Guitar Center Resonate



Guitar Center Business Solutions announced today the inaugural Resonate, the company’s first dedicated industry expo, launching in Nashville to showcase the future of integrated audio, video and control technology. The free, one-day event will take place Thursday, April 9, from 10 a.m. to 6 p.m. CDT at the Music City Center in Nashville. The expo will bring together leading brands, integrators and decision-makers across music, education, venues and enterprise. Nashville was selected as the host city for Resonate because it reflects the convergence shaping today’s market and serves as the headquarters of Guitar Center Business Solutions.

Resonate marks a new chapter in Guitar Center’s evolution as the company expands beyond its roots as the nation’s leading music and professional audio retailer into a full-scale professional ecosystem. That ecosystem now serves schools, studios, venues and complex commercial applications nationwide. As pro audio increasingly intersects with commercial AV, collaboration and networked systems, Guitar Center Business Solutions launched Resonate to address growing demand for education, connection and real-world insight across historically separate sectors.

“We created Resonate as systems are converging faster than organizations can adapt, and the industry needs clearer leadership around how everything connects,” said Curtis Heath, president of Guitar Center Business Solutions. “Our experience across education, performance and enterprise environments positions us to help the market move forward with solutions that are practical, scalable and built to last.”

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Resonate is designed for AV and IT leaders, integrators, consultants, studio owners, educators, venue operators and organizational decision-makers. Attendees represent corporate, higher education, health care, worship, hospitality and live entertainment sectors. The event will feature hands-on demonstrations, interactive showcases and expert-led sessions across networked audio, collaboration platforms, video and LED display, control and automation systems, and integrated distribution workflows.

Participants will have the opportunity to engage directly with the manufacturers and integrators shaping the industry today. Platinum sponsors include Shure, QSC, Logitech, DVS LED Systems, and Electro-Voice. Their involvement underscores Resonate's commitment to scalable, future-ready solutions designed to perform across education, creative environments, live venues, and enterprise installations.

Resonate will feature a keynote from Coach Micheal Burt, international speaker, best-selling author and founder of The Greatness Factory. Burt was selected to set the tone for Resonate's cross-industry audience with a focus on leadership, mindset and performance. His message reflects the belief that the next wave of innovation will be driven not only by technology, but by the teams leading its implementation.

Additional programming will include a Custom House Songwriter's Round with Nashville's top hit makers including Josh Phillips, the songwriter behind Cody Johnson's 2025 ACM Song of the Year award for "Dirt Cheap", and Brock Berryhill, a songwriter behind Jelly Roll's 2025 ACM's Album of the Year nomination, and presentations hosted by HP, Legrand and more.

Resonate Event Details:

- Resonate, presented by Guitar Center Business Solutions
- Thursday, April 9 | 10 a.m. to 6 p.m. CDT
- Music City Center | Nashville, TN
- Registration is free for early registrants; space is limited.

www.resonate-expo.com
www.guitarcenter.com

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