



Welcome to BTA IGNITE Kansas City!

This guide includes all the information you need to know to have a great event.

PowerPoint Slides

PDFs of the PowerPoint slides will be available at the end of the event on the BTA website at: www.bta.org/EventArchives.

Share on Social Media

For those of you who want to talk about BTA IGNITE Kansas City on social media during the event, the hashtag is: #IGNITEKC.

Stamp Card & Prize Drawings

Get stamps from at least 40 exhibitors on your stamp card to be entered into a drawing for one of three (\$100, \$200 and \$500) American Express gift cards.

Be sure to drop off your business cards in the fish-bowls, baskets, etc., at the exhibitor tables. There will be a number of prize drawings at the end of the event.

Show Guide - BTA Members App



Scan the QR code with your mobile device or visit www.bta.org/BTAApp to download the BTA Members App that includes the event schedule, floor plan/maps, exhibitor listings, etc.

Event Sponsors

BTA would like to thank the BTA IGNITE Kansas City sponsors:

Keynote Sponsor



Breaks Sponsor



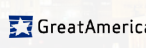
Featured Speaker Sponsor



Reception Sponsor - Drinks



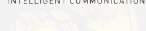
Reception Sponsor - Dinner



Breakfast Sponsor



Lunch Sponsor



BTA IGNITE Kansas City Schedule

Tuesday, Sept. 1

4 to 5:45 p.m.

Registration & Exhibitor Setup

6 to 9 p.m.

Opening Reception With IBPI at National WWI Museum & Memorial (Buses depart from hotel lobby or see walking map on p. 5)

Wednesday, Sept. 2

7:30 to 8:15 a.m.

Breakfast

8:15 to 8:25 a.m.

Opening Comments

8:25 to 8:30 a.m.

Keynote Sponsor Presentation: Xerox

8:30 to 9:50 a.m.

Keynote Address: "Master Your Mind & Memory," Jim Kwik, Kwik Brain Universe

9:50 to 9:55 a.m.

Breakfast Sponsor Presentation: Zultys

9:55 to 10 a.m.

Breaks Sponsor Presentation: Noetics

10 to 11 a.m.

Breakout Sessions:

- "The Information Imbalance: How to Sell to Today's Younger, Better-Informed Buyer," Troy Harrison, Troy Harrison & Associates (Room: Shawnee)
- "Modernizing Prospecting Leadership: Drive More Net-New Meetings Without Burning Out Your Sales Managers," Kate Kingston, Kingston Training Group (Room: Mission)
- "AI in the Dealer Channel: What's Working, What's Missing & What Must Change Before 2027," West McDonald, GoWest.ai (Room: Century Ballroom)
- "The Future of Office Printing Hardware & the Role of the AI MFP," Robert Palmer, IDC (Room: Roanoke)

11 a.m. to Noon

Exhibits Open

Noon to 1 p.m.

Lunch

1 to 1:05 p.m.

Lunch Sponsor Presentation: Crexendo

1:05 to 1:10 p.m.

Featured Speaker Sponsor Presentation: TD SYNnex

1:10 to 2:25 p.m.

Featured Speaker Session: "Innovate or Die Trying," Pablos Holman, hacker, inventor and technology futurist

2:25 to 2:30 p.m.

Reception Sponsor Presentation: DLL

2:30 to 3:45 p.m.

Exhibits Open

3:45 to 4:30 p.m.

Main-Stage Session: "Future-Proofing Your Dealership; Technology Investments That Pay Off," Arvind Rao, GreatAmerica Financial Services

4:30 to 4:35 p.m.

Reception Sponsor Presentation: Sharp

5:30 to 10 p.m.

BTA at 100: A Celebration at Union Station Kansas City

Dress code: Business attire or 1920s-themed attire if you'd like to join in the celebration!

Thursday, Sept. 3

7:30 to 8:15 a.m.

Breakfast

8:15 to 9 a.m.

Exhibits Open

9 to 10 a.m.

Breakout Sessions:

- "The Information Imbalance: How to Sell to Today's Younger, Better-Informed Buyer," Troy Harrison, Troy Harrison & Associates (Room: Shawnee)
- "Modernizing Prospecting Leadership: Drive More Net-New Meetings Without Burning Out Your Sales Managers," Kate Kingston, Kingston Training Group (Room: Mission)

9 to 10 a.m. Cont.

