2022 BTA National Conference Show Guide

Welcome to the 2022 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/NatlConf22Powerpoints**.

Stamp Card & Prize Drawings

Get stamps from at least 25 exhibitors on your stamp card to be entered into a drawing for one of four ($25, $50, $100, $200) 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 Spring Break on social media during the event, the hashtag is: **#BTAChicago**.

Online Show Guide

Scan the QR code below with your mobile device camera or visit **www.bta.org/ShowGuide** for the event schedule, floor plan and exhibitor listings.

Event Sponsors

BTA Mid-America & BTA East would like to thank the 2022 BTA National Conference event sponsors:

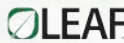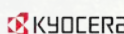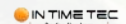| Dinner Cruise Sponsor	Reception Sponsor	Keynote Sponsor	Lunch Sponsor	Breakfast Sponsor	Breaks Sponsor
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Conference Schedule

Tuesday, June 7

2 to 2:10 p.m.
Opening Comments

2:10 to 2:15 p.m.
Sponsor Presentation: WatchGuard

2:15 to 3:45 p.m.
Keynote Address: "The Digital Consumer: How Today's Buyer Has Changed & What Your Business Must Do About It" — Marcus Sheridan, Marcus Sheridan International

3:45 to 3:50 p.m.
Sponsor Presentation: Sharp

3:50 to 4:45 p.m.
Exhibits Open

4:45 to 6 p.m.
Featured Speaker: "The Visual Sale: How to Embrace the Visual Revolution & Create a Culture of Video in Your Organization" — Zach Basner, IMPACT

6 to 6:05 p.m.
Sponsor Presentation: Xerox

6:05 to 6:10 p.m.
BTA Award Presentations

6:10 to 7 p.m.
Welcoming Reception (Exhibits Open)

Wednesday, June 8

7 to 8 a.m.
Breakfast

8 to 8:05 a.m.
Sponsor Presentation: Tigerpaw

8:05 to 9 a.m.
Dealer Panel: "Keeping It in the Family — Succession Planning in a Multigenerational Business" — Moderated by Todd Lee, independent consultant

9 to 9:45 a.m.
Exhibits Open

9:45 to 10:30 a.m.
Educational Session: "Finding & Retaining Employees in a Tight Labor Market" — Chip Miceli, Pulse Technology

10:30 to 11:15 a.m.
Exhibits Open

11:15 to 11:55 a.m.
Educational Session: "Maintain or Migrate: What Do We Do With Culture Now?" — Chris Taylor, Fisher's Technology

11:55 a.m. to Noon
Sponsor Presentation: ECI Software Solutions

Noon to 1 p.m.
Lunch

1 to 2:15 p.m.
Dealership Panel: "Making an Impact: Creating the Business of Tomorrow" — Moderated by Karlee Travis, Impact Networking

