

Capture the Magic Show Guide

Welcome to Capture the Magic 2023!

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/West23Powerpoints.

Stamp Card & Prize Drawings

Get stamps from at least 18 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.

Event Sponsors

BTA West would like to thank the Capture the Magic sponsors:

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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: **#BTADenver**.

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.

Capture the Magic Schedule

Thursday, June 8

5 to 8 p.m.

Pre-Event Reception at All Copy Products

Friday, June 9

7:30 to 8:15 a.m.

Breakfast

8:15 to 8:25 a.m.

Opening Comments

8:25 to 8:30 a.m.

Keynote Sponsor Presentation: Sharp

8:30 to 9:45 a.m.

Keynote Address: "Building Unstoppable Teams,"
Curt Cronin, former Navy SEAL & Ridgeline Partners

9:45 to 10:55 a.m.

Exhibits Open, Exhibitor Table Discussions
& 45-Minute Breakout Sessions:

- "Optimizing Your Dealership's Sales Team"
sales dealer panel (Meeting Room: Crest 3)
- "Why Mailing Is a Good Fit for BTA Dealers"
mailing dealer panel (Meeting Room: Crest 4)
- "Key Metrics for Service Managers" session,
Gary Lavin & Mike Kirkpatrick, CEO Juice
(Meeting Room: Crest 5)

10:55 to 11 a.m.

Breakfast Sponsor Presentation: Xerox

11 a.m. to Noon

Dealer Panel: "Positioning Your Dealership
for Greatness," moderated by Dan Bombard,
Yuma Office Equipment, a Fruth Group Company

Noon to 12:05 p.m.

Lunch Sponsor Presentation: Kodak Alaris

12:05 to 1 p.m.

Lunch

1 to 2 p.m.

Exhibits Open

2 to 2:55 p.m.

Featured Speaker: "Preparing for the Future:
Key Strategies for Success," Anthony Sci, Keypoint
Intelligence

2:55 to 3 p.m.

Breaks Sponsor Presentation: Technology
Assurance Group

3 to 4 p.m.

Exhibits Open

4 to 4:45 p.m.

Educational Session: "Demystifying AI: Practical Insights
& Tools for Business Growth," West McDonald,
West McDonald Co. & Tigerpaw Software

6:40 to 10 p.m.

San Diego Padres vs. Colorado Rockies Game
at Coors Field

Saturday, June 10

7:30 to 8:15 a.m.

Breakfast

8:15 to 9 a.m.

Educational Session: "I Heard It Through the Grapevine,"
Bob Goldberg, BTA

9 to 10 a.m.

Exhibits Open

10 to 11 a.m.

Exhibits Open, Exhibitor Table Discussions
& 45-Minute Breakout Sessions:

- "Optimizing Your Dealership's Sales Team"
sales dealer panel (Meeting Room: Crest 3)

10 to 11 a.m. Breakouts Cont.

- "Mailing Equipment Decertification & Its
Opportunities" session, Phil Landriault, mailing
meters decertification expert & Carrie Witham,
GreatAmerica (Meeting Room: Crest 4)
- "Key Metrics for Service Managers" session,
Gary Lavin & Mike Kirkpatrick, CEO Juice
(Meeting Room: Crest 5)

