



2025 BTA National Conference Show Guide

Welcome to the 2025 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.

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. **Also, fill out a form at the registration desk to be entered into a drawing for an autographed Emmitt Smith jersey!**

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 the conference on social media during the event, the hashtag is: **#BTANational**.

Show Guide - BTA Members App



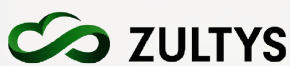
Scan the QR code with your mobile device or visit www.bta.org/BTAApp to download the BTA Members App that includes the event schedule, floor plan/maps, exhibitor listings, etc.

Event Sponsors

BTA would like to thank the conference sponsors:

John Bruno Keynote
& Rodeo Sponsor

Lunch
Sponsor



Reception
Sponsor



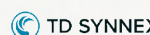
Breaks
Sponsor



Emmitt Smith
Keynote Sponsor



Breakfast
Sponsor



2025 BTA National Conference Schedule

Tuesday, June 17

5:30 to 7 p.m.

Registration Open at Tamaya Ballroom (Exhibitor Setup)

7 to 9 p.m.

Opening Reception

Wednesday, June 18

7:30 to 8:15 a.m.

Breakfast

8:15 to 8:25 a.m.

Opening Comments

8:25 to 8:30 a.m.

Emmitt Smith Keynote Sponsor Presentation: Sharp

8:30 to 9:35 a.m.

Keynote Address: "Lessons From the Gridiron: Emmitt Smith on Leadership & Success," Emmitt Smith, Pro Football Hall of Fame running back, speaker & entrepreneur

9:35 to 9:40 a.m.

Reception Sponsor Presentation: HP

9:40 to 9:45 a.m.

Breakfast Sponsor Presentation: Toshiba

9:45 to 11 a.m.

Exhibits Open

11 a.m. to Noon

Breakout Sessions:

- "Beyond the Traditional: Expanding Strategies for Evolving Sales Organizations," Jon Dunkelberger, Ricoh USA Inc. (Badger A)
- "Sell Smarter, Not Harder: Focusing on Business Impact in Tech Sales," Samuel Mascato, Peak Performance Partners (Badger B)
- "Your Go-to-Market Plan: The Key to Strategic Revenue Growth," Dominic Pontrelli, Pontrelli Marketing (Badger C)

Noon to 1 p.m.

Lunch

1 to 1:40 p.m.

Keynote Address: "Xerox's Reinvention: Pioneering a New Growth Chapter," John Bruno, Xerox Corp.

1:40 to 1:45 p.m.

Lunch Sponsor Presentation: Zultys

1:45 to 3 p.m.

Exhibits Open

3 to 4 p.m.

Breakout Sessions:

- "Beyond the Traditional: Expanding Strategies for Evolving Sales Organizations," Jon Dunkelberger, Ricoh USA Inc. (Badger A)
- "Sell Smarter, Not Harder: Focusing on Business Impact in Tech Sales," Samuel Mascato, Peak Performance Partners (Badger B)
- "Your Go-to-Market Plan: The Key to Strategic Revenue Growth," Dominic Pontrelli, Pontrelli Marketing (Badger C)

4:10 to 4:15 p.m.

Breaks Sponsor Presentation: Technology Assurance Group (TAG)

4:15 to 5:15 p.m.

Dealer Panel: "Thriving Amidst Disruption: How Dealers Are Navigating Industry Shifts," moderated by Greg Goldberg, Business Technology Association

5:15 to 5:20 p.m.

Rodeo Sponsor Presentation: Xerox

6 to 9 p.m.

Rodeo & Food Trucks (Name badges are required)

Thursday, June 19

7:30 to 8:15 a.m.

Breakfast

8:15 to 9 a.m.

Exhibits Open

9 to 10 a.m.

Educational Session: "Expanding Into Vertical Markets: Unlocking Growth With Tailored Solutions," Anne Valaitis, Keypoint Intelligence

10 to 10:45 a.m.

Exhibits Open

10:45 to 11:30 a.m.

Educational Session: "Building a Stronger Team Today & for the Future by Trusting Data, Not Just Gut Instinct," Jocelyn Gorman, Document Solutions Inc. (DSI)

11:30 to 11:45 a.m.

