



Stage Overview: MAIN STAGE 3 Stage Overview: BREAKOUT STAGE 1 Stage Overview: BREAKOUT STAGE 2 Stage Overview: BREAKOUT STAGE 3 Public Sector Media & Entertainment 8 (Education, Government, Healthcare) **BTEX PRIZES** 9 VIRTUAL FLOOR PLAN 12 KEYNOTE SPEAKER 14

Stage Overview: MAIN STAGE

May 12, 2021

1:00PM - 1:45PM

Event Welcome & Keynote

Lights out and away we go! We're kicking off this year's Business Technology Expo with a special treat for racing fans and IT professionals by welcoming Geoff McGrath, former Managing Director and Chief Innovation Officer for McLaren (current Managing Director of CKDelta) to the stage, sponsored by Intel. Geoff will be discussing the role technology plays in racing and how to apply his experiences from McLaren to your business.

Stick around and catch videos from our technology sponsors for your chance to win amazing prizes!

May 13, 2021

1:00PM - 1:45PM

Day 2 Kickoff & Fireside Chat with F1 World Champion, Nico Rosberg – Live Event Only

The engine notes rise and so does the excitement! 2016 Formula One World Champion Nico Rosberg will be joining CDW Head of Sales (and avid racing enthusiast) Glenn Kaul on stage for an exciting, intimate conversation about his accomplishments on the track. You won't want to miss as Nico shares his thoughts on innovation, competition, teamwork and how technology plays a role in his performance.

We'll be sharing more exciting content from our technology partners throughout the day!

5:15PM - 6:00PM

Closing Celebration featuring Canadian Musical Act Dwayne Gretzky! - Live Event Only

Sing along to your favourite DRIVE songs as Dwayne Gretzky, Canadian Musical Act, brings down the house in this closing celebration event! YouTube Event Access – CDW.ca/DwayneGretzky

May 12, 2021

2:00PM - 2:45PM

CDW Security Roundtable Discussion featuring Palo Alto Networks, Crowdstrike and Fortinet, led by CDW Solution Manager, Ivo Wiens

With the dramatic increase in breaches, what can organizations do to improve their cyber resiliency? During this session the panel will share their expertise in regards to incident response as well as discussing some of the notable risks and threats facing Canadian organizations.

3:00PM - 3:20PM

CDW Digital Workspace Tech Brief: Licensed but Nowhere to Go? Drive Your Microsoft 365
Adoption! Presented by Senior Field Solution Architect. Sherman Woo

OK, you needed to get everyone onto Microsoft Teams so you bought the licenses and got onboard with Microsoft 365. With any luck, you've also managed to save some money! But has anything really changed? You've still got Office 2013 and files are still on the network share. Learn the steps you need to drive Microsoft 365 to the front of the line!

3:30PM - 3:50PM

CDW Incident Response Tech Brief: Protecting Your Business Before, During and After a Breach, presented by Senior Field Solution Architect, Noor Bains

The number and magnitude of cybersecurity breaches have increased significantly in the past decade. With organizations large and small being hit by cyberattacks, it's not a matter if an organization might be breached, but when. This session discusses how to prep for a potential breach, respond during the breach and recover afterwards.

4:00PM - 4:20PM

CDW AI Tech Brief: AI: From Experimentation to Production with MLOps, presented by Principal Field Solution Architect. Michael Traves

The data science workflow is an iterative process that begins with experimentation; exploring data, evaluating different architectures, and experimenting with models. MLOps streamlines this process by applying the principals of DevOps and Software Engineering to codify this workflow. This session will explore the processes and technology that enable fully automated continuous training and continuous delivery machine learning pipelines using the principles of MLOps.

4:30PM - 4:50PM

CDW Network Security Tech Brief: Adapting and Modernizing Your Network Edge for the New Perimeter, presented by Senior Field Solution Architect, Reid Nilso

With applications delivered from traditional data centres or cloud-based services, the new network perimeter is everywhere. However, traditional methods of MPLS or site-to-site VPN connectivity for remote branches have not been able to adapt to this new perimeter. This session will discuss how the remote branch edge is becoming easier to manage, quicker to deploy and providing more flexibility compared to MPLS and site-to-site solutions.

