



Why IT Vendors Should Join the Business Technology Association (BTA)

For IT vendors, BTA provides unmatched access to copier dealerships and managed service providers (MSPs) that are diversifying into IT services. Vendors gain visibility, lead-generation opportunities, and a direct connection to a national community of technology resellers.

Direct Access to Dealers & MSPs

- Opportunities to exhibit at BTA regional and national events.
- Sponsorship and advertising platforms to promote products directly to decision-makers.
- Networking opportunities with dealers expanding into IT services.

Lead Generation & Marketing

- BTA's publications and e-newsletters provide advertising channels to a nationwide audience.
- Targeted outreach opportunities via member-exclusive programs.
- Inclusion in BTA's Vendor Directory, visible to copier dealerships and MSPs.

Education & Market Insights

- Opportunities to present at BTA educational events and workshops.
- Access to industry research, benchmarking data, and analyst insights.
- Engagement with BTA's peer group discussions to understand dealer challenges and opportunities.

Brand Credibility & Visibility

- Align your brand with a 95+ year trusted trade association.
- Build credibility with dealers and MSPs by contributing to educational sessions and member programs.
- Showcase products and services alongside top industry vendors at BTA conferences.

Partnership & Growth Opportunities

- Collaborate with dealers adopting managed IT services to expand your market.
- Mentorship and partnership programs to connect with emerging resellers.
- Long-term relationships built through BTA networking events and strategic programs.

BTA membership offers IT vendors a unique platform to build relationships, increase visibility, and generate new business opportunities with copier dealerships transitioning into managed IT services.

Visit our website and join online:
www.bta.org/JoinBTA



Membership Application

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PART I - COMPANY INFORMATION

Company Name: _____

Street Address: _____

City: _____ State/Province: _____ ZIP/Postal Code: _____ Country: _____

Phone: (____) _____ Fax: (____) _____ Website: _____

Can BTA include your email address in the BTA Membership Directory? ☐ Yes ☐ No

No. of locations (include parent): _____ No. of employees (include owners): _____

Year business was established: _____ Annual revenue: \$ _____

List all brands carried: _____

Contact Name:

Principal Contact: _____ Title: _____ Email: _____

PART II - MEMBERSHIP CATEGORIES & CLASSIFICATIONS

☐ One-Year Dealer Membership: \$500 (You receive \$400 in coupons.)

☐ Two-Year Dealer Membership: \$925 (You receive \$950 in coupons.)

☐ Vendor - \$3,000

☐ Consultant/Trainer - \$900

☐ Publisher - \$150

PART III - INVESTMENT Annual BTA Dues: \$ _____

Select one: ☐ Credit Card ☐ ACH/e-Check

Card Number: _____ Exp. Date: _____ Security Code: _____

Select one: ☐ Checking ☐ Savings

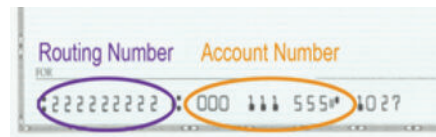
(Three-digit code on back;
AmEx: 4-digit code on front)

Account Name: _____

Bank Name: _____

Account Number: _____

Routing Number: _____



Your membership will automatically renew every 12 months.

If you would prefer to opt out of automatic renewal of your membership each year, check this box: ☐

I hereby apply for membership in Business Technology Association:

Account Holder's Name: _____ Email Address: _____

Signature: _____ Date: _____

Billing Address: ☐ Same as above or ☐ See below (please fill in billing information):

Company Name: _____

Street Address: _____

City: _____ State/Province: _____ ZIP/Postal Code: _____ Country: _____

Phone: (____) _____

Membership dues must be submitted in U.S. funds. Dues paid to BTA do not qualify as a charitable tax deduction. Dues do qualify as a business expense.