

OCTOBER 22, 2025

FOR IMMEDIATE RELEASE

Sapphire Joins PAVSC as Impact Level Partner

The Professional Audio Visual Society of Canada (PAVSC) is proud to welcome Sapphire as its newest Impact Level Partner, strengthening the organization's mission to elevate the calibre of the Canadian AV industry and empower its next generation of leaders.

"We're proud to join PAVSC as an Impact Level Partner and support its mission to advance and elevate the Canadian AV industry," says Ben Burrell, Partner at Sapphire. "The Society's dedication to education, mentorship, and collaboration will play a critical role in fostering the next generation of global AV thought leaders from right here in Canada. Together, we can continue to raise the bar for innovation, professionalism, and technical excellence in our industry."

With offices in both British Columbia and Alberta, Sapphire has built a strong reputation as a trusted integrator, known for its forward-thinking approach, technical proficiency, and commitment to delivering exceptional results for clients across Canada's entertainment, corporate, house of worship, and education sectors.

"PAVSC is proud to collaborate with organizations like Sapphire that reflect the values and standards our community upholds," says Greg Rushton, Chair of the Board of Directors, PAVSC. "We look forward to the insights and contributions this partnership will bring as we continue to elevate the AV profession across Canada."

PAVSC continues to welcome integrators, consultants, manufacturers, distributors, and other AV professionals who share its commitment to industry excellence, inclusion, and innovation.

Learn more at pavs.ca.