May 13, 2021

2:00PM - 2:45PM

CDW Hybrid Cloud Roundtable Discussion featuring NetApp, VMware and F5, led by CDW Solution Architect, Randy Hunt

How has the journey to the cloud changed and evolved? Where are we today and where are we going over the next few years? We will also discuss the impact of security breaches on cloud migration and how to drive automation and orchestration within your hybrid cloud infrastructure.

3:00PM - 3:20PM

CDW Networking Tech Brief: There & Back Again: Modernizing the Logistics (Your Network), presented by CDW Field Solution Architects Puneet Duggal and Damien Alfonso-Robaina

Come with us on an adventure where we will explore what's changed in enterprise and data centre networks. Solution Architects Damien Alfonso-Robaina and Puneet Duggal will separate the marketing from the real world value achieved with real-life customer examples for advanced technology such as software defined networking, cloud use cases, IoT use cases and the value that automation can bring to you.

3:30PM – 3:50PM

CDW Public Cloud Tech Brief: Driving Innovation with Cloud & App Modernization, presented by Field Solution Architect, Saad Khan

Cloud can help organizations modernize their applications through technology. Lift and shift to an Infrastructure as a Service (laaS) model is no longer enough to sustain the growing business needs of organizations. In this talk we will discuss a practical approach to modernizing your existing applications and services in the Cloud.

4:00PM - 4:45PM

CDW Digital Workspace Roundtable Discussion featuring Microsoft Teams, Cisco and Poly, led by CDW Senior Field Solution Architect, Tolu Osho

With all the changes to the work environment we've seen over the past year, digital workspace technology has become a key driver of workforce productivity. In this discussion, our panelists will share their opinions on how organizations can realize a true work from any where culture, and the tools needed to achieve this.

May 12, <u>2021</u>

2:00PM - 2:20PM

Microsoft Surface Tech Brief: Building a Secure, Productive, Hybrid Workplace with Surface for Business, presented by Fab Hepburn, Partner Technical Strategist – Surface, Microsoft Canada

The right technology can help you not only maintain business continuity and employee productivity, but also help your company grow and innovate. Tune into this tech brief to learn how a hybrid work environment, designed with Microsoft Surface for Business devices and Microsoft 365, can help you build a successful hybrid workplace.

2:30PM - 2:50PM

Lenovo Tech Brief: Smarter Technology for the Modern Workplace, panel discussion featuring Tyler Sheveluk, Channel Account Executive; Stephen Miller, Lenovo Brand Ambassador; Kristie Pater, Smart Office Specialist; and Sebastien Rossignol, Workstation Sales Specialist

Lenovo is proud to showcase their latest and greatest portfolio of devices focused on empowering users in a new world of flexible workspaces. Whether it is their ultrathin and premium X1 notebook portfolio powered by Intel processors, collaboration solutions for the hybrid workspace, or their latest P Series workstations for today's power users, come see how Lenovo is shaping the future of work and transforming modern collaboration.

3:00PM - 3:20PM

Cisco Tech Brief: Zero–Trust Use Case, presented by Jason Maynard, Sr. Technical Solutions Architect, Cybersecurity

The past several months have proven that working from home or learning from home is viable and this trend will continue well after the pandemic is over. This session discusses some of the things security teams should consider when extending their capabilities to support work from home and/or learn from home efforts with the ability to support this longer term initiative.

3:30PM - 3:50PM

HP Inc Tech Brief: Enhancing Endpoint Security, presented by Keri Atkins, HP PC Security Services Expert

HP's solutions can help you strengthen your security position, stay ahead of attacks and prevent negative impacts on your business. Learn more about how HP can help you enhance endpoint security through layered and containment threat protection to secure businesses of every size.

May 12, 2021

4:00PM - 4:20PM

CDW App Modernization Tech Brief, presented by Glenn Gerrard, Head of Enterprise Sales

Canadian IT operations are at a crossroads. Many organizations struggle to maintain services on aging infrastructure while demand for services to be delivered over the Internet increases. Shrinking budgets add to the challenge as legacy computing equipment becomes more expensive to operate just to maintain the status quo. In this session, we'll take a closer look at modernization and explain how CDW and our partners can help.

