

Gateway to Success 2024 Show Guide

Welcome to Gateway to Success 2024!

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

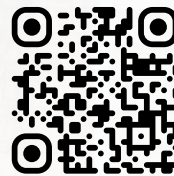
Get stamps from at least 25 exhibitors on your stamp card to be entered into a drawing for one of three (\$100, \$200 and \$500) American Express gift cards.

Be sure to drop off your business cards in the 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 Capture the Magic on social media during the event, the hashtag is: #BTASanAntonio.

Online Show Guide



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

Event Sponsors

BTA Mid-America and BTA East would like to thank the Gateway to Success sponsors:

Reception Sponsor



Lunch Sponsor



Breaks Sponsor



Gateway to Success Schedule

Tuesday, Sept. 24

7:30 to 8:25 a.m.
Breakfast

8:25 to 8:35 a.m.
Opening Comments

8:35 to 9:40 a.m.
Main Stage Session: “Dealer Panel: Leveraging AI for Enhanced Business Efficiency & Growth,” moderated by Mark Spears, Amplified Solutions

9:40 to 9:45 a.m.
Breaks Sponsor Presentation: Sharp

9:45 to 11 a.m.
Exhibits Open

11 a.m. to Noon
Breakout Sessions:

- Exhibits Open
- “Sales Management Track Part 1 — A Step-by-Step Guide: Building a Sales Culture Where Activities Drive Results,” Derek Shebby, Modern Sales Training (Room: Lone Star A)
- “Service Management Track Part 1 — Setting the Pace in Service Automation,” Deborah Hawkins, Keypoint Intelligence & Ken Edmonds, 22nd Century Management (Room: Lone Star B)
- “Profiting From the AI Revolution as a Dealer,” Steve Cunningham, Simple AI (Room: Lone Star C)

Noon to 1 p.m.
Lunch

1 to 1:40 p.m.
Main Stage Session: “Preparing for Economic Shifts: Insights for the Upcoming Months,” John Beriau, Morgan Stanley

1:40 to 1:45 p.m.
Lunch Sponsor Presentation: Xerox

1:45 to 3 p.m.
Exhibits Open

3 to 4 p.m.
Breakout Sessions:

- Exhibits Open
- “Sales Management Track Part 2 — A Step-by-Step Guide: Building a Sales Culture Where Activities Drive Results,” Derek Shebby, Modern Sales Training (Room: Lone Star A)
- “Service Management Track Part 2 — Setting the Pace in Managing the Technical Workforce,” Deborah Hawkins, Keypoint Intelligence & Ken Edmonds, 22nd Century Management (Room: Lone Star B)
- “Practical AI & ChatGPT Applications for Quick SOP Documentation,” Mark Spears, Amplified Solutions (Room: Lone Star C)

4:15 to 5:15 p.m.

- Sales & Service Management Round-Table Discussions
- Main Stage Session: “Dealer Panel: Strategic Insights & Steps for Successful Acquisitions,” moderated by Andy Slawetsky, Industry Analysts Inc.

5:15 to 5:20 p.m.
Reception Sponsor Presentation: Zultys

5:20 to 5:25 p.m.
BTA Special Presentation

5:30 to 7 p.m.
Networking Reception

Evening
Enjoy the San Antonio River Walk, local restaurants, etc.

