



Fall Colors Retreat Show Guide

Welcome to the 2022 Fall Colors Retreat!

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/SEFall22Powerpoints.

Share on Social Media

For those of you who want to Tweet or talk about the Fall Colors Retreat on social media during the event, the hashtag is: **#BTAAsheville**.

Stamp Card & Prize Drawings

Get stamps from at least 15 exhibitors on your stamp card to be entered into a drawing for one of three (\$100, \$150 and \$250) American Express gift cards.

Be sure to drop off your business cards in the fish-bowls, 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 for the event schedule, floor plan and exhibitor listings.

Event Sponsors

BTA Southeast would like to thank the Fall Colors Retreat sponsors:

Keynote Sponsor



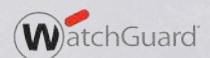
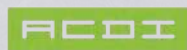
Lunch Sponsor



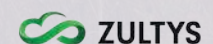
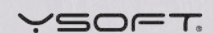
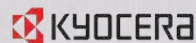
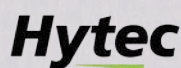
Breakfast Sponsor



Breaks Sponsor



KONICA MINOLTA



Fall Colors Retreat Schedule

Thursday, Oct. 13

11 a.m. to Noon

Registration

11:30 a.m. to 1 p.m.

Lunch at the Top of the Plaza, 12th Floor

1 to 1:05 p.m.

Opening Comments

1:05 to 1:10 p.m.

Lunch Sponsor Presentation: Intermedia

1:10 to 2:05 p.m.

Keynote Address One: "The Death of the People Business" — Derek Shebby, Modern Sales Training

2:05 to 2:15 a.m.

Exhibits Open

2:15 to 3:30 p.m.

Exhibitor Round-Table Discussions

3:30 to 3:45 p.m.

Exhibits Open

3:45 to 3:50 p.m.

Keynote Sponsor Presentation: Sharp

3:50 to 4:45 p.m.

Keynote Address Two: "Personal Branding to Win" — Rick Lambert, selltwin & In2communications

5 to 5:15 p.m.

Load Bus for the Biltmore Estate

6 to 9:30 p.m.

Evening Tour of the Biltmore Estate and Dinner at the Biltmore's Lioncrest Veranda

Friday, Oct. 14

7:30 to 8:30 a.m.

Breakfast at the Top of the Plaza, 12th Floor

8:30 to 8:35 a.m.

Opening Comments

8:35 to 8:40 a.m.

Breakfast Sponsor Presentation: Brother

8:40 to 9:30 a.m.

Educational Session: "Current State of the Industry & Insight Into 2023" — Mike Marusic, Sharp Imaging and Information Company of America (SIICA)

9:30 to 9:35 a.m.

Breaks Sponsor Presentation: TAG

9:35 to 9:45 a.m.

Exhibits Open

9:45 to 10:45 a.m.

Exhibitor Round-Table Discussions

10:45 to 11 a.m.

Exhibits Open

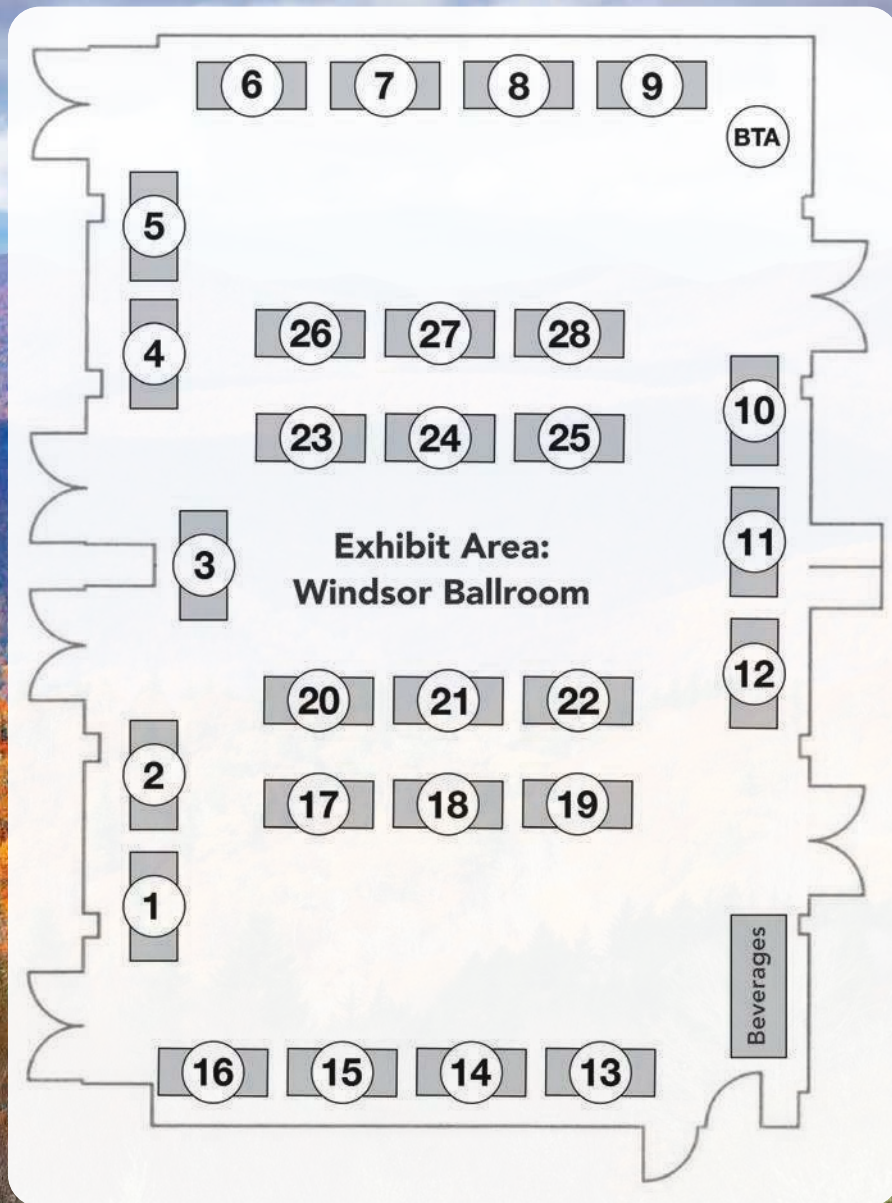
11 to 11:45 a.m.

Educational Session: "Managed IT Strategies, Tools & Profitable Results for Office Technology Dealers" — Chris Ryne, Growth Achievement Partners (GAP)

11:45 a.m. to Noon

Closing Comments & Exhibitor Prize Drawings

Floor Plan



- (1) ACDI
- (2) CIT
- (3) Intermedia
- (4) Sharp
- (5) TROY Group
- (6) Midwest Copier Exchange
- (7) Cranel
- (8) Konica Minolta
- (9) Y Soft
- (10) GreatAmerica

- (11) Crexendo
- (12) ECI
- (13) LEAF
- (14) Kodak Alaris
- (15) Kyocera
- (16) Macquarie
- (17) Zultys
- (18) TAG
- (19) WatchGuard
- (20) eGoldFax

- (21) Brother
- (22) Hytec
- (23) Wells Fargo
- (24) FP Mailing Solutions
- (25) NA Trading and Technology
- (26) IBPI
- (27) SalesChain
- (28) Xerox