BTA
Business Technology Association® — West

Capture the Magic 2024 Show Guide

Welcome to the Capture the Magic 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: **#BTACalifornia**.

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 West would like to thank the Capture the Magic sponsors:

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Capture the Magic Schedule

Monday, June 17

6 to 8 p.m.
Opening Reception at Advanced Office

Tuesday, June 18

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

8:15 to 8:25 a.m.
Opening Comments

8:25 to 8:30 a.m.
Bob Goldberg Reception Sponsor Presentation: HP

8:30 to 8:35 a.m.
Keynote Sponsor Presentation: Zultys

8:35 to 9:50 a.m.
Keynote Address: "Market Conditions Don't Determine Growth …
You Do!," Mark King, former CEO, Taco Bell & TaylorMade

9:50 to 9:55 a.m.
Bob Goldberg Reception Sponsor Presentation: Kyocera

9:55 to 11 a.m.
Exhibits Open

11 a.m. to Noon
Breakout Sessions:
- Exhibits Open
- "Revolutionizing Sales With Automation & AI," Shawn Peterson, Quantum Business Solutions (Driftwood Room)
- "GenAI Strategies to Reduce COGS & Supercharge Workflow Efficiency," West McDonald, GoWest.ai (Fountain Room)
- "Elevating Your Business Results With the Entrepreneurial Operating System (EOS)," Sally Brause, GreatAmerica Financial Services Corp. (Sunrise Room)

Noon to 1 p.m.
Lunch

1 to 1:05 p.m.
Breaks Sponsor Presentation: Equipment Brokers Unlimited

1:05 to 2 p.m.
Exhibits Open

2 to 2:05 p.m.
Lunch Sponsor Presentation: Xerox

2:05 to 3 p.m.
Educational Session: "Benchmarking for Office Technology Dealerships in the Post-COVID Era," Todd Johnson, Strategic Business Associates

3 to 3:05 p.m.
Bob Goldberg Reception Sponsor Presentation: Ricoh

3:05 to 3:10 p.m.
Bob Goldberg Reception Sponsor Presentation: Sharp

3:10 to 4:25 p.m.
Exhibits Open

4:25 to 5:25 p.m.
Educational Session: "An Industry in Transition,"
Bob Goldberg & Greg Goldberg, BTA

5:25 to 5:30 p.m.
Bob Goldberg Reception Sponsor Presentation: Toshiba

7 p.m.
Bob Goldberg Appreciation Reception in the Courtyard

Wednesday, June 19

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

8:15 to 9 a.m.
Educational Session: "Evaluating Hardcopy OEM Partner Programs," Robert Palmer, IDC

9 to 10:15 a.m.
Exhibits Open

10:15 to 11:15 a.m.
Breakout Sessions:
- Exhibits Open
- "Optimizing Your Sales Machine," Shawn Peterson, Quantum Business Solutions & Katie Landaal, ZoomInfo (Driftwood Room)

