CDW
PEOPLE
WHO
GET IT

BUSINESS TECHNOLOGY EXPO

GALAXY

VIRTUAL EVENT

OCTOBER 27 – 28, 2020

PROGRAM GUIDE

CONTENTS

EVENT AGENDA

DAY ONE: TUESDAY, OCTOBER 27, 2020

TIME	LOCATION	DESCRIPTION
1:00 PM EDT	EXHIBIT HALL	**DOORS OPEN**
1:30 PM EDT	MAIN STAGE	**KEYNOTE PRESENTATION** Chris Hadfield, Astronaut | First Canadian Commander of the International Space Station
2:30 PM EDT	PUBLIC SECTOR & M&E LOUNGE AND CDW SOLUTIONS ROOM	**PUBLIC SECTOR & M&E LOUNGE AND CDW SOLUTIONS ROOM OPENS**
2:30 PM EDT	MAIN STAGE	**CDW CANADA TECH BRIEF** Transforming your Workforce Securely, presented by Theo Van Wyk, CDW Canada's Head of Cybersecurity and Solution Development
3:00 PM EDT	MAIN STAGE	**VEEAM TECH BRIEF** Modern Data Protection Built for Modern Challenges, presented by Veeam
3:30 PM EDT	MAIN STAGE	**MICROSOFT TECH BRIEF** Disruptive Innovation in the Cloud, presented by Stephen Tanaka, CTO Microsoft Canada – One Commercial Partner
4:00 PM EDT	MAIN STAGE	**LENOVO TECH BRIEF** Guardians of Lenovo: Next Gen IT + Client Security Evolved, presented by Megan Corkell, Lenovo Brand Ambassador
4:30 PM EDT	MAIN STAGE	**PALO ALTO NETWORKS TECH BRIEF** The Industry's First Next-Generation SD-WAN from Palo Alto Networks, presented by Fredrik Zeeck, Channel Business Manager
5:00 PM EDT	EXHIBIT HALL	**DOORS CLOSE**

EVENT AGENDA

DAY TWO: WEDNESDAY, OCTOBER 28, 2020

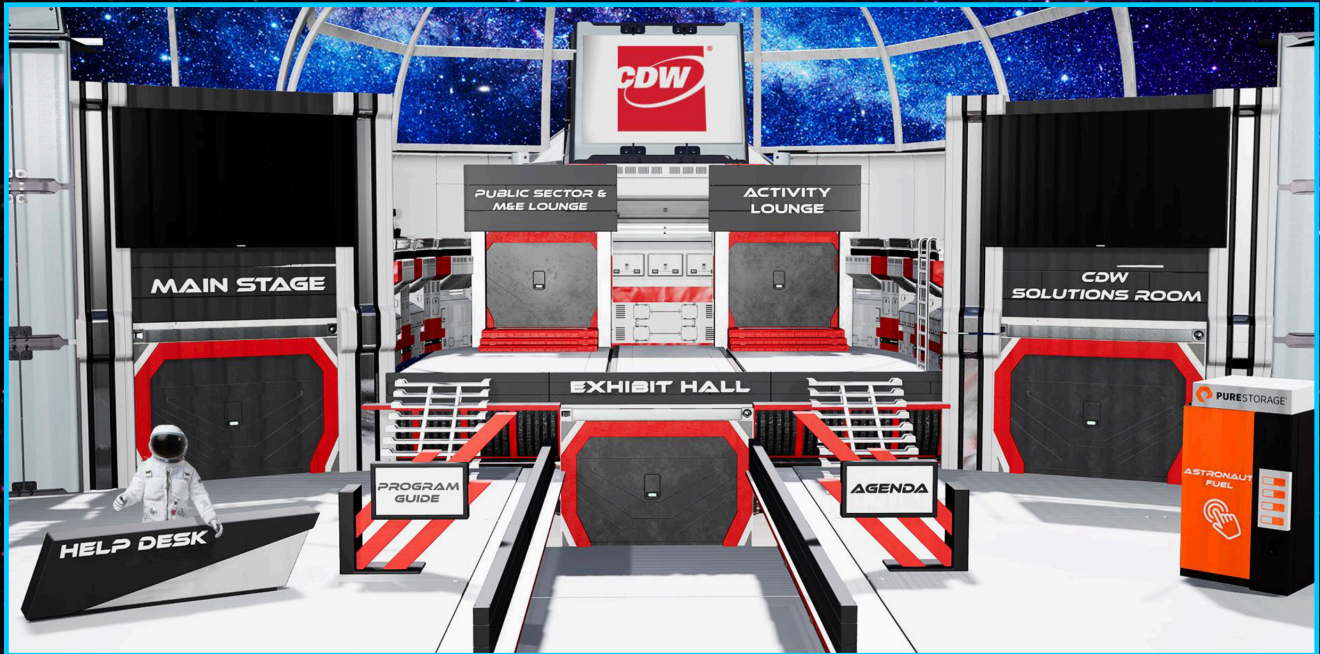| TIME	LOCATION	DESCRIPTION
12:30 PM EDT	EXHIBIT HALL	**DOORS OPEN**
12:30 PM EDT	PUBLIC SECTOR & M&E LOUNGE AND CDW SOLUTIONS ROOM	**PUBLIC SECTOR & M&E LOUNGE AND CDW SOLUTIONS ROOM OPENS**
1:00 PM EDT	MAIN STAGE	**DELL + VMWARE TECH BRIEF** Deliver Preconfigured Systems to Remote Workers Faster, presented by Dhiren Patel, Dell Client Technologist
1:30 PM EDT	MAIN STAGE	**CDW CANADA TECH BRIEF** Apps are from Mars and VDI is from Venus. Dropping Your Astronauts Off on the Right Planet; presented by KJ Burke, Solution Architect Manager
2:00 PM EDT	MAIN STAGE	**CISCO TECH BRIEF** Controlling Chaos; 5 Ways Cisco Changes How You Deliver Security, presented by Sean Earhard, Global Go To Market Strategy and Execution for AMP and Threat Grid
2:30 PM EDT	MAIN STAGE	**NETAPP TECH BRIEF** Data–Driven Digital Transformation is Required for Survival, presented by Matt Watts, CTO WW Enterprise & Commercial Field Organization
3:00 PM EDT	MAIN STAGE	**CDW CANADA TECH BRIEF** In the Vast, Dark Universe of Business Challenges, CDW's Team of Services Experts is the Light, presented by Benjamin Li, Head of Professional Services
3:30 PM EDT	MAIN STAGE	**DELL EMC TECH BRIEF** Get on the AI Rocketship – from POC to Production, presented by Valerie Harrison, Systems Engineer

