

Press Release -For Immediate Distribution-

SLEETERCON 2015 LAUNCHES WITH A BANG UNDER NEW MANAGEMENT CO. Crushes Record with First 100 Registrations in Less than 48 Hours

PLEASANTON, CA, MARCH 20, 2015 - [SleeterCon](http://www.sleetercon.com) crushed all previous year records with the launch of early registration and an incentive to the first 100 registrants which sold out in less than 48 hours. In response, SleeterCon launched a Game Changer rate for the next 100 registrants, offering savings of \$275. SleeterCon will be held at the [Bellagio Resort and Casino](http://www.bellagio.com) in Las Vegas, Nevada November 16-19, 2015. The Sleeter Conference launched with a bang offering an inside peek to the rebranding efforts as well as a new name, *SleeterCon*; adding a fresh new take to the established event that has been hosting the Accounting Profession for 12 years. The Sleeter Group's Accounting Solutions Conference attracts top experts from around the world in accounting software consulting, bookkeeping, tax preparation, and integration of add-on software. The conference is the premier event of the year for the accounting consultant and add-on developer community.

SleeterCon distinguishes itself from other events in a multitude of ways, but in recent years has developed a unique niche of bringing the developer community and end users together while teaching each how to differentiate in a complex ecosphere. Crush your comfort zone and capitalize on disruptive trends at SleeterCon 2015. [Doug Sleeter](http://www.sleetergroup.com), founder of The Sleeter Group commented, "The feedback from last year's attendees was the best ever, so this year people get to see how much we are evolving to make the experience even better. This is only the beginning, and we are excited that so many accountants want to be a part of what will be a truly memorable experience."

About The Sleeter Group

The Sleeter Group, Inc. operates a membership community that provides professional training and development through networking forums, webinars, books, exams, newsletters, blogs and research services. The Sleeter Group's members provide bookkeeping and consulting services to over 300,000 SMEs. The Sleeter Group joined [Diversified Communications](http://www.diversifiedcommunications.com) in February of 2015, an international media company with a 65 year history in providing market access, education and information through global, national and regional events, digital products, publications and television stations. <http://www.sleetercon.com> #sleetercon. ###