

2025 BTA National Conference Schedule

Tuesday, June 17

6 to 8 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.
- "Sell Smarter, Not Harder: Focusing on Business Impact in Tech Sales," Samuel Mascato, Sandler
- "Your Go-to-Market Plan: The Key to Strategic Revenue Growth," Dominic Pontrelli, Pontrelli Marketing

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.
- "Sell Smarter, Not Harder: Focusing on Business Impact in Tech Sales," Samuel Mascato, Sandler
- "Your Go-to-Market Plan: The Key to Strategic Revenue Growth," Dominic Pontrelli, Pontrelli Marketing

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

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

Afternoon

Golf at Twin Warriors Golf Club