

# ACQUIRE NET NEW BUSINESS & UPSELL YOUR CUSTOMER BASE!

PRESENTED BY



APRIL 14-15<sup>TH</sup>

GAYLORD PALMS & RESORT | ORLANDO, FLORIDA

If you are serious about growing your dealership in 2020 and beyond, this is the must-attend event of the year! Join **Evolved Office**, **successful dealers**, and **prominent vendors** at this two-part summit to learn how to acquire net new business and upsell your customers in today's competitive market.

## APRIL 14

### 9 am - 12 pm: Growth Marketing Summit Part 1 – Acquire Net New Business

- Learn how to set up and optimize your digital marketing presence for success
- Learn how to launch a successful Growth Marketing Campaign

### 12 pm - 5pm: ITEX trade show

- Attend ITEX, the largest vendor-neutral trade show connecting vendors and dealers
- 20+ vendor-neutral Education Classes led by dealer panels and industry experts

## APRIL 15

### 9 am - 12 pm: Growth Marketing Summit Part 2 – Upsell Your Database

- The Summit continues... learn how to upsell your customers in today's competitive market.
- At the end of the Summit, we will provide you with free marketing campaigns + a digital assessment on your business & tips on how to improve it

## WALK AWAY WITH MORE THAN JUST KNOWLEDGE!

- A basic assessment of your digital presence and tips on how to improve - **\$900 value**
- (3) Campaigns to upsell your customer base on Managed IT, Document Management, and/or VoIP - **\$2700 value<sup>2</sup>**
- Free Conference Pass to ITEX (April 14 & 15) - **\$299 value**
- CompTIA Certificate - "IT Security Foundations" - **\$2,500 value**

**TOTAL VALUE: \$6,400**

### Limited to 50 dealers

<sup>1</sup> BSPs must stay at the host hotel to qualify to attend the summit. <sup>2</sup> Evolved Office clients will receive all 3 campaigns free of charge. Non-Evolved Office clients will receive (1) campaign of their choosing, or they can become an Evolved Office client at the summit and receive all 3 campaigns.

## SPEAKERS:



**Roger Jung**  
Evolved Office



**Michael Gray**  
On Demand



**Brian Wilcox**  
SemTech IT Solutions



**Collin Mitchell**  
Monster VoIP



**Ed Barfield**  
AgentDealer



**Michael Gale**  
DocuWare

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