



# 2024 BTA National Conference Show Guide

## Welcome to the 2024 BTA National Conference!

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

### Share on Social Media

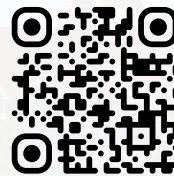
For those of you who want to Tweet or talk about the National Conference on social media during the event, the hashtag is: #BTAOrlando.

### 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.

### 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 2024 BTA National Conference sponsors:

Reception Sponsor



Breaks Sponsor



Don Yaeger Keynote Sponsor



Brett Johnson Keynote Sponsor



Lunch Sponsor



Breakfast Sponsor





# 2024 BTA National Conference Schedule

## Friday, April 5

**7:45 to 8:45 a.m.**  
Breakfast With IBPI

**9 to 9:10 a.m.**  
Opening Comments

**9:10 to 9:15 a.m.**  
Don Yaeger Keynote Sponsor Presentation: Sharp

**9:15 to 10:15 a.m.**  
Keynote Address: "What Makes the Great Teams Great," Don Yaeger, award-winning leadership speaker, executive coach & New York Times bestselling author

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

**11:15 a.m. to Noon**  
Breakout Sessions:

- Exhibits Open
- "Elevating Your 21st-Century Prospecting Sales Strategy," Kate Kingston, Kingston Training Group
- "Responsible Use of Artificial Intelligence & Its Impact on Cybersecurity," Jay Ryerse, ConnectWise
- "How to Present QBRs," Gary Lavin & Mike Kirkpatrick, CEO Juice

**Noon to 12:05 p.m.**  
Lunch Sponsor Presentation: Technology Assurance Group (TAG)

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

**1:30 to 1:35 p.m.**  
Brett Johnson Keynote Sponsor Presentation: Zultys

**1:35 to 2:35 p.m.**  
Keynote Address: "Understanding Why & How Online Attackers Target You," Brett Johnson, "The Original Internet Godfather," former U.S. Cyber Crimes Most Wanted & chief criminal officer at-large

**2:35 to 3:15 p.m.**  
Exhibits Open

**3:15 to 4:15 p.m.**  
Educational Session: "Welcome to the Future! AI Literacy for Professionals," Tracy L.M. Norton, Louisiana State University (LSU) Law