11 a.m. to Noon

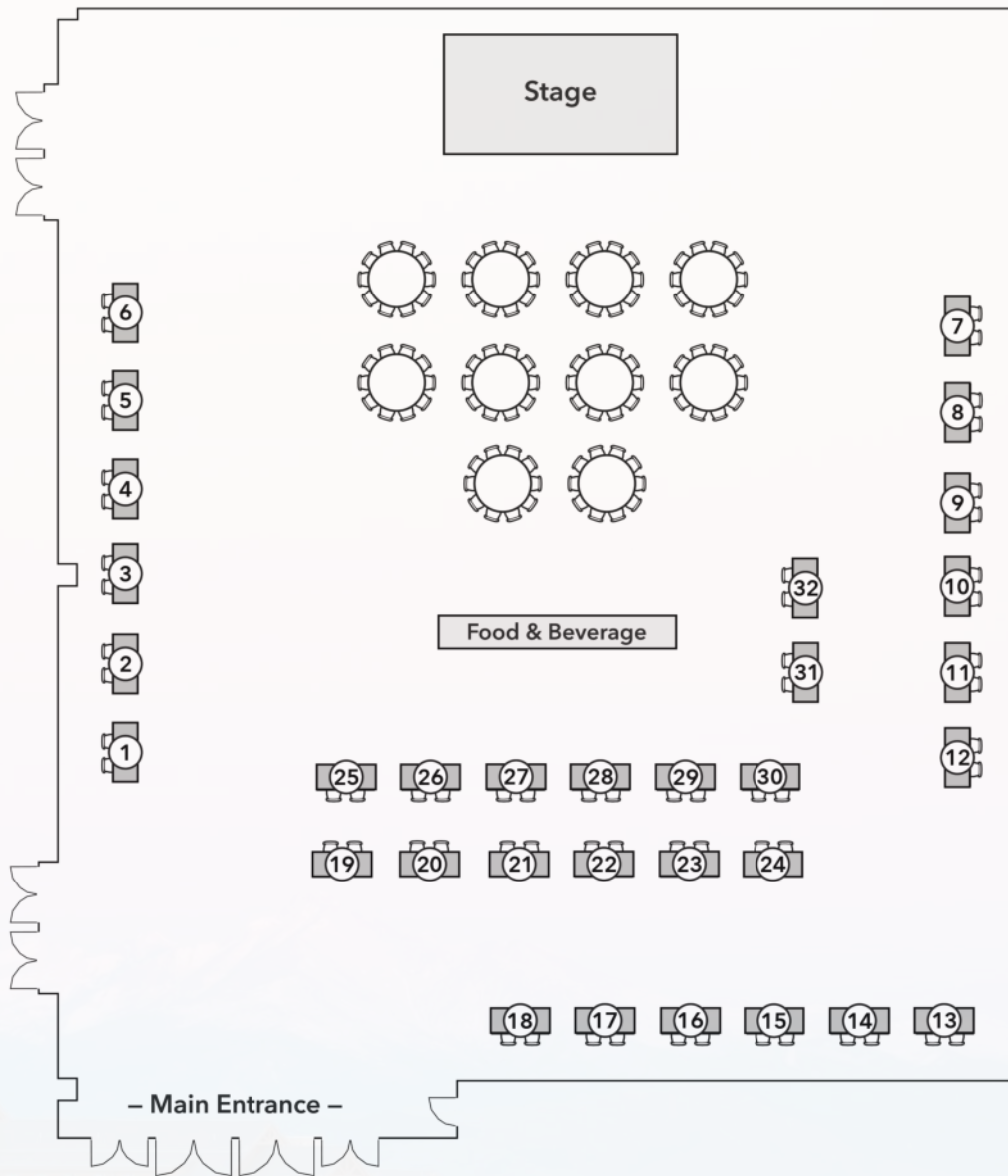
Dealer Panel: "Meeting the Challenges Faced by
Today's Service Departments," moderated by Kevin
Marshall, Copy Link Inc.

Noon to 12:15 p.m.

Closing Comments & Exhibitor Prize Drawings

Capture the Magic Floor Plan

Aurora Ballroom



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|-------------------------|------------------------------|---------------------------------|
| (1) Sharp | (12) Intermedia | (23) Brother |
| (2) Kodak Alaris | (13) Midwest Copier Exchange | (24) Printerpoint |
| (3) Xerox | (14) Quench | (25) Technology Assurance Group |
| (4) First Citizens Bank | (15) ECI Software Solutions | (26) Zultys |
| (5) Digitech Systems | (16) eGoldFax | (27) White Cup |
| (6) MyQ | (17) Crexendo | (28) HP |
| (7) Miramar Copies | (18) FP Mailing Solutions | (29) ConnectWise |
| (8) Hytec | (19) GreatAmerica | (30) BTA |
| (9) Konica Minolta | (20) Toshiba | (31) IBPI |
| (10) LEAF | (21) Epson | (32) Tigerpaw |
| (11) ACDI | (22) Cranel | |