4:30PM - 4:50PM

CDW Endpoint Tech Brief: Modernizing Endpoint Strategy with CDW, presented by Rony Toro, Business Development Manager, CDW & Dell Technologies; Ritu Dhaliwal, Microsoft Solution Specialist; Byron Knight, Solution Specialist – HP Inc.; Wael Abdelmagied, Microsoft Modern Workplace BDM; Parshati Ray, Partner Specialist – Microsoft Surface; and Jordan Link, Solution Specialist – Apple

CDW Canada works with organizations of all sizes and verticals, offering a range of solutions to create the perfect endpoint experience. You'll receive end-to-end support from assessment and design to deployment and ongoing management of a custom, tailored and modern endpoint strategy. Join our endpoint experts as they share CDW's vision for endpoint strategy.

May 13, 2021

2:00PM - 2:20PM

Okta Tech Brief: Your Zero Trust Journey Starts with Identity, presented by Mike Pastore, Solutions Engineer

Recent high-profile security breaches have confirmed two facts: (1) on-prem may not be as secure as the cloud, and (2) identity is the new security perimeter. Everyone from government agencies to small businesses now need to start their Zero Trust journey yesterday. But there is no single technology solution that grants you Zero Trust, which begs the question...where do I start? Join this talk to hear how designing a cloud-native, identity-centric strategy is the foundation for a successful path towards Zero Trust for organizations large and small.

2:30PM - 2:50PM

Microsoft Tech Brief: Meet Our Azure Experts, panel discussion featuring Andy Jennings, Microsoft Solution Architect; Nicolas Rai, Microsoft Solution Architect; Jasdeep Singh, Microsoft Solution Architect; Steven Lokanan, Microsoft Professional Services Lead; and Jacqueline Ye, Microsoft Partner & Product Manager

We're sitting down with some of our Azure experts to do a deep dive into their experience, how they like to work and discuss current and future trends within public cloud. Hear what Microsoft experts Andy Jennings, Nicolas Rai, Jasdeep Singh and Steven Lokanan have to say...

3:00PM - 3:20PM

Sophos Tech Brief: Cybersecurity That Never Sleeps: Sophos Managed Threat Response, presented by Luis Perez, National Channel Sales Engineer

Today's cyberthreats are constantly evolving. It's important that your cybersecurity is too. Join us for a closer look at how Sophos Managed Threat Response combines machine learning technology and expert analysis for improved threat hunting and detection, deeper investigation of alerts and targeted actions to eliminate even the most sophisticated threats with speed and precision.

3:30PM - 3:50PM

Sonicwall Tech Brief: Analyzing the 2021 Cyber Threat Landscape, presented by Edward Cohen, Vice President Strategy & Operations

SonicWall offers actionable threat intelligence in the form of their annual Cyber Threat Report and latest Gen 7 & SonicOS 7.0 technology. They'll be sharing the latest updates & product releases to empower businesses with the proper knowledge & technology to stay secure.

May 13, 2021

4:00PM - 4:20PM

Dell Solutions Tech Brief: Dell PowerStore: Driving the Workloads that Drive Your Business, presented by Carlo Spalvieri, Global Advisory Solutions Consultant

Organizations are expecting flexibility as they transform and take advantage of public cloud offerings, deploy in edge or corporate data centres and expand storage for private cloud infrastructure. Learn how Dell PowerStore can support these choices – utilizing Dell Technologies Cloud Storage Services or supplement storage scaling for HCI independent of compute, as well as providing both compute and storage at edge locations.

May 12, 2021

2:00PM - 2:20PM

F5 Demo: Shape Security – It's Time to Take a Stand and Defend Yourself from Fraud & Abuse

Web and mobile apps now represent the single most lucrative set of targets for cybercriminals – which means application security has never been more important. Learn how F5 Shape Security's solutions deliver comprehensive application security that fights automation, prevents fraud and enhances the customer experience.

2:30PM - 2:50PM

Ergotron Demo: Ergotron Functional Wellness: Posture and Movement presented by Dr. Mark Vettraino, Physician

Join Dr. Mark Vettraino, who is a renowned physician specializing in spinal bio–mechanics, as he shares information on the functional wellness office and the role that movement plays in overall health. Learn how posture and movement can not only keep organizations compliant with workplace laws, but more importantly, help employees thrive.

