BTA
Business Technology Association®

Welcome to BTA IGNITE Orlando 2026!

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**.

Stamp Card & Prize Drawings
Get stamps from at least 30 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 fishbowls, baskets, etc., at the exhibitor tables. There will be a number of prize drawings at the end of the event.

Share on Social Media
For those of you who want to talk about BTA IGNITE Orlando on social media during the event, the hashtag is: **#IGNITEOrlando**.

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
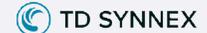BTA would like to thank the BTA IGNITE Orlando sponsors:

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BTA IGNITE Orlando 2026 Schedule

Friday, March 20

9:30 to 9:45 a.m.
Opening Comments

9:45 to 10:45 a.m.
Manufacturer Panel: "CEO Insights: Marketplace Changes, Tariffs, Tough Choices & the Future of the Office Technology Industry," moderated by Bob Goldberg, BTA ambassador

10:45 to 11:15 a.m.
Exhibits Open

11:15 a.m. to 12:15 p.m.
Dealer Panel: "Practical Uses for AI in Your Dealership," moderated by Laura Blackmer, Konica Minolta Business Solutions U.S.A. Inc.

12:15 to 12:20 p.m.
Lunch Sponsor Presentation: Crexendo

12:20 to 1:30 p.m.
Lunch

1:30 to 2:30 p.m.
Breakout Sessions:
- Exhibits Open
- "Sales vs. Service: The Heavyweight Showdown," Sarah Henderson, Pacific Office Automation *(Cape Cod A)*
- "The Practical Use of Power BI to Monitor Key KPIs," Jack Duncan, Jack Duncan Consulting, and Mike Kirkpatrick and Gary Lavin, CEO Juice *(Cape Cod B)*
- "How to Be a Better Listener," Don Crawley, Compassionate Geek *(Cape Cod C)*

2:30 to 2:35 p.m.
Breaks Sponsor Presentation: Zultys

2:35 to 3 p.m.
Exhibits Open

3 to 3:45 p.m.
Dealer Panel: "How is Your Culture?" moderated by Mike Marusic, Sharp Imaging and Information Company of America

3:45 to 4:30 p.m.
Breakout Sessions:
- Exhibits Open
- "Sales vs. Service: The Heavyweight Showdown," Sarah Henderson, Pacific Office Automation *(Cape Cod A)*
- "The Practical Use of Power BI to Monitor Key KPIs," Jack Duncan, Jack Duncan Consulting, and Mike Kirkpatrick and Gary Lavin, CEO Juice *(Cape Cod B)*
- "How to Be a Better Listener," Don Crawley, Compassionate Geek *(Cape Cod C)*