**4:15 to 4:20 p.m.**  
Reception Sponsor Presentation: Xerox

**4:20 to 5:30 p.m.**  
Exhibits Open

**5:30 to 6 p.m.**  
Cocktails at SummerHouse Patio and Sand Beach

**6 to 7:30 p.m.**  
Dinner at SummerHouse Patio and Sand Beach

## Saturday, April 6

**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: FP

**8:40 to 9:40 a.m.**  
Educational Session: "Thanks for the Memories," Bob Goldberg, Business Technology Association

**9:40 to 9:45 a.m.**  
Breaks Sponsor Presentation: Image Star

**9:45 to 10:30 a.m.**  
Exhibits Open

**10:30 to 11:15 a.m.**  
Breakout Sessions:

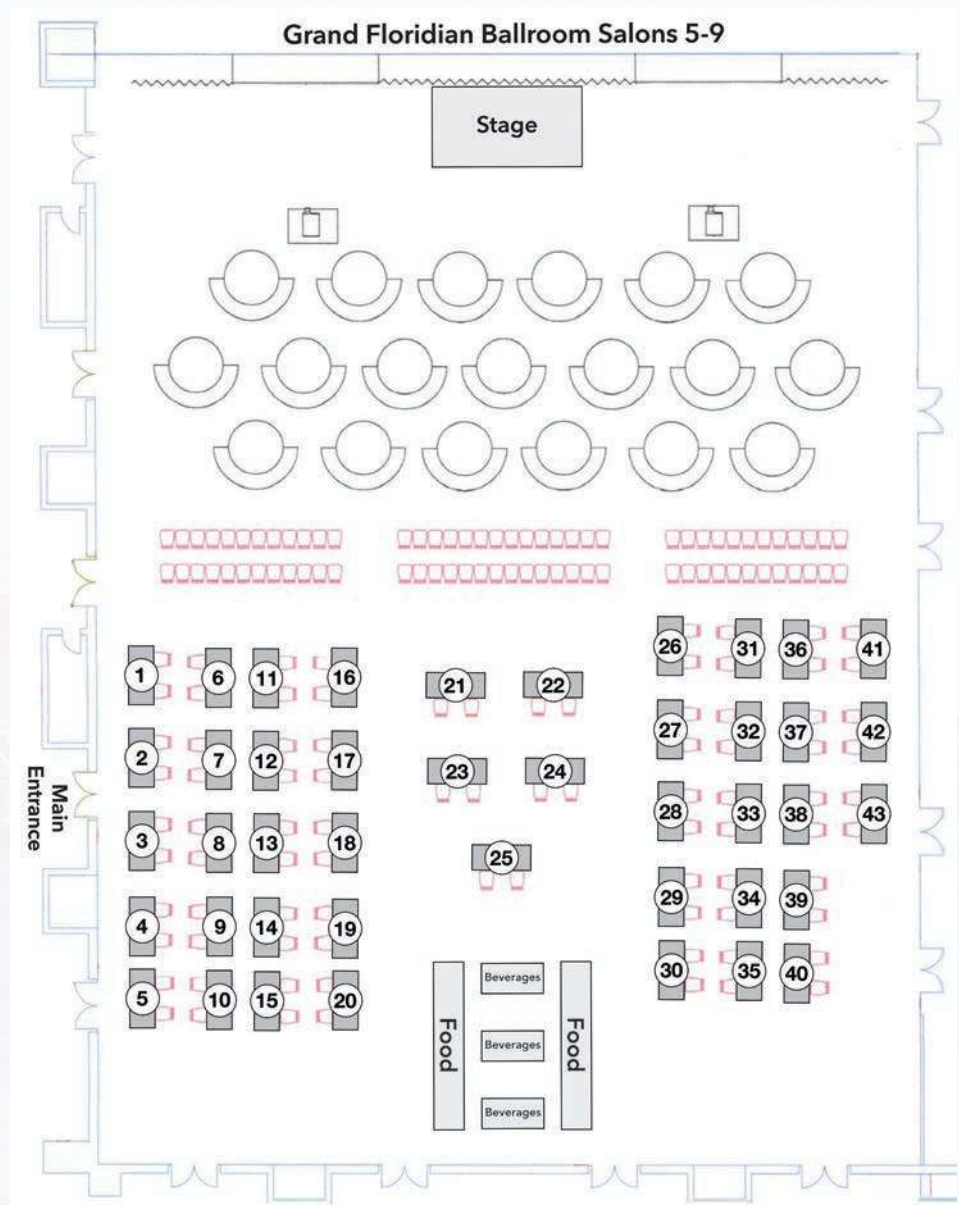
- Exhibits Open
- "Elevating Your 21st-Century Prospecting Sales Strategy," Kate Kingston, Kingston Training Group
- "Responsible Use of Artificial Intelligence & Its Impact on Cybersecurity," Jay Ryerse, ConnectWise
- "ChatGPT Trained on CEO Juice Data," Gary Lavin & Mike Kirkpatrick, CEO Juice

**11:15 to 11:45 a.m.**  
Closing Comments & Prize Drawings



# 2024 BTA National Conference Floor Plan

- (1) AgentDealer
- (2) FP Mailing Solutions
- (3) Crexendo
- (4) ECI Software Solutions
- (5) Katun
- (6) Rev.io
- (7) Intermedia
- (8) eGoldFax
- (9) Keypoint Intelligence
- (10) MyQ
- (11) Wells Fargo
- (12) ARCOA Group
- (13) Source Technologies
- (14) Quench
- (15) LEAF
- (16) Image Star
- (17) Hytec Dealer Services
- (18) NA Trading and Technology
- (19) GreatAmerica
- (20) Sharp
- (21) Technology Assurance Group
- (22) Zultys
- (23) Toshiba
- (24) Brother International
- (25) RISO
- (26) Polek & Polek
- (27) Ricoh Document Scanners
- (28) Imaging Solutions Direct
- (29) Xerox
- (30) Distribution Management
- (31) TD SYNEX
- (32) Printerpoint
- (33) Boundless Design
- (34) MPS Monitor
- (35) Epson America
- (36) Static Control
- (37) IBPI
- (38) ecoprintQ
- (39) First Citizens Bank
- (40) ACDI
- (41) ConnectWise
- (42) BTA
- (43) Cranel



## **Breakout Sessions**

**St. Augustine A:** "Elevating Your 21st-Century Prospecting Sales Strategy,"  
Kate Kingston, Kingston Training Group

**St. Augustine B:** "Responsible Use of Artificial Intelligence & Its Impact  
on Cybersecurity," Jay Ryerse, ConnectWise

**St. Augustine C:** "How to Present QBRs" (April 5) & "Chat GPT Trained on  
CEO Juice Data" (April 6), Gary Lavin & Mike Kirkpatrick,  
CEO Juice