3:00PM -3:20PM

Jabra Demo: Jabra PanaCast 50: Engineered to be the First New-Normal-Ready Intelligent Video Bar presented by Lisa Scholey, Channel Account Manager and Gina Spencer, Channel Account Manager, Collaboration Solutions

This presentation will introduce you to the Jabra PanaCast 50, the new-normal-ready intelligent video bar, and the Jabra PanaCast 20, a ground-breaking intelligent personal camera, both specifically engineered for flexible working in the new normal. These products have been developed to deliver seamless, high-quality collaboration, whether in a meeting room, the classroom, the home office, or any other flexible working location.

3:30PM - 3:50PM

NetApp Demo: More Cloud, Less Cost with NetApp presented by Matt Watts. CTO – NetApp and Amiram Schachar, GM of Spot by NetApp

Join this session to learn how NetApp makes your cloud experience even better by helping streamline management while optimizing performance and costs. The presenters will provide a demo of their cloud storage platform, along with a TCO tool that you can use for your own organization. You will also learn how NetApp can help you save big on your ongoing hyperscaler cloud costs.

May 13, 2021

2:00PM - 2:20PM

Trend Micro Demo: Trend Micro Vision One (XDR) presented by Kent Stevens, Senior Security Engineer

Today, many organizations use multiple, separate security layers to detect threats across their email, endpoints, servers, cloud infrastructure and networks, leading to siloed threat information and an overload of uncorrelated alerts. However, many detection and response solutions only look at endpoints – missing threats that pass through user emails, servers, cloud workloads and networks. Find out how Trend Micro can make a difference in this demonstration.

2:30PM - 2:50PM

Cisco Demo: How Meraki Supports Your Hybrid Workforce presented by Ryan LaTorre, Meraki Sales Specialist

As organizations prepare to return to a workplace that will include both a remote and hybrid workforce, technology shifts towards cloud, SD-WAN and SASE (Secure Access Service Edge) are underway and will continue. Cisco Meraki can accelerate this IT transformation with its simple yet powerful platform. Learn how that's possible during this demo session with Cisco's Meraki specialist Ryan LaTorre.

3:00PM -3:20PM

Dell Demo: Dell Latitude. The New Age of Intelligence, presented by Dhiren Patel, Client Technologist, Client Solutions Group – Dell Technologies

Join us to learn how to work wherever and however you need with small, light and stylish laptops and 2-in-1s designed for mobility and productivity. Stay connected with industry's fastest wireless and LTE options, intelligent collaboration and privacy features, and a broad array of port and accessories to set up office anywhere. Featuring Dell Optimizer, Al with Express features and Safe security solutions, Latitude continues to innovate as the world's most intelligent and secure commercial PCs.

3:30PM - 3:50PM

Pure Storage Demo: Putting Data in the Driver's Seat: Pure Storage and the Formula One Story, presented by Dan Cobian, Pure Storage Staff Engineer – Enterprise

Push the performance envelope of your IT infrastructure with Pure Storage FlashArray with Evergreen. Learn how Formula One racers depend on Pure Storage to deliver blinding speed, unprecedented reliability and availability, and significant savings in operating costs.

Public Sector (Education, Government, Healthcare)

Media & Entertainment

2:30–5:00 p.m. EDT each day!

Join us in the Public Sector lounge for the latest technology solutions in Government, Healthcare, K-12 and Higher Education.

Watch industry specific presentations available on demand! Speak to vertical experts from Lenovo, Dell, VMware and Fortinet and join our Public Sector exclusive Happy Hour!

 $Featuring \ an \ exclusive \ presentation \ on \ Application \ Modernization \ with \ Glenn \ Gerrard, Head \ of \ Enterprise \ Sales.$

For more information visit the Public Sector Lounge.

2:30–5:00 p.m. EDT each day! Check out the most recent Media & Entertainment technology and solutions in our M&E lounge.

Join our partners from Dell, Lenovo, Autodesk & NVIDIA as they discuss the latest industry trends. Enter for your chance to win some exclusive prizes, watch on demand presentations and speak to our M&E experts!

For more information visit the M&E lounge.

BTEX PRIZES

BREAKOUT STAGE PRIZES

Attend the Demo sessions for your chance to win a \$100 Guusto gift card – 1 winner per session. Attend the Ergotron Demo for your chance to win a Mobile Desk!

Attend Tech Brief sessions for your chance to win a \$100 Guusto gift card – 1 winner per session. Attend the following partner sessions for exciting giveaways:

Microsoft – Microsoft Earbuds; Cisco – a cocktail making kit; and Lenovo – an X1 Titanium!