4:30 to 5:15 p.m.
Complimentary Beer & Exhibits Open

4:30 to 4:35 p.m.
Reception Sponsor Presentation: Sharp

4:35 to 4:40 p.m.
Reception Sponsor Presentation: Xerox

4:45 to 5:15 p.m.
First-Time Attendees Reception in Saybrook Room

5:30 to 7:30 p.m.
Dinner & Drinks at the Yacht Club Marina

Saturday, March 21

8:30 to 9:30 a.m.
Breakfast

9:30 to 9:40 a.m.
Opening Comments

9:40 to 9:45 a.m.
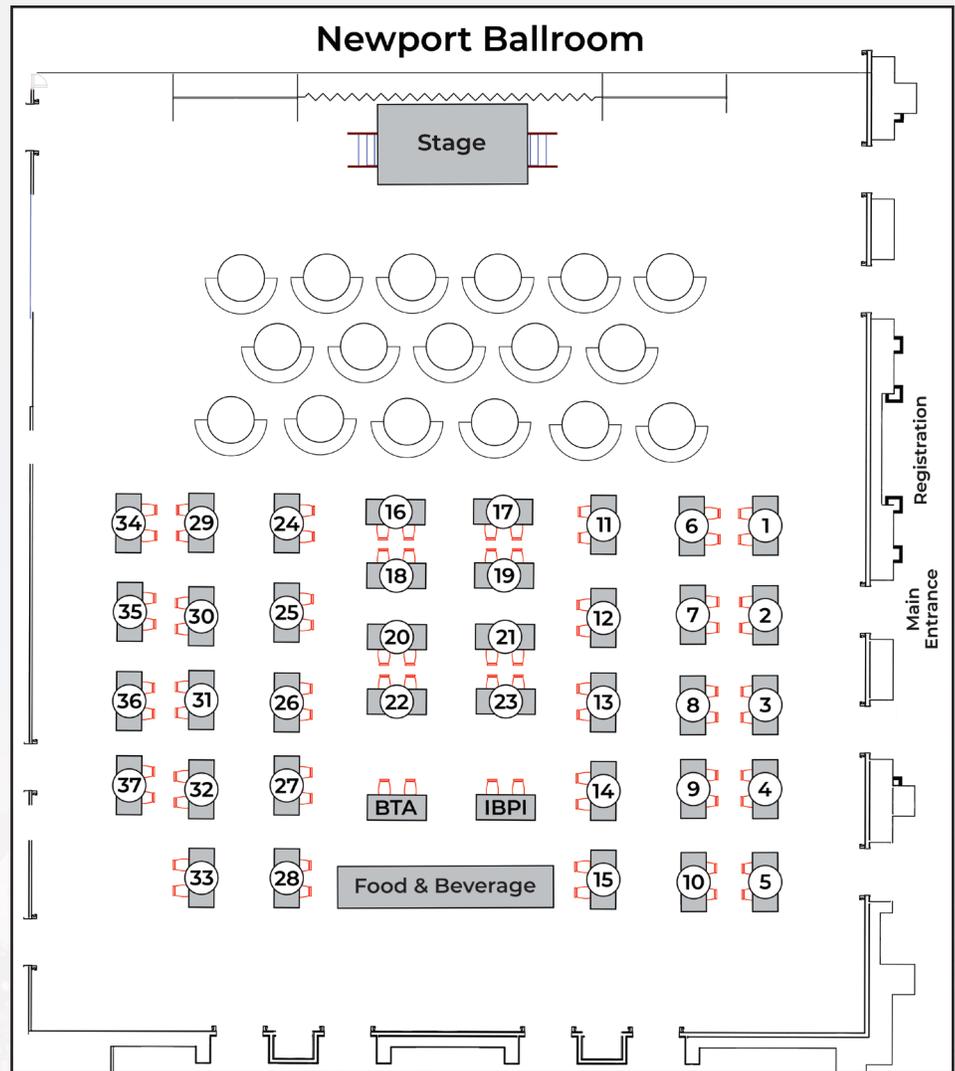Breakfast Sponsor Presentation: eGoldFax

9:45 to 10:45 a.m.
Exhibits Open

10:45 to 11:45 a.m.
Keynote Address: "How Leadership Affects Customer Service & How Customer Service Affects Your Bottom Line," Don Crawley, Compassionate Geek

11:45 a.m. to Noon
Closing Comments & Prize Drawings

BTA IGNITE Orlando 2026 Floor Plan

(1) Crexendo
(2) Xerox
(3) Zultys
(4) GreatAmerica
(5) Sharp
(6) Impression Solutions
(7) Keypoint Intelligence
(8) Avision
(9) Square 9
(10) Static Control
(11) MyQ
(12) Epson
(13) Avaniko
(14) FP
(15) eGoldFax
(16) Fujifilm
(17) FlexPoint
(18) ACDI
(19) Hytec
(20) ecoprintQ
(21) Kyocera
(22) Konica Minolta
(23) Y Soft
(24) Culligan Quench
(25) Elatec
(26) Intermedia
(27) ECI
(28) AgentDealer
(29) Toshiba
(30) SalesChain
(31) Source Technologies
(32) ConnectWise
(33) HP
(34) TD SYNNEX
(35) Brother
(36) LEAF
(37) MPS Monitor

Newport Ballroom

Stage

Registration

Main Entrance

34	29	24	16	17	11	6	1
			18	19			
35	30	25	20	21	12	7	2
36	31	26	22	23	13	8	3
37	32	27	BTA	IBPI	14	9	4
33	28	Food & Beverage			15	10	5

Breakout Sessions

Cape Cod A: "Sales vs. Service: The Heavyweight Showdown," Sarah Henderson

Cape Cod B: "The Practical Use of Power BI to Monitor Key KPIs," Jack Duncan, Mike Kirkpatrick & Gary Lavin

Cape Cod C: "How to Be a Better Listener," Don Crawley

BTA IGNITE Orlando 2026 Map

Disney's Yacht Club Resort
BTA IGNITE Orlando 2026 Meeting Rooms

- Newport Ballroom: Main-stage sessions
- Cape Cod A: Sarah Henderson breakouts
- Cape Cod B: Jack Duncan, Mike Kirkpatrick & Gary Lavin breakouts
- Cape Cod C: Don Crawley breakouts
- Grand Harbor Ballroom North: Lunch
- Saybrook Room: First-time attendees reception

Newport Lobby

Registration

Newport Ballroom

Stage

A B C
Cape Cod Hall

Cape Cod Lobby

Saybrook Room

Grand Harbor Ballroom North