Breakout Sessions:

- "AI in the Dealer Channel: What's Working, What's Missing & What Must Change Before 2027," West McDonald, GoWest.ai (Room: Century Ballroom)
- "The Future of Office Printing Hardware & the Role of the AI MFP," Robert Palmer, IDC (Room: Roanoke)

10 to 11 a.m.

Exhibits Open

11 to 11:45 a.m.

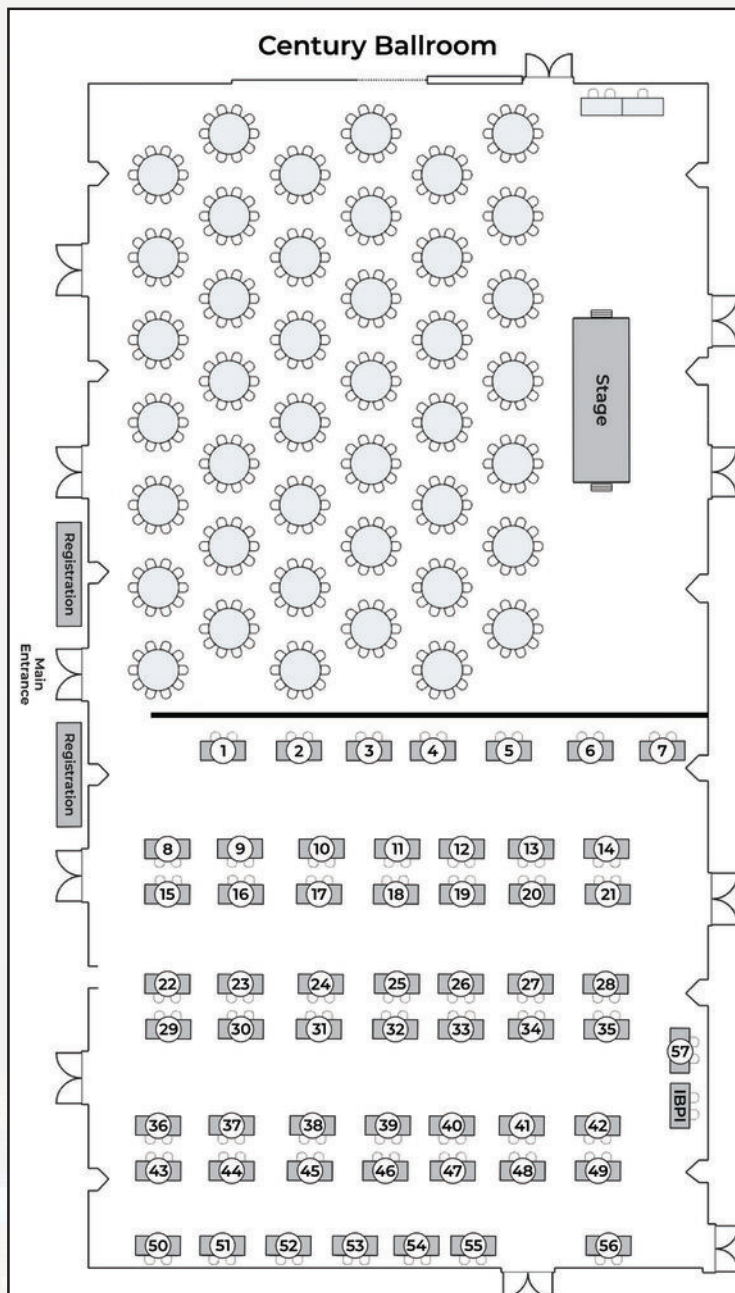
Dealer Panel: "Who Needs Print Management Now That We Have WMPP, MUP & WPP?" moderated by Deborah Hawkins, Keypoint Intelligence