Wednesday, Sept. 25

7:30 to 8:15 a.m.
Breakfast

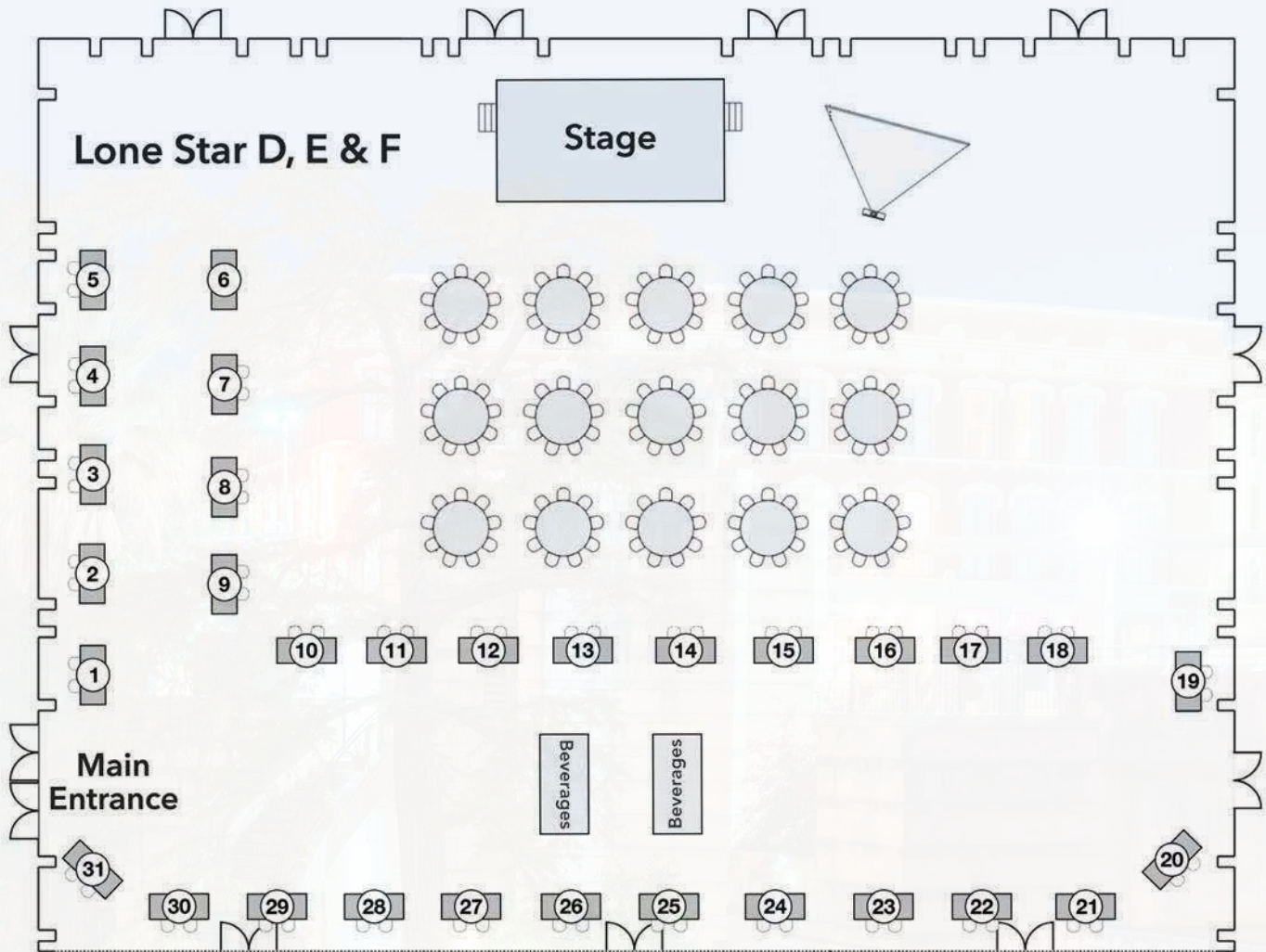
8:15 to 9:30 a.m.
Main Stage Session: “Dealer Panel: Strategies for Selling Cybersecurity Services,” moderated by Deborah Hawkins, Keypoint Intelligence

9:30 to 11 a.m.
Exhibits Open

11 a.m. to Noon
Main Stage Session: “What’s Happenin’ in the Imaging Industry,” Andy Slawetsky, Industry Analysts Inc.