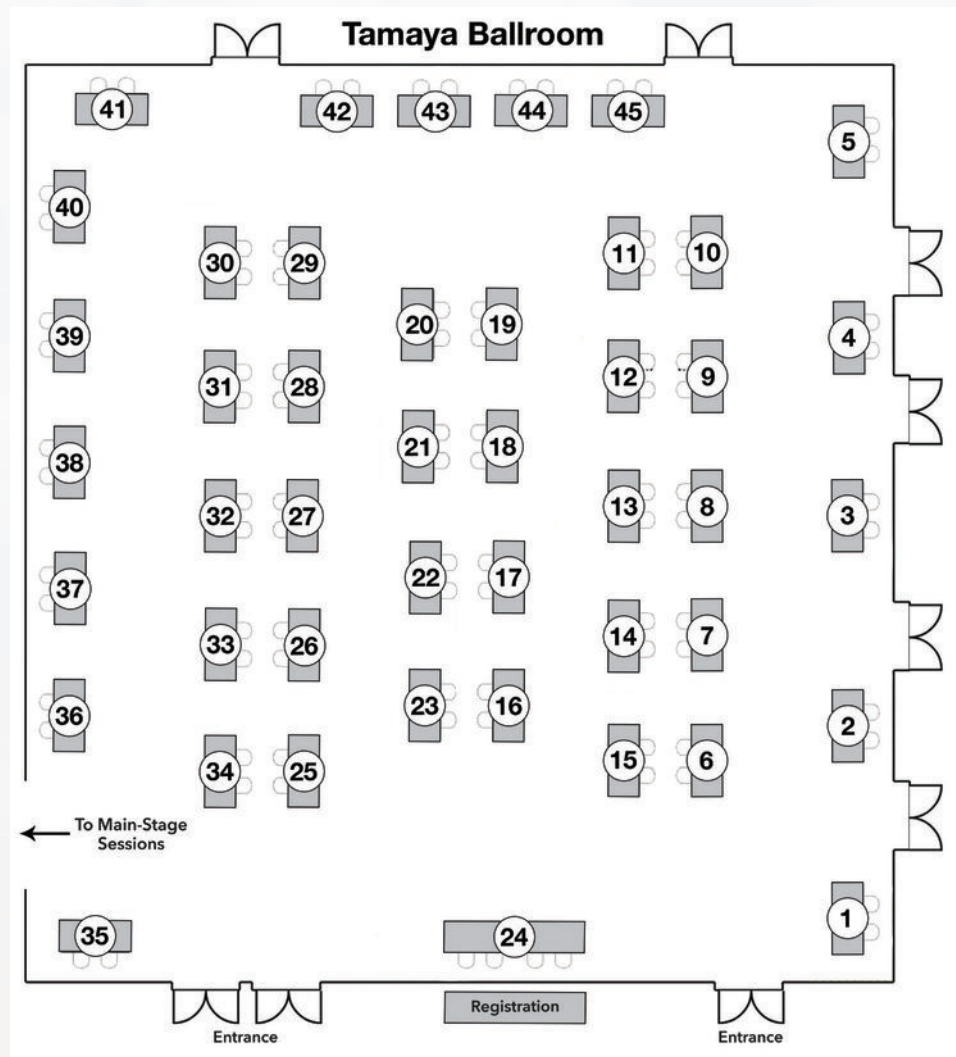
Closing Comments & Prize Drawings (Exhibitor Dismantle)

Afternoon

Golf at Twin Warriors Golf Club

2025 BTA National Conference Floor Plan

- (1) AgentDealer
- (2) Crexendo
- (3) Avision
- (4) DXone
- (5) Brother
- (6) Konica Minolta
- (7) Square 9
- (8) LEAF Commercial Capital
- (9) NA Trading and Technology
- (10) PFU America
- (11) PEAC Solutions
- (12) Polek & Polek
- (13) Keypoint Intelligence
- (14) Distribution Management
- (15) ECI Software Solutions
- (16) Epson
- (17) ConnectWise
- (18) Static Control
- (19) Noetics
- (20) HID
- (21) IBPI
- (22) MyQ
- (23) GreatAmerica Financial
- (24) Xerox
- (25) HP
- (26) ACDI
- (27) Intermedia
- (28) RISO
- (29) Nexera
- (30) TD SYNEX
- (31) ELATEC
- (32) Kyocera
- (33) Technology Assurance Group
- (34) Zultys
- (35) Toshiba
- (36) Sharp
- (37) ecoprintQ
- (38) FP Mailing Solutions
- (39) eGoldFax
- (40) SalesChain
- (41) DLL
- (42) Hytec
- (43) Impresion Solutions
- (44) Wells Fargo
- (45) BTA



