

AUGUST 19, 2025

FOR IMMEDIATE RELEASE

PAVSC Welcomes SFM as Latest Partner Advancing & Strengthening Canadian AV Community

The Professional Audio Visual Society of Canada (PAVSC) is pleased to welcome Montreal's SFM, a Midwich Group Company, as a Founding Level Partner, supporting and advancing the association's mission of elevating Canada's AV industry and the many professionals it comprises.

Repeatedly named one of Canada's Best Managed Companies, the country's leading business awards program, SFM is a Canadian distribution leader providing customized go-to-market solutions to global brands within the audio visual, live entertainment, and media production industries.

"We are excited to join PAVSC as a Founding Level Partner because we believe in the power of community and education to transform Canada's audiovisual industry," said Ghyslaine Berger, President at SFM.

"PAVSC's commitment to mentorship, professional development, and attracting new talent directly aligns with our values and long-term vision for the sector. The challenges facing our industry—from an aging workforce to limited training opportunities—require collaborative solutions, and PAVSC is uniquely positioned to address these critical needs. By supporting their scholarship programs and educational initiatives, we're investing in the next generation of AV professionals who will drive innovation and excellence across Canada. This partnership represents our dedication to not just participating in the industry's growth, but actively fostering the connected, inclusive community that will sustain it for years to come," said Randal Tucker, Chief Executive Officer at SFM.

"It's very encouraging to have an esteemed organization like SFM recognize the value of our mission and ongoing work," adds Greg Rushton, Chair of the Board of Directors, PAVSC. "We're more than pleased to welcome them as our latest Partner knowing their reputation and expertise will be influential in developing and sharing our programming with a growing Member base."

PAVSC is openly inviting integrators, consultants, manufacturers, distributors, and all other AV professionals and companies who share a commitment to industry excellence, inclusion, and innovation to join its ranks.

Learn more at pavs.ca