

Spring Break 2025 Show Guide

Welcome to Spring Break 2025!

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. Drawings will be held during the dinner and live entertainment on the night of March 7.

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 talk about Spring Break on social media during the event, the hashtag is: **#BTASpringBreak**.

Show Guide - BTA Members App



Scan the QR code with your mobile device or visit www.bta.org/BTAApp to download the BTA Members App that includes the event schedule, floor plan/maps, exhibitor listings, etc.

Event Sponsors

BTA would like to thank the Spring Break sponsors:

Keynote Sponsor



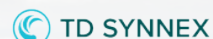
Lunch Sponsor



Breakfast Sponsor



Breaks Sponsor



Spring Break 2025 Schedule

Friday, March 7

10:45 to 10:55 a.m.

Opening Comments

10:55 to 11 a.m.

Keynote Sponsor Presentation: Sharp

11 a.m. to Noon

Keynote Address: "Lessons From the Ledge," Alison Levine, leadership expert, polar explorer & mountaineer

Noon to 12:05 p.m.

Lunch Sponsor Presentation: Zultys

12:05 to 1:30 p.m.

Lunch in Salon 4

1:30 to 2:15 p.m.

Educational Session: "Sales Team Improvement," Kate Kingston, Kingston Training Group

2:15 to 2:20 p.m.

Breaks Sponsor Presentation: Technology Assurance Group (TAG)

2:20 to 3 p.m.

Exhibits Open

3 to 4 p.m.

Breakout Sessions:

- Exhibits Open
- "Sales Performance Solutions," Nate Berkhoudt, PathShare HR Services (St. Augustine A)
- "The Road Map to Service Success," Jack Duncan, Jack Duncan Consulting & Richie Creech, CopyPro Inc. (St. Augustine B)
- "Review, Realign & Recap," John Eckstrom, former president, Carolina Business Equipment Inc. (St. Augustine C)

4 to 4:30 p.m.

Exhibits Open

4:30 to 5:30 p.m.

Dealer Panel: "Cracking the Code: Successfully Selling Workflow Solutions," moderated by Patricia Ames, BPO Media

5:30 to 8:30 p.m.

Cocktail Reception, Dinner & Entertainment in Salon 4

Saturday, March 8

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: HP

8:40 to 9:30 a.m.

Breakout Sessions:

- Exhibits Open
- "Sales Performance Solutions," Nate Berkhoudt, PathShare HR Services (St. Augustine A)
- "The Road Map to Service Success," Jack Duncan, Jack Duncan Consulting & Richie Creech, CopyPro Inc. (St. Augustine B)
- "Review, Realign & Recap," John Eckstrom, former president, Carolina Business Equipment Inc. (Palm Beach)

9:30 to 10:30 a.m.

Exhibits Open

10:30 to 11:30 a.m.

