



Download the New BTA Members App

We have heard your feedback and I am happy to announce that the Business Technology Association (BTA) has created and released a new mobile app for its members. As part of our future-forward agenda, the new BTA Members app puts the industry tools and resources you need at your fingertips. Whether you're looking for the latest member benefits and industry news, managing event registrations or connecting with other members, the app will help you make the most of your membership.



you can search the BTA member directory for your fellow member dealers and then send messages to them directly through the app. This feature allows you to stay connected to one another in a way you've never been able to before — not only during in-person events, but throughout the year.

While you are on-site at a BTA event — networking during breaks, or at a reception or dinner — you can connect with your peers on the app. Then, you can stay in touch afterward through the messaging feature to share ideas and best practices to improve your dealership.

You can also use this feature to see which vendors support the BTA channel and message them about their offerings. This gives you yet another chance to learn about new ways to diversify your business.

The BTA Members app is available for download on both iOS and Android devices. To get started:

Key features of BTA's mobile app include:

■ **Instant access to your member benefits** — Explore exclusive resources, discounts and programs tailored to the needs of office technology dealers.

■ **Event updates and registration** — Stay informed about upcoming BTA events, including conferences, webinars and educational workshops, and register with ease.

■ **Industry news** — Get the latest office technology industry news and updates.

■ **Networking opportunities** — Search for and connect with fellow dealers and industry leaders to share insights and grow your business.

If you're a regular attendee at BTA events, you'll notice that during our events, the app will become an event show guide as well, providing you with the schedule of events, information about exhibiting sponsors, the event floor plan and other important details you will need to have a great event. The app will also send out notifications during each event to give you updates on the start of educational sessions, networking events and more.

One of my favorite aspects of the app is its networking capabilities. Within the app,

■ Visit the App Store or Google Play and search for "BTA Members."

■ Download and install the BTA Members app on your device.

■ Open the app.

■ Click the profile icon located at the top right of the app home page to log in.

■ Follow the prompts on the screen to obtain an access code.

■ Enter the access code sent to your email address.

■ You should now have access to the app.

■ Now that you're logged in, you can make edits to your profile by clicking on the profile button at the top right of the home page.

The BTA Members app is just one of the many ways the association continues to innovate and deliver value to its members. For more information, visit www.bta.org/BTAApp. There you can find QR codes to jump directly to the app store of your choice. ■

— Adam Gregory

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