

# Capture the Magic Show Guide

## Welcome to the Capture the Magic!

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/West22Powerpoints](http://www.bta.org/West22Powerpoints).

### 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: **#BTALasVegas**.

### Stamp Card & Prize Drawings

Get stamps from at least 25 exhibitors on your stamp card to be entered into a drawing for one of four (\$25, \$50, \$100 and \$200) 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](http://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:

Reception Sponsor

Keynote Sponsor

Lunch Sponsor

Breakfast Sponsor

Breaks Sponsor



# Capture the Magic Schedule

## Wednesday, Sept. 14

**2 to 2:10 p.m.**  
Opening Comments

**2:10 to 2:15 p.m.**  
Keynote Workshop Sponsor Presentation:  
Sharp

**2:15 to 3:45 p.m.**  
Keynote Workshop Part One: "How to Disrupt"  
— Armida Ascanao, Trend Hunter

**3:45 to 3:50 p.m.**  
Breaks Sponsor Presentation: Technology  
Assurance Group (TAG)

**3:50 to 5 p.m.**  
Exhibits Open

**5 to 6 p.m.**  
Keynote Workshop Part Two: "How to Disrupt"  
— Armida Ascanao, Trend Hunter

**6 to 6:05 p.m.**  
Reception Sponsor Presentation: Intermedia

**6:05 to 7 p.m.**  
Welcoming Reception (Exhibits Open)

---

## Thursday, Sept. 15

**7 to 8 a.m.**  
Breakfast

**8 to 8:05 a.m.**  
Breakfast Sponsor Presentation: Crexendo

**8:05 to 9 a.m.**  
Educational Session: "How to Establish an  
Invaluable Link With Future Customers" —  
Earl Everson, Elite Document Solutions

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

**9:45 to 10:30 a.m.**  
Educational Session: "Diversification,  
Operational Improvements & Sales  
Enablement" — Randy Dazo, Keypoint  
Intelligence

**10:30 to 11:15 a.m.**  
Exhibits Open

**11:15 to Noon**  
Educational Session: "The State of the U.S.  
Economy: What to Make of These Changing  
Times" — John Beriau, Morgan Stanley

**Noon to 12:05 p.m.**  
Lunch Sponsor Presentation: Xerox

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

**1 to 2:15 p.m.**  
Dealer Panel: "Marketing Matters: Elevating  
Your Brand to Set Your Dealership Apart From  
the Competition" — Moderated by Kevin  
Marshall, Copy Link Inc.

**2:15 to 3:45 p.m.**  
Exhibits Open

**3:45 to 5 p.m.**  
Dealer Panel: "The Wow Factor: Building  
Loyalty Through Focused Customer Service"  
— Moderated by Mike McGuirk, ProCopy  
Office Solutions