2:15 to 2:20 p.m.
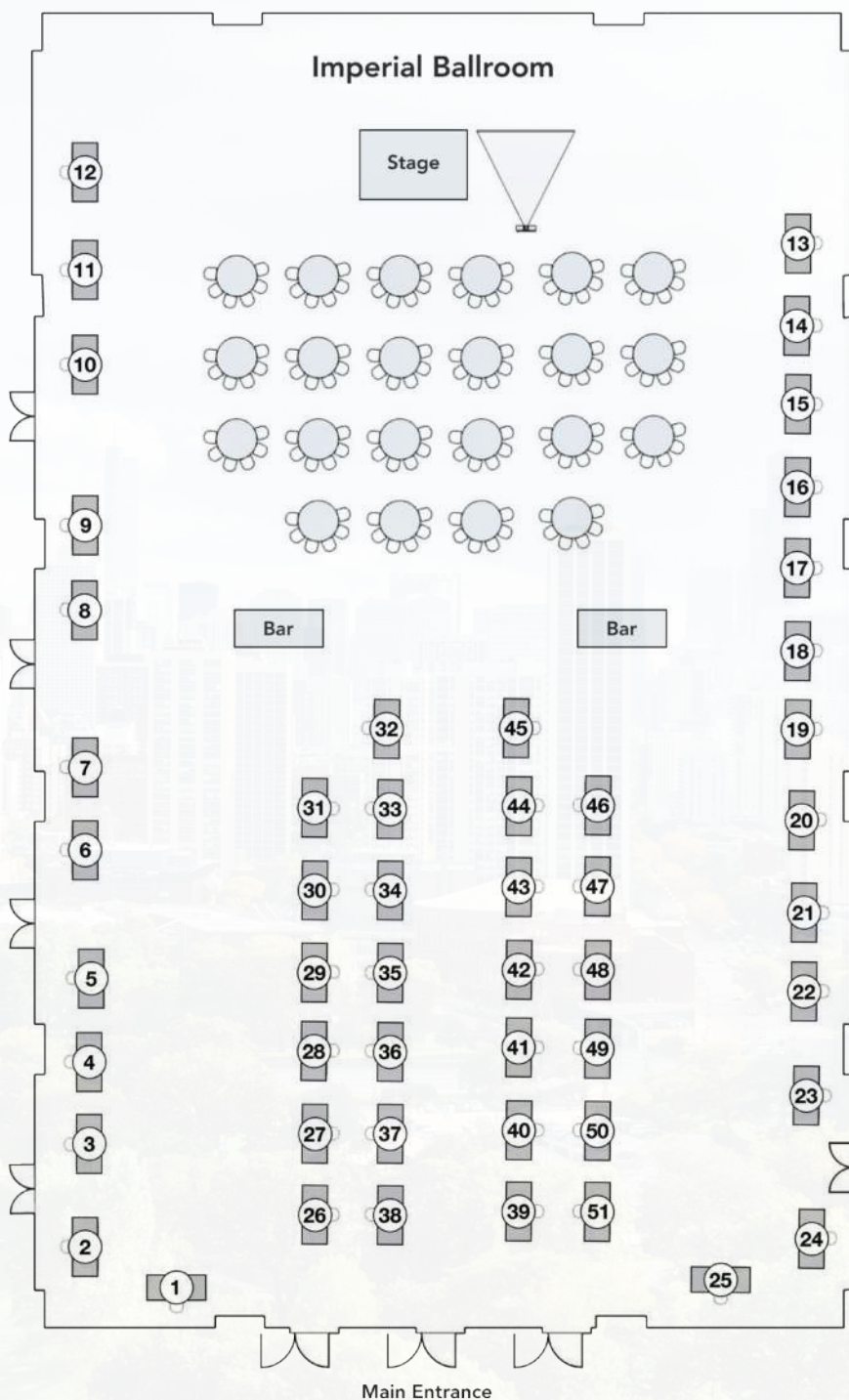Sponsor Presentation: Technology Assurance Group

2:20 to 3:45 p.m.
Exhibits Open

3:45 to 5 p.m.
Vendor Panel: "'Where Do We Go from Here?'" — Moderated by Bob Goldberg, BTA

5 to 5:30 p.m.
Closing Comments & Exhibitor Prize Drawings

7 to 10 p.m.
Chicago River Dinner Cruise

Floor Plan

Imperial Ballroom

Stage

Bar   Bar

Main Entrance

(1) FP Mailing Solutions
(2) Sentry File
(3) Intermedia
(4) Oberon Americas
(5) Kingston Training Group
(6) PriApps
(7) Hytec Dealer Services
(8) Sharp
(9) CIT
(10) Katun
(11) Wells Fargo
(12) RISO
(13) Macquarie
(14) Kyocera
(15) Keypoint Intelligence
(16) Midwest Copier Exchange
(17) Crexendo
(18) TonerCycle/InkCycle
(19) Cranel
(20) LEAF Commercial Capital
(21) SalesChain
(22) AMUR Equipment Finance
(23) Distribution Management
(24) Quench
(25) Kodak Alaris
(26) ConnectWise
(27) Static Control
(28) Epson
(29) TROY Group
(30) Toshiba
(31) AgentDealer
(32) Tigerpaw
(33) GreatAmerica
(34) Fujitsu
(35) White Cup
(36) IBPI
(37) EveryonePrint
(38) NA Trading and Technology
(39) ACDI
(40) ECI Software Solutions
(41) In Time Tec
(42) iTS Group
(43) Zultys
(44) Technology Assurance Group
(45) WatchGuard
(46) Brother
(47) Digitech Systems
(48) Printerpoint
(49) Konica Minolta
(50) Clover Imaging Group
(51) Xerox