

# Spring Break Show Guide

## Welcome to Spring Break 2023!

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/SESpring23Powerpoints](http://www.bta.org/SESpring23Powerpoints).

### 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, \$150 and \$250) 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: #BTAOrlando.

### 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 Southeast would like to thank the Spring Break sponsors:

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Breaks Sponsor

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# Spring Break Schedule

## Friday, March 17

**10 to 10:05 a.m.**

Opening Comments

**10:05 to 10:10 a.m.**

Breaks Sponsor Presentation: FP Mailing Solutions

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

Exhibits Open

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

Keynote Sponsor Presentation: Sharp

**11 a.m. to Noon**

Keynote Address: "Unity Leads to Change: The Amazing Power of a Common Purpose," former U.S. Rep. Trey Gowdy, TV news personality, former member of the U.S. House of Representatives & former federal prosecutor

**Noon to 12:05 p.m.**

Lunch Sponsor Presentation: Brother

**12:05 to 1:30 p.m.**

Lunch

**1:30 to 2:15 p.m.**

Educational Session: "Developing the Post-Pandemic Salesperson," Derek Shebby, Modern Sales Training

**2:15 to 3:10 p.m.**

Exhibits Open

**3:10 to 3:55 p.m.**

Vendor Showcase Breakouts (Exhibits Open)

- Cape Cod Hall A - Sharp
- Cape Cod Hall B - Brother
- Cape Cod Hall C - Modern Sales Training

**3:55 to 4 p.m.**

Reception Sponsor Presentation: Xerox

**4 to 5:30 p.m.**

Educational Session: "Building a Quality Organization," Mike Riordan, independent consultant

**5:30 to 7 p.m.**

Reception at the Yacht Club Marina

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## Saturday, March 18

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

Breakfast

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

Opening Comments

**8:35 to 8:40 a.m.**

Breakfast Sponsor Presentation: Kodak Alaris

**8:40 to 9:25 a.m.**

Educational Session: "11 Core Competencies in Sales to Dominate Your Marketplace in 2023," Melissa Whitaker, Melissa Whitaker International

**9:25 to 10:15 a.m.**

Exhibits Open

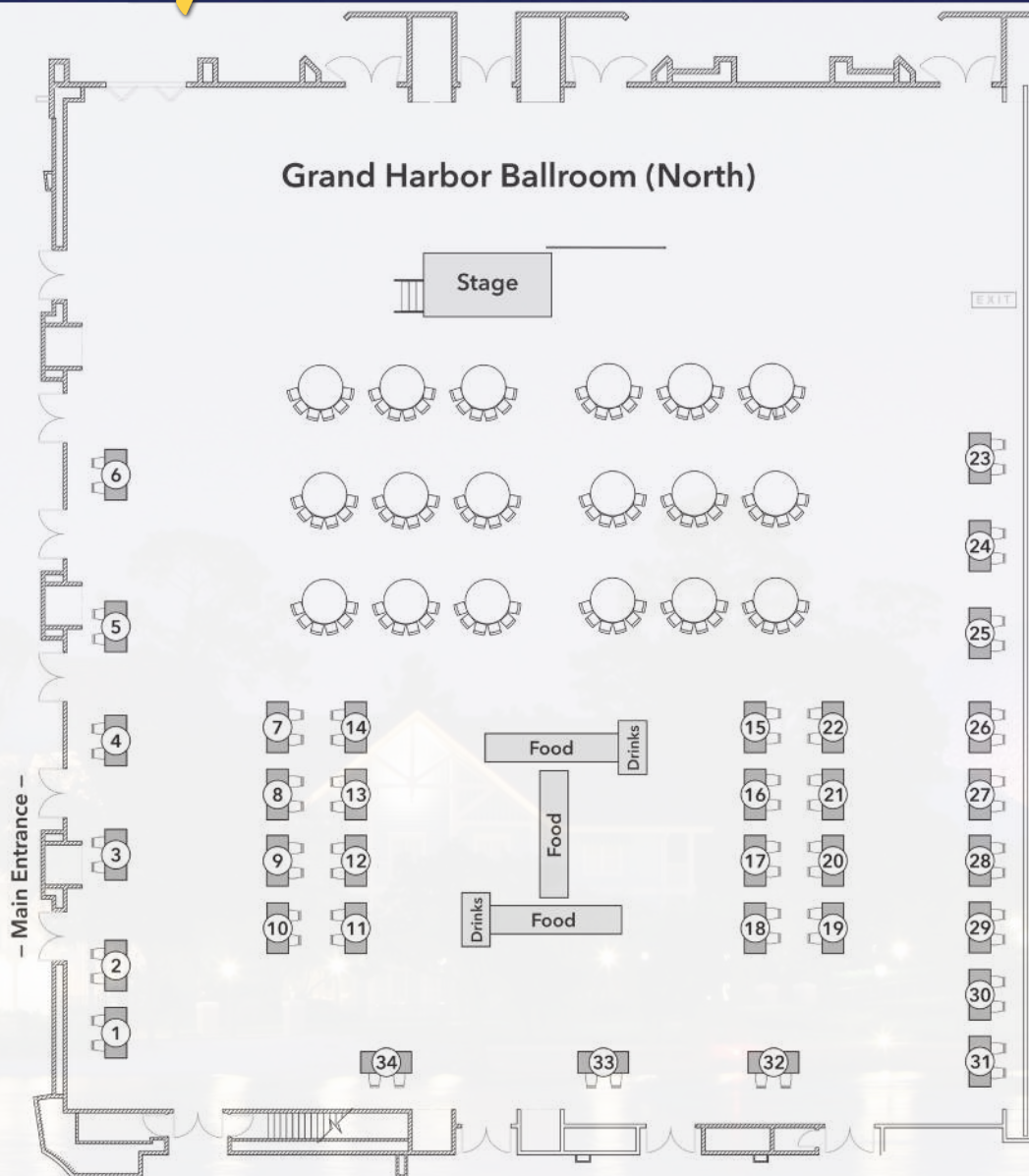
**10:15 to 11 a.m.**

Educational Session: "Why BTA?," Bob Goldberg, BTA General Counsel

**11 to 11:30 a.m.**

Closing Comments & Exhibitor Prize Drawings

# Spring Break Floor Plan



- |                               |                                  |                              |
|-------------------------------|----------------------------------|------------------------------|
| (1) FP Mailing Solutions      | (13) Ninestar                    | (25) Midwest Copier Exchange |
| (2) GreatAmerica              | (14) Hytec                       | (26) Cranel                  |
| (3) Epson                     | (15) Zultys                      | (27) ECI Software Solutions  |
| (4) Crexendo                  | (16) Equipment Brokers Unlimited | (28) Miramar Copies          |
| (5) Konica Minolta            | (17) Modern Sales Training       | (29) BTA                     |
| (6) ConnectWise               | (18) Brother                     | (30) AgentDealer             |
| (7) NA Trading and Technology | (19) First Citizens Bank         | (31) Intermedia              |
| (8) LEAF                      | (20) Printerpoint                | (32) Sharp                   |
| (9) Toshiba                   | (21) Keypoint Intelligence       | (33) Xerox                   |
| (10) ACDI                     | (22) SalesChain                  | (34) Kodak Alaris            |
| (11) Y Soft                   | (23) IBPI                        |                              |
| (12) Wells Fargo              | (24) White Cup                   |                              |