



Welcome to the Fall Colors Retreat!

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 each exhibitor 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.

Share on Social Media

For those of you who want to talk about the Fall Colors Retreat on social media during the event, the hashtag is: #BTAAshville.

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 Fall Colors Retreat sponsors:

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 **TD SYNnex**

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RFID Systems




SalesChain

TOSHIBA

EPSON

INTERMEDIA
INTELLIGENT COMMUNICATIONS

 **xerox**

Fall Colors Retreat Schedule

Wednesday, Oct. 28

5 to 7 p.m.
Exhibitor Setup

All Main-Stage Sessions will be held in Heritage A/B.

Thursday, Oct. 29

7:30 to 10 a.m.
Exhibitor Setup

10:15 to 10:30 a.m.
Opening Comments

10:30 to 11:30 a.m.
Keynote Address: "Your Goals Aren't the Problem — Your Comfort Zone Is," Samuel Mascato, Peak Performance Partners

11:30 a.m. to Noon
Exhibits Open

Noon to 12:05 p.m.
Lunch Sponsor Presentation: eGoldFax

12:05 to 1:10 p.m.
Lunch (*Room: Skyline*)

1:10 to 2:10 p.m.
Breakout Sessions:
• "What Does a Successful MSP Look Like?" Eric Kehmeier, The 20 MSP (*Room: Heritage C*)

1:10 to 2:10 p.m. Cont.

Breakout Sessions:
• "Recruiting Top Talent for Scalable Growth," Steve Cole, Culligan Quench (*Room: Laurel FGHJ*)

2:10 to 2:30 p.m.
Exhibits Open

2:30 to 3:25 p.m.
Exhibitor Round-Table Discussions

3:25 to 4:25 p.m.
Main-Stage Session: "Beyond Office Equipment: Water & Ice for High Profits," Paul Martin, Culligan Quench

4:25 to 4:30 p.m.
Reception Sponsor Presentation: Sharp

6:30 to 7:30 p.m.
Cocktails in the Seeley Pavilion

7:30 to 9 p.m.
Dinner in the Seeley Pavilion, followed by entertainment by storyteller Liz Pardue

Friday, Oct. 30

8:30 to 9:30 a.m.
Breakfast (*Room: Heritage A/B*)

9:30 to 9:35 a.m.
Breakfast Sponsor Presentation: Zultys

9:35 to 10:45 a.m.
Exhibitor Round-Table Discussions

10:45 to 11:45 a.m.
Main-Stage Session: "Current Industry Metrics & Best Practices in Service," Jerry Newberry & Jeff Kelly, Pros Elite Group

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

Fall Colors Retreat Floor Plan

(1) Culligan Quench

(2) Go Large Consulting

(3) Source Technologies

(4) Brother

(5) Intermedia

(6) Toshiba

(7) ELATEC

(8) Fujifilm

(9) IBPI

(10) Noetics

(11) Xerox

(12) Static Control

(13) eGoldFax

(14) Zultys

(15) SalesChain

(16) Kyocera

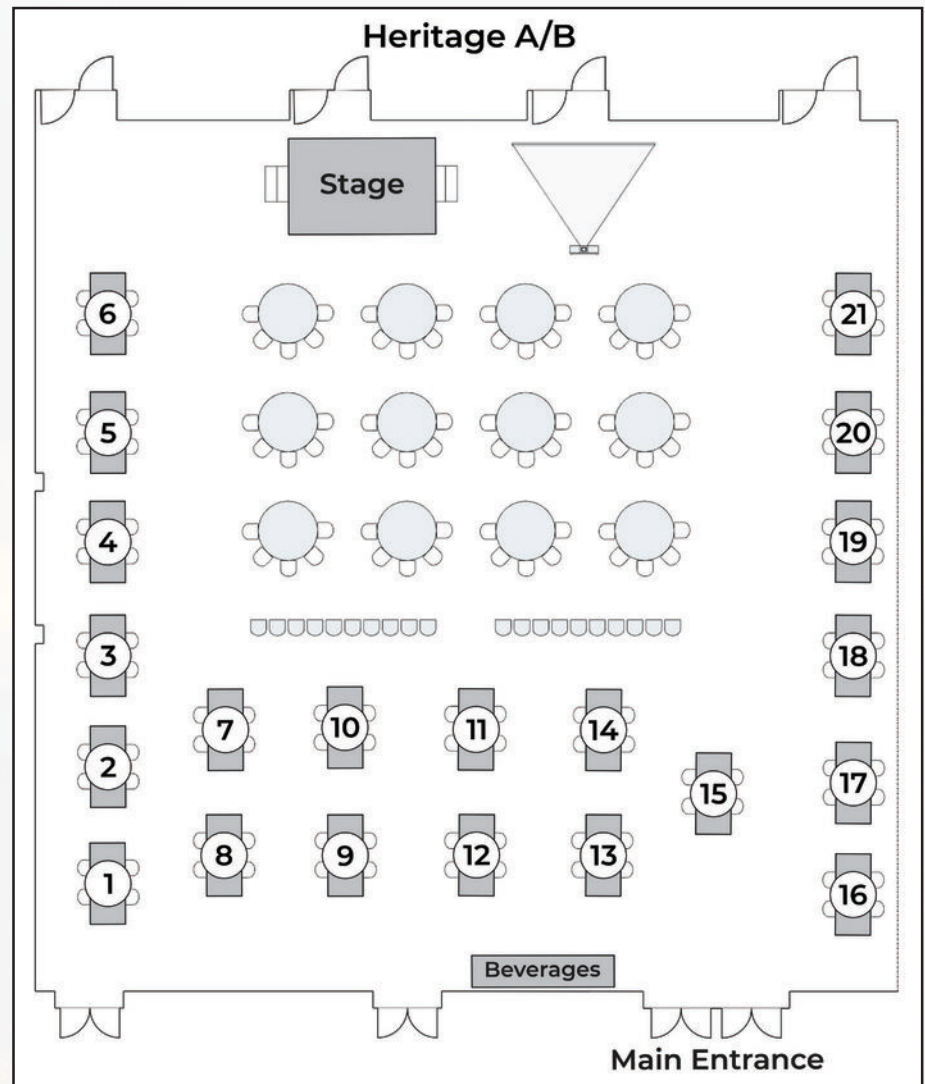
(17) MPS Monitor

(18) TD SYNEX

(19) Epson

(20) ECI Software Solutions

(21) Sharp



Breakout Sessions

- "What Does a Successful MSP Look Like?"
Eric Kehmeier, The 20 MSP (Room: Heritage C)
- "Recruiting Top Talent for Scalable Growth,"
Steve Cole, Culligan Quench (Room: Laurel FGHJ)

Fall Colors Retreat Exhibitors

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

Brother	4
Culligan Quench	1
ECI	20
eGoldFax	13
ELATEC	7
Epson	19
Fujifilm	8
Go Large Consulting	2
IBPI	9
Intermedia	5
Kyocera	16
MPS Monitor	17
Noetics	10
SalesChain	15
Sharp	21
Source Technologies	3
Static Control	12
TD SYNEX	18
Toshiba	6
Xerox	11
Zultys	14