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## Taycor Supports Vendor Partners at the 2012 NAB Show

The 2012 NAB Show will hold conferences from Saturday April 14 to Thursday April 19, and exhibits will run from Monday April 16 to Thursday April 19 at the Las Vegas Convention Center. The show highlights over 90,000 media and entertainment professionals from over 150 countries converging to share knowledge, take part in workshops, and have an opportunity to see firsthand advances in broadcasting equipment.

**LAS VEGAS, NV (April 13, 2012)** An initiative of the National Association of Broadcasters (NAB), the NAB Show has been gathering since 1923. In its current iteration the show will focus on the great content shift that has occurred through extraordinary advances in contributing technologies that have resulted in whole paradigm shifts in content creation, management, distribution, delivery, and finally consumption.

“Taycor has been committed to supporting our vendor partners at the show for the past decade and a half,” said Michael Hong, Director of Business Development at Taycor Financial. “The entire senior staff of account managers, credit managers, and vendor support specialist is made available to provide instant equipment leasing and financing support to our vendor partners. In years past we have noticed more and more of our partners setting up work stations in their booths to not only take down customer information, but to quote them and close the deal. To answer the call of innovation, this year we have rolled out a customer finance center that allows our partners to instantly quote monthly payment options, submit a customer application for financing, and receive real-time updates on approval status from a computer or on their Smartphone.”

“The NAB Show has for years been the platform from which new trends and advances in technologies have been announced, and we felt that it was a perfect fit to officially roll out our customer finance center,” said Hong. “All of the tools, calculators, and equipment leasing and financing resources were ultimately created and developed to support our vendor partners by generating more business through collaborative marketing efforts, and then helping them close more business through the use of leasing and financing as a sales tool.”

“Speaking with organizers of the event, attendance of the show is expected to make a significant rebound from recent years. We are excited to once again be physically, and now technologically present at this year’s NAB Show. We will continue to provide customer centered and innovative support to our partners in the broadcast and media equipment industry, and provide sales support through leasing and financing,” said Hong.

**About Taycor Financial**

Founded in 1997, with offices in Los Angeles CA and Boston MA, Taycor Financial has joined the ranks of America's top businesses, establishing itself as one of the premier equipment financing companies in the U.S. Taycor is also one of the most rapidly growing; having made the "Inc. 500" list of America's fastest growing private companies. For more information on equipment leasing or financing, to get an Instant Quote, or explore career opportunities visit [www.Taycor.com](http://www.Taycor.com) or call (310) 568-9900.