

# 2023 BTA National Conference Show Guide

## Welcome to the 2023 BTA National Conference!

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](http://www.bta.org/EventArchives).

### Stamp Card & Prize Drawings

Get stamps from at least 25 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 Tweet or talk about the National Conference on social media during the event, the hashtag is: **#BTABoston**.

### Online Show Guide



Scan the QR code with your mobile device or visit [www.bta.org/ShowGuide](http://www.bta.org/ShowGuide) for the event schedule, floor plan and exhibitor listings.

### Event Sponsors

BTA East and BTA Mid-America would like to thank the 2023 BTA National Conference sponsors:

Dinner Cruise Sponsor



Breakfast Sponsor



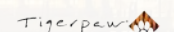
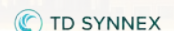
Reception Sponsor



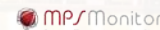
Breaks Sponsor



Keynote Sponsor



Featured Speaker Sponsor



Lunch Sponsor





# 2023 BTA National Conference Schedule

## Wednesday, Aug. 30

**7:30 to 8:15 a.m.**

Breakfast

**8:15 to 8:25 a.m.**

Opening Comments

**8:25 to 8:30 a.m.**

Breakfast Sponsor Presentation: Kodak Alaris

**8:30 to 8:35 a.m.**

Keynote Sponsor Presentation: Zultys

**8:35 to 9:45 a.m.**

Keynote Address: "Miracle on Ice: Insight Into Leadership & Teamwork," Mike Eruzione, captain of the 1980 "Miracle on Ice" U.S. Olympic hockey team

**9:45 to 10:55 a.m.**

Vendor Panel: "Will Slave Labor Disrupt the Supply Chain?" moderated by Bob Goldberg, BTA

**10:55 to 11 a.m.**

Lunch Sponsor Presentation: Brother

**11 a.m. to Noon**

Breakout Sessions:

- Exhibits Open
- "The New Office Battleground: Building a Successful Business for the Future of Office Print" session, Robert Palmer, IDC
- "Prospecting to Win" session, Rick Lambert, selltwin & In2communications
- Dealer Panel: "Bridging the Gap: How Dealers Are Empowering Businesses Through Unified Communications," moderated by Jim D'Emidio, independent consultant

**Noon to 1 p.m.**

Lunch

**1 to 2 p.m.**

Exhibits Open

**2 to 2:05 p.m.**

Breaks Sponsor Presentation: Technology Assurance Group

**2:05 to 2:55 p.m.**

Educational Session: "Purpose & Culture," John Lowery & Casey Lowery, Applied Innovation

**2:55 to 3 p.m.**

Reception Sponsor Presentation: Xerox

**3 to 4 p.m.**

Exhibits Open

**4 to 5 p.m.**

Dealer Panel: "Making Strides: Inspiring Stories of Diversification," moderated by Mike Boyle, BASE Technologies

**5 to 5:05 p.m.**

Dinner Cruise Sponsor Presentation: Polek & Polek

**6 to 9 p.m.**

Dinner Cruise aboard the Spirit of Boston (boarding at 6 p.m.)

## Thursday, Aug. 31

**7:30 to 8:15 a.m.**

Breakfast

**8:15 to 8:20 a.m.**

Featured Speaker Sponsor Presentation: Sharp

**8:20 to 9 a.m.**

Featured Speaker: "How to Transform Your Business," SEAC John Wayne Troxell, retired U.S. Army senior noncommissioned officer & PME Hard Consulting LLC

**9 to 10 a.m.**

Exhibits Open

**10 to 11 a.m.**

Breakout Sessions:

- Exhibits Open

**10 to 11 a.m.**

Breakout Sessions Cont.:

- "The New Office Battleground: Building a Successful Business for the Future of Office Print" session, Robert Palmer, IDC
- "LinkedIn to Win Team Road Map" session, Rick Lambert, selltwin & In2communications
- Vendor Panel: "UC Market Dynamics: How Vendors Are Empowering Dealers Through Unified Communications," moderated by Jim D'Emidio, independent consultant