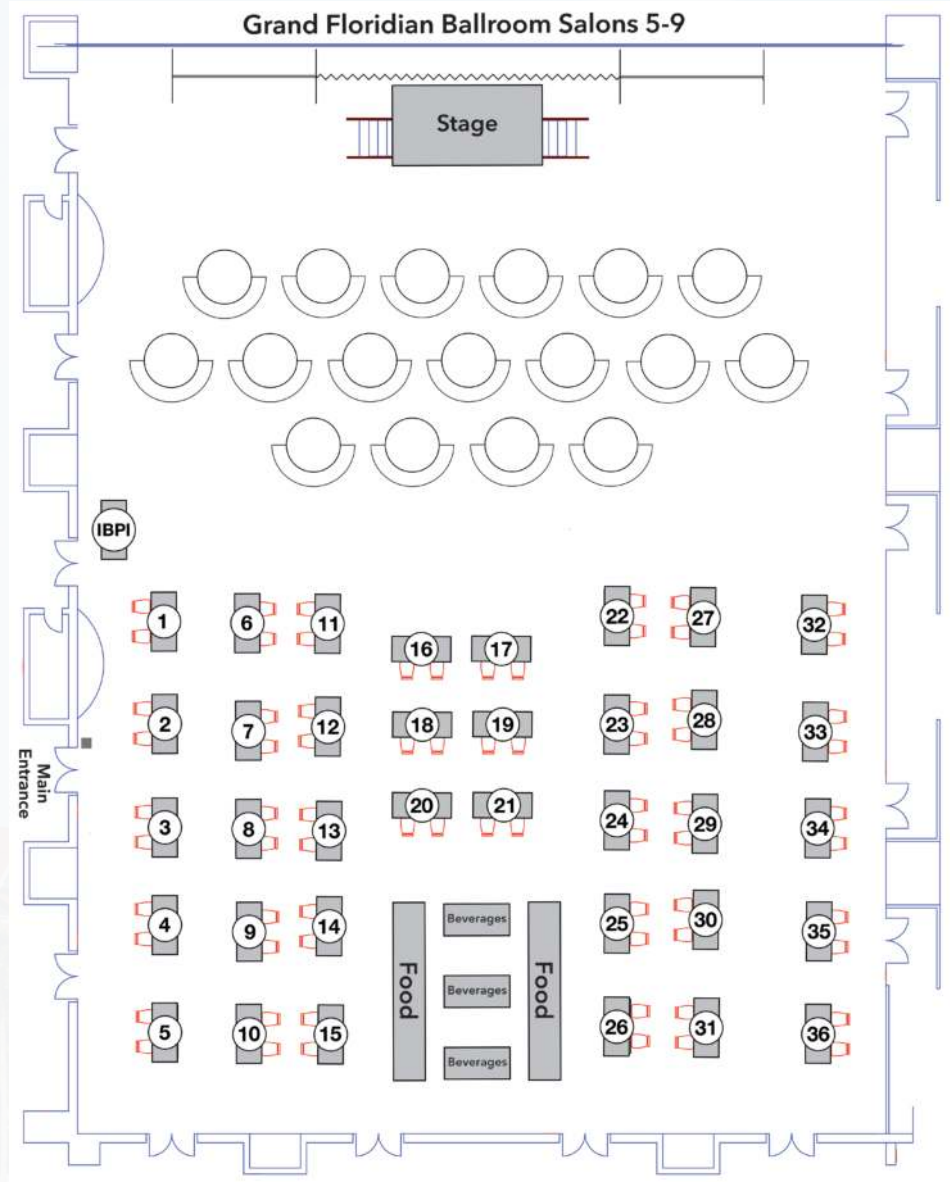
Educational Session: "Dealers & the Profit Dilemma — How to Get Help From Your Manufacturers," Laura Blackmer, Konica Minolta Business Solutions U.S.A. Inc.

11:30 a.m. to Noon

Closing Comments & Prize Drawings

Spring Break 2025 Floor Plan

- (1) Xerox
- (2) GreatAmerica
- (3) ACDI
- (4) ConnectWise
- (5) Sharp
- (6) Avison
- (7) Crexendo
- (8) Distribution Management
- (9) Brother
- (10) ecoprintQ
- (11) Toshiba
- (12) Intermedia
- (13) Image Star
- (14) Keypoint Intelligence
- (15) Epson
- (16) Technology Assurance Group
- (17) Zultys
- (18) Impression Solutions
- (19) Quench
- (20) HP
- (21) LEAF Commercial Capital
- (22) Konica Minolta
- (23) TD SYNTEX
- (24) ECI Software Solutions
- (25) FP Mailing Solutions
- (26) Katun
- (27) Noetics
- (28) The 20
- (29) Hytec
- (30) Static Control
- (31) eGoldFax
- (32) AgentDealer
- (33) NA Trading and Technology
- (34) DXone
- (35) National AZON
- (36) ELATEC



Breakout Sessions

St. Augustine A: "Sales Performance Solutions," Nate Berkhoudt

St. Augustine B: "The Road Map to Service Success," Jack Duncan & Richie Creech

St. Augustine C (Friday) & Palm Beach (Saturday): "Review, Realign & Recap," John Eckstrom

Spring Break 2025 Map

Disney's Grand Floridian Resort & Spa Spring Break Meeting Rooms