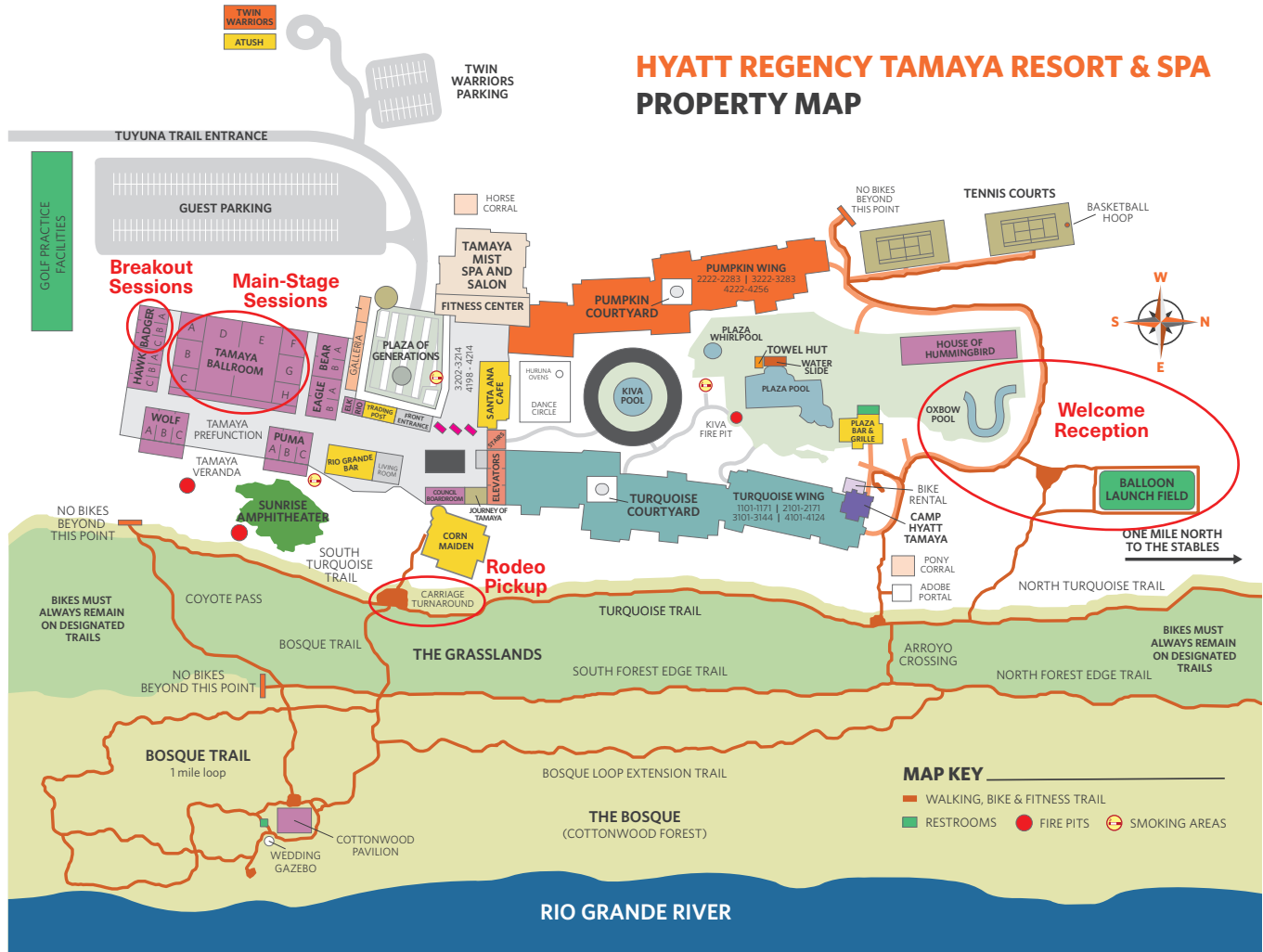
Breakout Sessions

Badger A: "Beyond the Traditional: Expanding Strategies for Evolving Sales Organizations," Jon Dunkelberger

Badger B: "Sell Smarter, Not Harder: Focusing on Business Impact in Tech Sales," Samuel Mascato

Badger C: "Your Go-to-Market Plan: The Key to Strategic Revenue Growth," Dominic Pontrelli

2025 BTA National Conference Map



Welcome Reception

June 17, 7 to 9 p.m. — Oxbow Pool (and balloon launch field)

Rodeo & Dinner

June 18, 6 to 9 p.m. — Shuttles provided to stables on property. Pickup at the carriage turnaround starting at 5:30 p.m.

Main-Stage Sessions

June 18 & 19 — Tamaya Ballroom

Breakout Sessions

June 18, 11 a.m. to noon & 3 to 4 p.m.

Badger A: "Beyond the Traditional: Expanding Strategies for Evolving Sales Organizations," Jon Dunkelberger

Badger B: "Sell Smarter, Not Harder: Focusing on Business Impact in Tech Sales," Samuel Mascato

Badger C: "Your Go-to-Market Plan: The Key to Strategic Revenue Growth," Dominic Pontrelli