BTEX 2021 LEADERBOARD			
>>> >>	Engage and interact at BTEX to earn points on our leaderboard! The more you explore the event, the more points you'll earn! The top scorers will have their chance to win 30+ top technology prizes!		
HOW TO EARN POINTS			
30	For every sponsor chat you engage in, booth video you watch and collateral downloaded		
30	For every Feature Sponsor meeting room you join		
10	For watching the Keynote Address present by Geoff McGrath sponsored by Intel		
10	For watching the Exclusive Fireside Chat with Nico Rosberg		
30	For watching a Breakout Stage presentations		
20	For watching a Public Sector or Media & Entertainment on-demand video		
10	For playing an arcade games, creating a JibJab or having a caricature drawn		
10	For watching the F1+ EPOS video		
10	For visiting the Dell + McLaren experience		

PRIZES TO BE WON		
>>>>>	1 of 2 Alienware Gaming Prize Pack: Mechnical Gaming Keyboard + Mouse	
>>>>>	1 of 2 Luxury E-Sports Gaming Chair	
>>>>> >>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>	1 of 4 Jabra Elite 85t True Wirless Bluetooth Earbuds	
>>>>>	1 of 4 Nintento Switch Gaming Prize Packs: Nintendo Switch console + Gear Club Unlimited Game	
>>>> >>>	1 of 2 FitBit Sense Advanced	
>>>> >>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>	1 of 2 Sonos Soundbar Beams	
>>>> >>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>	1 of 2 iRobot Roomba i3	
>>>> >>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>	1 of 2 DJI Mini 2 Drone Quadcopters	
>>>> >>>	1 of 2 Samsung Galaxy Watch 3	
>>>> >>>	Google Pixel 5	
>>>> >>	1 of 2 Dell Inspiron Touchscreen Laptops	
>>>>>	1 of 3 Samsung Curved Monitors	
>>>> >>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>	Microsoft Surface Pro	
>>>> >>>	Pimax 5K VR Headset	
>>>> >>>	Samsung Galaxy S21	

BTEX PRIZES: SPONSOR PRIZES

SPONSOR PRIZES			SPONSOR PRIZES		
>>>>>>	Visit the Adesso booth and watch their video to be entered to win a Cybertrack H6.		>>> >>	Don't miss out on the chance to take your gaming room setup to the next level! Visit the HP booth and engage in a conversation with our specialists to be entered into a ballot draw for a chance to win 1 of 2 HP OMEN X 25 Gaming Displays. Worth over \$600 each.	
>>>>>>	Visit the APC booth for your chance to win an APC Back-UPS Pro.				
>>>>>	Visit the Cherry booth for your chance to win two Yetti Mugs.		>>> >>	Visit the Intel booth for your chance to win 1 of 2 Intel® NUC Kits.	
>>>>>	Visit the Cisco Booth today and engage in a conversation with our experts for your chance to win a pair of Beats by Dr. Dre Wireless Headphones!	>	>>> >>	Visit the Jabra booth and engage in a conversation with our team for a chance to win 1 of 5 Evolve2 65 headsets!	
>>>>>	Visit the Cradlepoint booth and download all three content pieces for a chance to win a Nintendo Switch Lite!	>	>>> >>	Come visit Lenovo booth today and engage in a 1:1 conversation with our experts to be entered into a ballot draw to win a ThinkPad C13 Yoga Chromebook!	
>>>>>	EPOS will be giving away 2 ADAPT 360 Bluetooth headsets with the choice of white or black. Winners will be chosen randomly based on anyone that is participating in the event.	>	>>> >>	Come visit LG booth, engage with LG Team and ask a question to be eligible to win a 24" Gaming monitor.	
>>>>>	Visit the Equinix booth and download all three PDFs from our booth for your chance to win 1 of 8 \$100 gift cards!	>	>>> >>	Come by the Logitech Booth and speak to Deb and Jimmy to be entered into a draw for one (1) of two (2) Logitech Desktop-Makeover Kits, valued at \$790 MSRP ea.	
>>>>>	Learn how to make your workspace work for you at the Ergotron booth and chat with an expert to be entered to win the all-new WorkFit-Z Mini standing desk.	->	>>> >>	Visit the Microsoft booth today to learn how Micrsosoft can be your business solution, chat live with our experts, using the Teams link in the booth, for a chance to win one of two	
>>>>>	Visit the Extreme Networks booth for your chance to win an Amazon Echo Show or 1 of			Surface Duo's.	
>>>>>	10 \$50 gift cards! Visit the Fortinet booth to be entered into a draw to win an Ember Mug!		>>> >>	Visit the Okta booth for you chance to win a pair of Okta Socks and a chance to win a pair of Beats by Dr. Dre headphones. PLUS! Book a meeting with Okta for your chance to win a pair of Beats by Dr. Dre headphones. Book a meeting here.	