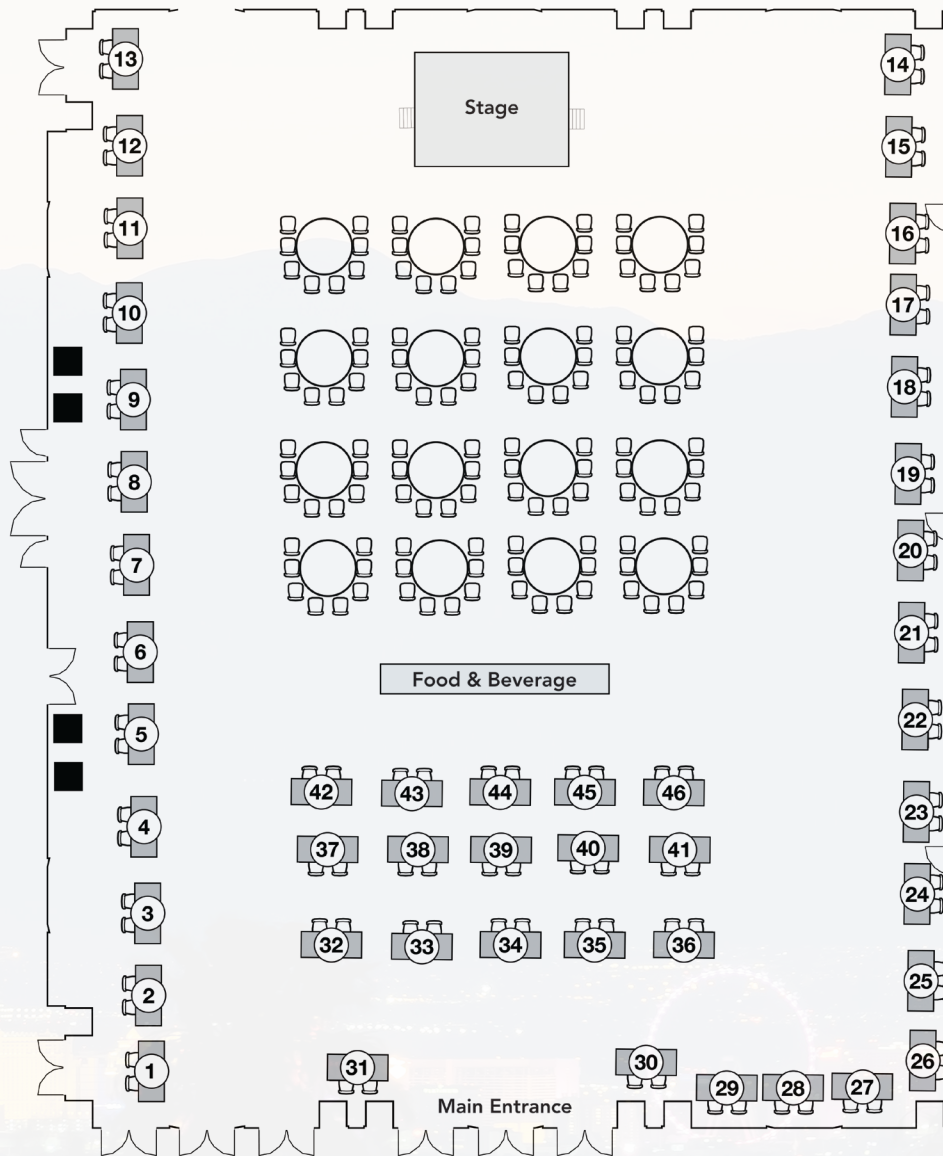
**5 to 5:30 p.m.**  
Closing Comments & Exhibitor Prize  
Drawings

**7 to 10 p.m.**  
Cirque du Soleil "O" Performance



# Capture the Magic Floor Plan

## Palace I



- (17) Lexmark
- (18) White Cup
- (19) In Time Tec
- (20) Katun
- (21) U.S. Bank
- (22) Y Soft
- (23) Hytec Dealer Services
- (24) Tigerpaw Software
- (25) Equipment Brokers Unlimited
- (26) ECI Solutions
- (27) Evo Security
- (28) ConnectWise
- (29) Epson
- (30) FP Mailing Solutions
- (31) AgentDealer
- (32) Sharp
- (33) GreatAmerica
- (34) Kodak Alaris
- (35) Crexendo
- (36) Xerox
- (37) Konica Minolta
- (38) BTA
- (39) TROY Group

- (1) eGoldFax
- (2) Distribution Management
- (3) Macquarie
- (4) IBPI
- (5) Printerpoint
- (6) Intermedia
- (7) Toshiba
- (8) TonerCycle/InkCycle

- (9) Oberon Americas
- (10) CIT
- (11) ACDI
- (12) Kyocera
- (13) LEAF
- (14) Quench
- (15) Midwest Copier Exchange
- (16) SalesChain

- (40) Keypoint Intelligence
- (41) Brother
- (42) DLL
- (43) WatchGuard
- (44) Technology Assurance Group
- (45) Zultys
- (46) Cranel