



2026 Dealer Congress

Advanced Training. Real-World Execution. Profitable Growth.

A three-day immersive experience focused on installation excellence, design mastery, and closing higher-value projects.

**March 18-20, 2026
Tampa, FL**



Built for Professionals Who Want More

The Garden Light LED Dealer Congress is designed for contractors who want to sharpen their skills, strengthen their business, and separate themselves from low-price competition.

Over three days, you'll work side-by-side with industry experts and the Garden Light LED team to improve how you design, install, and sell professional outdoor lighting systems.

This is not a sales pitch.

This is hands-on training, real-world application, and proven systems you can use immediately.

- Advanced installation techniques and best practices
- Nighttime demos and real property walkthroughs
- Design, aiming, spacing, and fixture placement
- Sales tools that support higher-value projects
- Factory insight into how Garden Light LED products are built and tested



DAY 1 — WEDNESDAY, MARCH 18

Night Demo & Field Experience

Location: Hotel Alba • Tampa, FL

4:00 – 5:15 PM

Hotel Check-In

5:15 – 5:45 PM

Meet in Hotel Lobby for Transportation

GLLED shuttle provided • Dinner included

6:00 – 7:00 PM

Welcome Dinner & Meet the Garden Light LED Team

7:00 – 8:00 PM

Showtime Closer Training & Night Demo

- Power of the Showtime Closer
- Fixture aiming, directing, and spacing
- Live adjustments and results review

8:00 – 9:00 PM

Mueller Property Lighting Tour

- Landscape, architectural, and specialty lighting

9:00 PM

Return Shuttle to Hotel Alba

DAY 2 — THURSDAY, MARCH 19

Training, Installation & Sales Execution

Location: Hotel Alba • Westshore West Ballroom

8:00 – 9:00 AM

Breakfast & Coffee

9:00 – 9:30 AM

Opening Remarks

- GLLED team introductions
- Company history and values

9:30 – 11:30 AM

Topher Morrison

- Building profitable lighting businesses that scale
- Systems, process, and leadership fundamentals
- Competing on value, not price

11:30 AM – 12:30 PM

Brandon Miles — Lightscares

- Tools overview
- Transformer sizing
- Drop-in vs. integrated fixtures

12:30 – 1:30 PM

Catered Lunch & Break

DAY 2 CONTINUED

1:30 – 2:30 PM

Hands-On Installation

- Shrink and drum connections
- Transformer mounting

2:30 – 3:30 PM

Ryan Lee — Landscape Lighting Secrets

3:30 – 5:00 PM

Advanced Hands-On Installation

- Trenching and wire installation
- Core drilling for exterior design
- REV spotlight installation

5:00 – 6:00 PM

Catered Dinner & Break

6:00 – 7:00 PM

Presentation Kit Training

- Small group sessions
- Using the Presentation Kit effectively
- Improving aiming, focusing, and directing

DAY 3 — FRIDAY, MARCH 20

Factory Tour & Business Execution

Location: Garden Light LED • Tampa, FL

7:45 – 8:15 AM

Transportation from Hotel

Breakfast and lunch provided

8:30 – 9:00 AM

Arrival & Breakfast

9:00 – 10:00 AM

Factory Tour

- Production, engineering, warranty, shipping

10:00 – 11:00 AM

Mario Casillas — Product & Sales Training

- Good, Better, Best positioning
- Closing higher-value projects

11:00 AM – 12:00 PM

Luis Couttolenc — Design Training

- Design Support, Services, and Software

12:00 – 1:00 PM

Open Forum & Q&A

Review of Days 1 and 2

1:00 PM

Training Completion • To-go lunch • Departures



6112 BENJAMIN ROAD

TAMPA, FL 33634

(800) 511.2099

GARDENLIGHTLED.COM