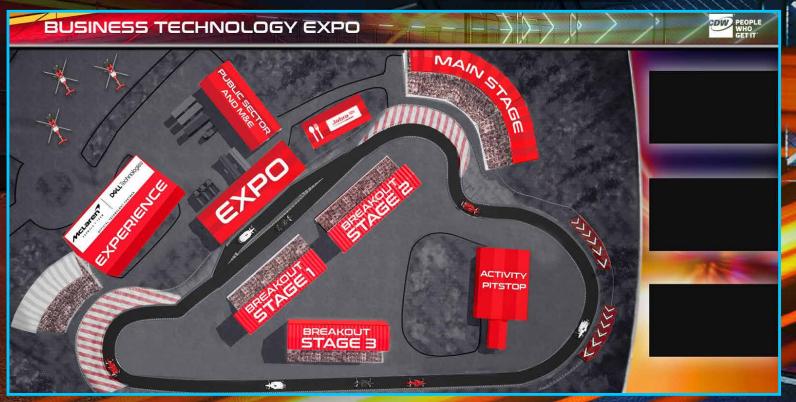
BTEX PRIZES: SPONSOR PRIZES

SPONSOR PRIZES		
>>> >>>	Visit the Otterbox booth for your chance to win 1 of 5 Ottorbox prize packs valued at up to \$150 each! Winners will be chosen based on anyone who has interacted with our booth.	
>>> >>>	Swing by the Poly booth and download our Poly resources to be entered for a chance to win a Poly P5 or P15 camera!	
>>> >>>	Visit the Proofpoint booth and ask a question or book a meeting to enter for your chance to win a Solo Stove!	
>>>>>	Download 3 of Samsung's PDFs to be eligible to win a \$250 gift card.	
>>> >>>	Request a FREE quote using our self-service online quoting tool to be registered for a chance to win one of (3) gift cards!	
>>> >>	Visit the SonicWall booth to complete a survey for your chance to win a SonicWall TZ670 valued at \$1750+Tax!	
>>> >>>	Visit the Sophos booth and ask a question or book a meeting for your chance to win a Nintendo Switch Lite!	
>>> >>>	Visit the booth and engage with a StarTech.com representative for your chance to win StarTech.com Monitor Riser Stand w/ Wireless Qi Charging!	
>>> >>>	Stop by the Targus booth and enter "Work Reimagined with Targus" in the chat for your chance to win a Targus prize pack.	
>>>>>	Visit the Pure Storage booth for your chance to win a Mini Solo Stove.	

SPONSOR PRIZES		
>>>> >>	Visit the NetApp booth for your chance to win Yeti Cooler & Meater.	
>>>>>	Visit the Nutanix booth for your chance to wine a \$250 Visa Gift Card.	
>>> >>>	Varonis offers the most comprehensive data risk assessments for FREE. Sign up for a risk assessment at https://vrnsatoptivconvirtualcan.splashthat.com for a chance to win a \$200 gift card.	

VIRTUAL FLOOR PLAN

LOBBY



VIRTUAL FLOOR PLAN

EXHIBIT HALL



KEYNOTE SPEAKER

KEYNOTE ADDRESS BY

GEOFF MCGRATH

Former Managing Director and Chief Innovation officer at McLaren Applied Technologies.

1:00 PM EDT Wednesday, May 12, 2021



intel



SPEAKER

EXCLUSIVE FIRESIDE CHAT WITH

NICO ROSBERG

2016 Formula 1 World Champion.

1:00 PM EDT Thursday, May 13, 2021 Live Event Only





MUSICAL PERFORMANCE BY

CLOSING CELEBRATION WITH CANADIAN MUSICAL ACT

Dwayne Gretzky

5:15PM EDT Thursday, May 13, 2021 Live Event Only



YouTube Event Access: CDW.ca/DwayneGretzky