11:45 a.m. to Noon

Closing Comments & Prize Drawings

BTA IGNITE Kansas City Floor Plan

- | | |
|--------------------------|----------------------------|
| (1) Crexendo | (30) Polek & Polek |
| (2) HP | (31) EBU |
| (3) Mars International | (32) ARCOA |
| (4) ELATEC | (33) GreatAmerica |
| (5) Brother | (34) Epson |
| (6) ACDI | (35) Intermedia |
| (7) Distribution Mgmt. | (36) AgentDealer |
| (8) Xerox | (37) PEAC Solutions |
| (9) TD SYNnex | (38) Toshiba |
| (10) Zultys | (39) ECI |
| (11) Avison | (40) Kyocera |
| (12) MPS Monitor | (41) Hytec |
| (13) Source Technologies | (42) ECHO Robotics |
| (14) Noetics | (43) Impression Solutions |
| (15) CET Group | (44) Static Control |
| (16) Avaniko | (45) Lumana |
| (17) DealerSiteBuilder | (46) Keypoint Intelligence |
| (18) Image Star | (47) ecoprintQ |
| (19) Konica Minolta | (48) eGoldFax |
| (20) Square 9 | (49) Katun |
| (21) ConnectWise | (50) Fujifilm |
| (22) DLL | (51) MyQ |
| (23) SalesChain | (52) FP Mailing |
| (24) Culligan Quench | (53) Y Soft |
| (25) TAG | (54) LEAF |
| (26) HID | (55) Evolved Office |
| (27) Wells Fargo | (56) Sharp |
| (28) NA Trading | (57) DXone |
| (29) RISO | |



Breakout Sessions

- "The Information Imbalance: How to Sell to Today's Younger, Better-Informed Buyer," Troy Harrison *(Room: Shawnee)*
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- "AI in the Dealer Channel: What's Working, What's Missing & What Must Change Before 2027," West McDonald *(Room: Century Ballroom)*
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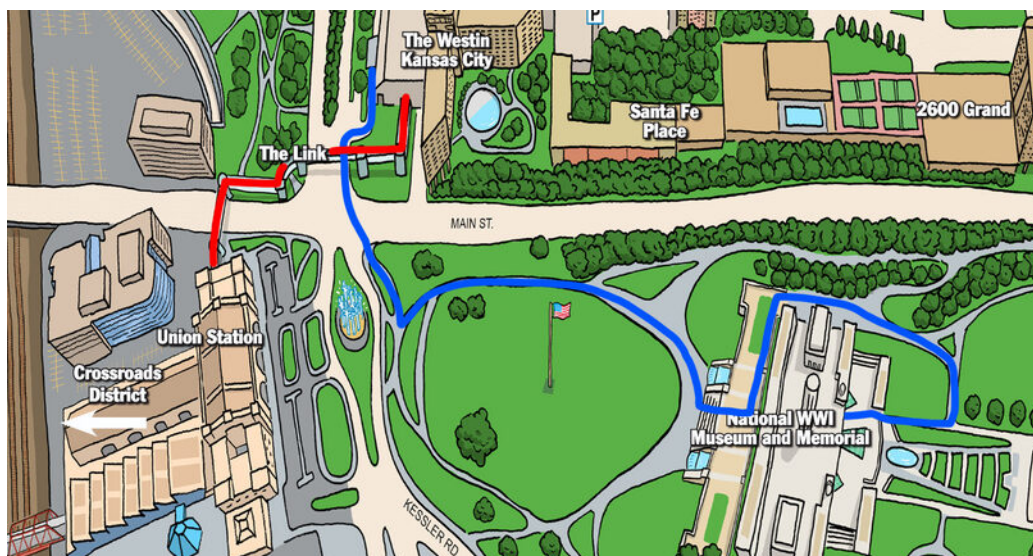
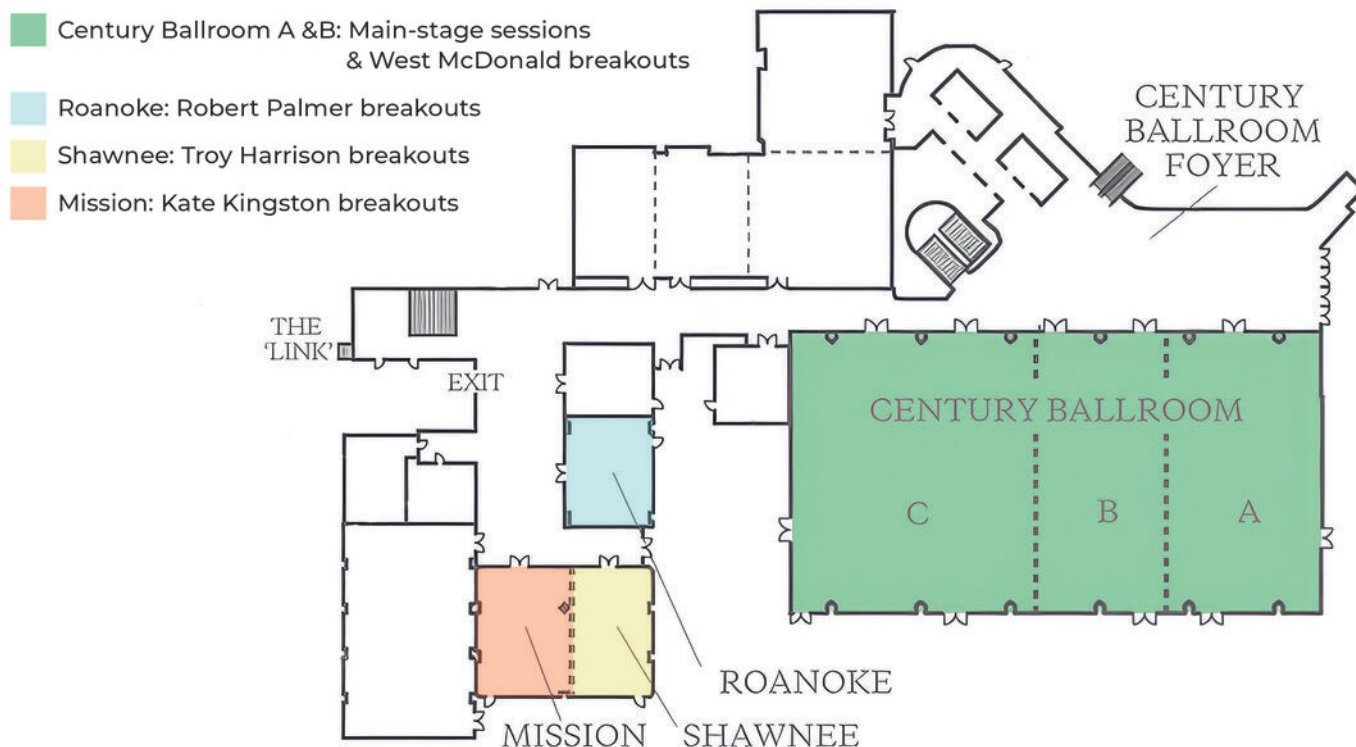
BTA IGNITE Kansas City Exhibitors

