BP Marketing Group for Wisconsin and northern Illinois for commercial audio products sales and support**

*Stow, OH, February 1, 2024* — [Audio-Technica](https://www.audio-technica.com/en-us/commercial-audio), a leading innovator in transducer technology for over 60 years, has appointed the sales rep firm [BP Marketing Group](https://www.bpmarketinggroup.com/) for the territory comprising Wisconsin and northern Illinois, effective February 1 for its commercial audio products. This move expands the territory that the company represents for Audio-Technica, which previously included Minnesota, North Dakota, South Dakota and western Wisconsin only.

BP Marketing Group principals Steve Garber and Dave Olson will be joined by regional sales managers Cy Furst and Joe Super and the rest of the BP Marketing sales team in representing Audio-Technica in this region. BP Marketing Group’s brand roster also includes such manufacturers as AG Neovo, AMX, AtlasIED, AVTEQ, Contemporary Research, Digital Projection, Headwall, MOUNT-IT, Sonancee, IPORT, James Loudspeaker, Radio Design Labs, RGB Spectrum, SBC LED, Screen Innovations, Sound Control Technologies, VISIONAIR-E and Xtreme Power.

Reid Peterson, Audio-Technica Executive Director of Sales, Professional Markets, stated, “Audio-Technica is excited to expand the territory that BP Marketing will be representing for us. They have been highly successful for us in adjacent regions, and the time is right for us to spread out their coverage on the map. Steve Garber and Dave Olson, along with their entire team, bring longstanding relationships and knowledge of the markets and technologies, which will help broaden the reach of Audio-Technica. We are looking forward to expanding this partnership and growing together.”

For more information on Audio-Technica’s Commercial Audio solutions, visit [www.audio-technica.com](https://www.audio-technica.com/en-us/commercial-audio).

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With a rich history of delivering exceptional audio experiences, Audio-Technica is a trusted leader in the commercial audio industry. From wired microphones to advanced wireless systems, we offer a comprehensive portfolio of solutions that meet the unique needs of professionals in every audio application. Experience the Audio-Technica difference at  
[audio-technica.com/en-us/commercial-audio](https://www.audio-technica.com/en-us/commercial-audio).

*—For more information on the complete range of Audio-Technica products, contact Jamie Bobek, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600; Fax: (330) 688-3752; Web:* [*www.audio-technica.com*](https://www.audio-technica.com/en-us/commercial-audio)