



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 – Lightscapes

- 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



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