**11 a.m. to Noon**

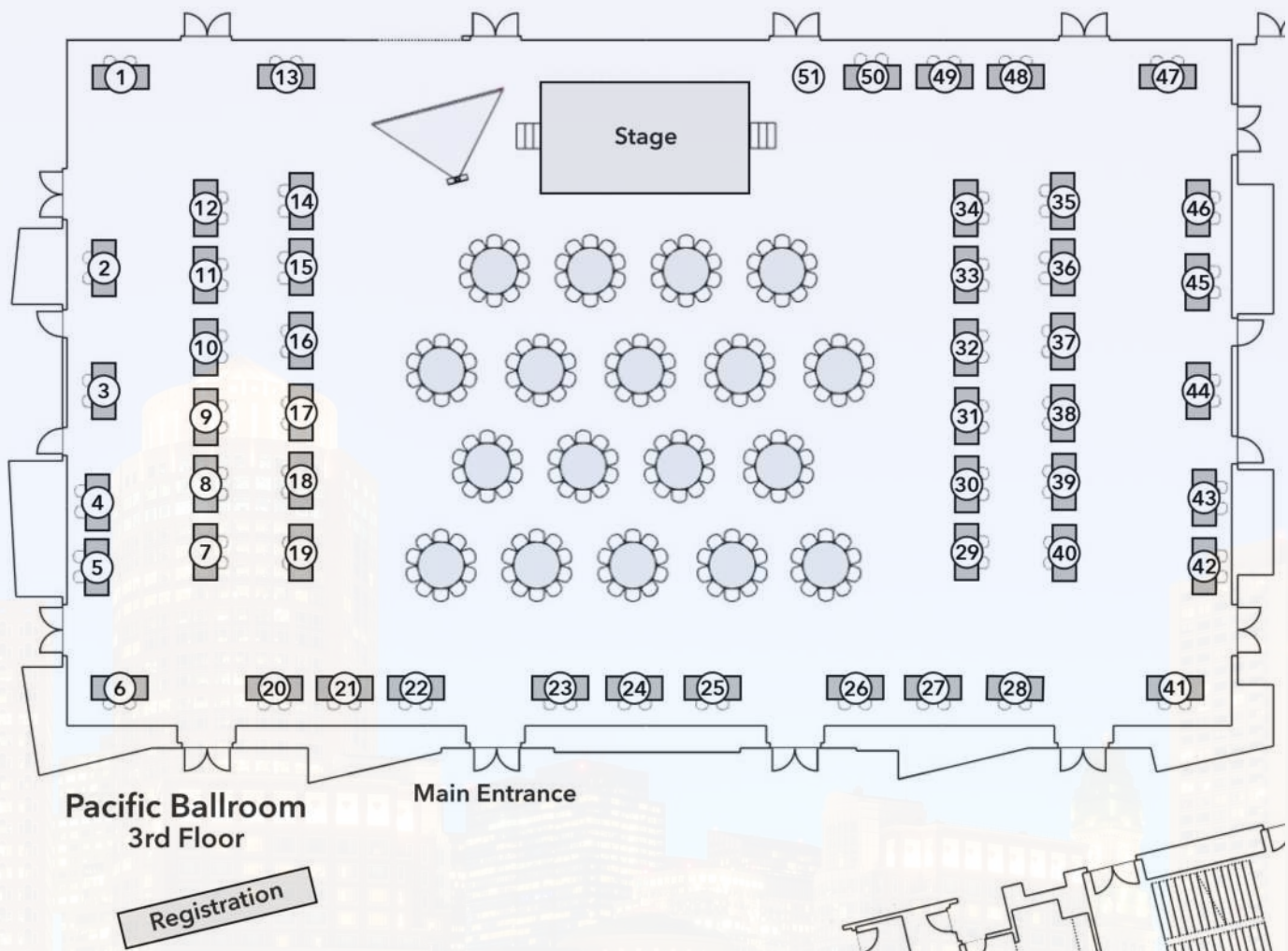
Educational Session: "The Impact of Megatrends on Your Dealership & Customers," Tami Beach, HP Inc.

**Noon to 12:15 p.m.**

Closing Comments & Exhibitor Prize Drawings



# 2023 BTA National Conference Floor Plan



- (1) Distribution Management
- (2) Tigerpaw Software
- (3) U.S. Bank
- (4) Crexendo
- (5) FP Mailing Solutions
- (6) Brother
- (7) GreatAmerica Financial Services
- (8) Mars International
- (9) Digitech Systems
- (10) Image Star
- (11) Toshiba
- (12) White Cup
- (13) First Citizens Bank
- (14) Quench
- (15) Cranel
- (16) PEAC Solutions
- (17) NA Trading and Technology

- (18) Technology Assurance Group
- (19) Sharp
- (20) Xerox
- (21) ACDI
- (22) Zultys
- (23) Polek & Polek
- (24) Keypoint Intelligence
- (25) Kodak Alaris
- (26) ConnectWise
- (27) IBPI
- (28) RISO
- (29) Dealer Site Builder
- (30) Nexent
- (31) SalesChain
- (32) Wells Fargo
- (33) Katun
- (34) Ricoh/PFU America

- (35) DLL
- (36) ARCOA Group
- (37) Intermedia
- (38) iTS: Info Technology Supply
- (39) Hytec
- (40) HP
- (41) ECI Software Solutions
- (42) Epson
- (43) ecoprintQ
- (44) Konica Minolta
- (45) MyQ
- (46) TD SYNEX
- (47) MPS Monitor
- (48) Printerpoint
- (49) Source Technology
- (50) eGoldFax
- (51) International ITC