10:15 to 11:15 a.m.
Breakout Sessions Cont.:
- "Creating Your Own GPTs: No Coding Required," West McDonald, GoWest.ai (Fountain Room)
- "Strategic Business Results: Office Technology Providers Talk EOS" dealer panel, moderated by Sally Brause, GreatAmerica Financial Services Corp. (Sunrise Room)
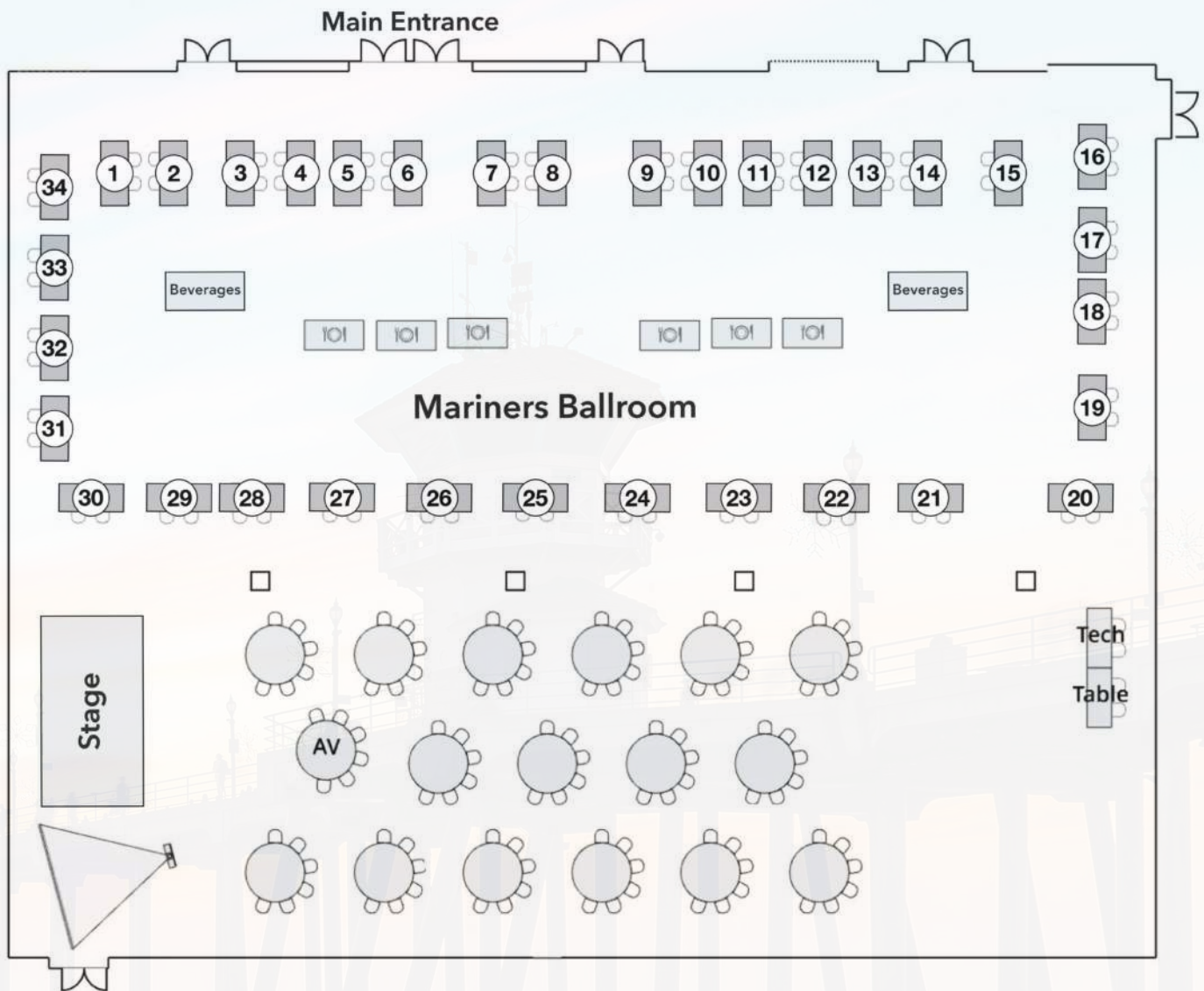
11:15 a.m. to 12:15 p.m.
Educational Session: "Intelligent Printing: How AI is Revolutionizing MPS," Anne Valaitis, Keypoint Intelligence

12:15 to 12:30 p.m.
Closing Comments & Prize Drawings

Capture the Magic Floor Plan

Main Entrance

Mariners Ballroom

Beverages

Beverages

Stage

AV

Tech Table

(1) FP Mailing Solutions

(2) Miramar Copies

(3) Epson America

(4) iTS Group

(5) GreatAmerica Financial Services

(6) Zultys

(7) Hytec Dealer Services

(8) ACDI

(9) Avision

(10) ConnectWise

(11) Brother

(12) Crexendo

(13) Distribution Management

(14) DLL

(15) ECI Software Solutions

(16) eGoldFax

(17) Static Control

(18) Intermedia

(19) Sharp

(20) IBPI

(21) LEAF

(22) HP

(23) MyQ

(24) Ricoh

(25) NA Trading and Technology

(26) Kyocera

(27) PEAC Solutions

(28) Toshiba

(29) Quench

(30) Konica Minolta

(31) Source Technologies

(32) Xerox

(33) Wells Fargo

(34) Equipment Brokers Unlimited