In alphabetical order — See numbered floor plan for table locations.

ACDI	6	Impression Solutions	43
AgentDealer	36	Intermedia	35
ARCOA	32	Katun	49
Avaniko	16	Keypoint Intelligence	46
Avision	11	Konica Minolta	19
Brother	5	Kyocera	40
CET Group	15	LEAF	54
ConnectWise	21	Lumana	45
Crexendo	1	Mars International	3
Culligan Quench	24	MPS Monitor	12
DealerSiteBuilder	17	MyQ	51
Distribution Management	7	NA Trading	28
DLL	22	Noetics	14
DXone	57	PEAC Solutions	37
EBU	31	Polek & Polek	30
ECHO Robotics	42	RISO	29
ECI	39	SalesChain	23
ecoprintQ	47	Sharp	56
eGoldFax	48	Source Technologies	13
ELATEC	4	Square 9	20
Epson	34	Static Control	44
Evolved Office	55	TAG	25
FP Mailing	52	TD SYNEX	9
Fujifilm	50	Toshiba	38
GreatAmerica	33	Wells Fargo	27
HID	6	Xerox	8
HP	2	Y Soft	53
Hytec	41	Zultys	10
Image Star	18		

BTA IGNITE Kansas City Map

The Westin Kansas City at Crown Center Site Map



The Westin to National WWI Museum & Memorial - Blue Path

Take the blue path to walk from the Westin to the WWI Museum & Memorial.

The Link from the Westin to Union Station - Red Path

Take The Link (elevated walkway) from the Westin Kansas City at Crown Center to Union Station.