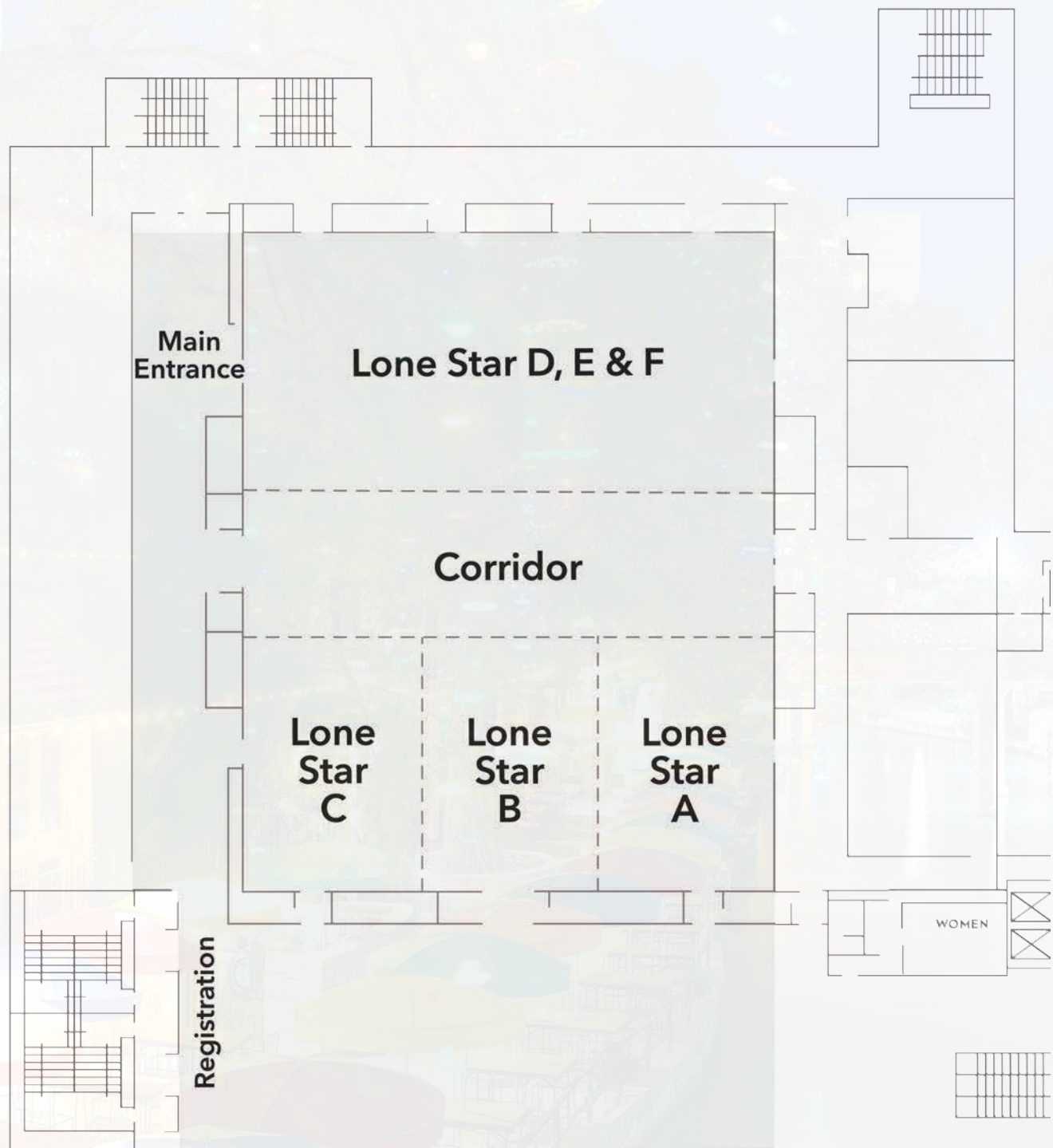
Noon to 12:15 p.m.
Closing Comments & Prize Drawings

Gateway to Success Floor Plan



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|--------------------------|--------------------------------|-------------------|
| (1) Sharp | (12) Brother | (23) IBPI |
| (2) FP Mailing Solutions | (13) ECI Software Solutions | (24) Intermedia |
| (3) Quench | (14) eGoldFax | (25) Toshiba |
| (4) DLL | (15) Keypoint Intelligence | (26) NEXERA |
| (5) Source Technologies | (16) Miramar Copies | (27) MPS Monitor |
| (6) Upland Software | (17) SalesChain | (28) Xerox |
| (7) Ricoh Scanners | (18) NA Trading and Technology | (29) GreatAmerica |
| (8) Crexendo | (19) ecoprintQ | (30) AgentDealer |
| (9) Static Control | (20) PEAC Solutions | (31) LEAF |
| (10) Zultys | (21) Square 9 | |
| (11) ACDI | (22) ARCOA Group | |

Gateway to Success Site Map



- Main Stage Sessions:** Lone Star Ballroom
- Sales Management Breakouts:** Lone Star A
- Service Management Breakouts:** Lone Star B
- AI Breakouts:** Lone Star C