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EVENT AGENDA

TIME	LOCATION	DESCRIPTION
4:00 PM EDT	MAIN STAGE	**NUTANIX TECH BRIEF** How to Cloud Smart in a Hybrid & Multicloud World, presented by Steve Carter, Senior Product Marketing Manager and Sahil Bansal, Product Marketing Lead
4:30 PM EDT	MAIN STAGE	**ARUBA TECH BRIEF** Welcome to the New World of the Hybrid Workplace, presented by Chris Kozup, Chief Marketing Officer Aruba Networks
5:00 PM EDT	EXHIBIT HALL	**DOORS CLOSE**

VIRTUAL FLOOR PLAN

LOBBY

MAIN STAGE

ACTIVITY LOUNGE

1	🍸	**GALAXY MIXOLOGY LESSON** **Sponsored by Juniper**	Join us at the Juniper Virtual Bar to learn how to make 3 different, out of this world beverages! Attend a mixology lesson for your chance to win Jabra Elite Active 65t Earbuds True Wireless Earbuds.
2	🕹	**EVENT ARCADE** **Sponsored by Autodesk**	Visit the BTEX Event Arcade sponsored by Autodesk to get your name on the leaderboard. The top three scores will be entered to win a Nintendo Switch!
3	🖼	**VIRTUAL PHOTOBOOTH** **Sponsored by Dell**	Snap a picture in our Galaxy Virtual Photobooth brought to you by Dell! Each picture you take enters you in for a chance to win a Dell Wireless Keyboard and Mouse.
4	👨‍🎨	**VIRTUAL CARICATURE ARTIST** **Sponsored by Kingston**	Watch your portrait come to life with our Virtual Caricature artist sponsored by Kingston. Have your portrait drawn for your chance to win 1 of 4 – Kingston A2000 1TB SSD or Kingston KC600 1TB SSD of your choice.

VIRTUAL FLOOR PLAN

CDW SOLUTIONS ROOM, PUBLIC SECTOR & M&E LOUNGE

1	**CDW SOLUTIONS ROOM**	Certified architects and engineers will be on hand for 1:1 advisory meetings, open forum discussions and more. Come and talk to our CDW Experts about Cloud, Data Centre, Collaboration, Security and Digital Transformation.
2	**PUBLIC SECTOR LOUNGE**	Engage with our dedicated Public Sector CDW experts and explore the latest technology trends in Education, Healthcare & Government. Learn about vertical specific solutions around security, collaboration, data management, hybrid learning, virtual care and more. Participate in roundtable discussions, listen to interactive presentations on industry trending topics and enter for your chance to win.
3	**M&E LOUNGE**	Stop by the Media & Entertainment Lounge to network with your peers, including M&E leaders and innovators from across Canada. Plus, watch technology briefings from leading manufacturers, learn how CDW StudioCloud can render more value to your business, and more!

VIRTUAL FLOOR PLAN

EXHIBIT HALL

FEATURE SPONSORS

Apple | Microsoft | COMMVAULT
Cisco Partner | hp

FEATURE SPONSORS

Hewlett Packard Enterprise | DELL Technologies TITANIUM BLACK PARTNER | Jabra GN
Lenovo | NetApp

SECURITY & NETWORKING A - P

citrix | COMMSCOPE RUCKUS | cradlepoint | ESET | f5
FIREEYE | FORTINET | JUNIPER NETWORKS | okta | paloalto

SECURITY & NETWORKING Q - Z

riverbed | RSA | SONICWALL | SOPHOS
splunk | THALES | TREND MICRO | VERTIV

DATA CENTRE SOLUTIONS

aws | COHESITY | NUTANIX | NVIDIA | PURESTORAGE
rubrik | SCALE | servicenow | veeam | vmware

STORAGE, POWER & CONNECTIVITY

APC by Schneider Electric | C2G | CyberPower | EATON | micron
SEAGATE | StarTech.com | SUPERMICRO | TRIPP-LITE | Western Digital

PCS & PERIPHERALS

3M | acer | ASUS | CHERRY
Kingston | msi | Targus

DIGITAL SIGNAGE & DISPLAYS

BenQ | ergotron | LG Business Solutions | NEC
SAMSUNG | SHARP Be Original. | SMART | ViewSonic

COLLABORATION & SOFTWARE

8x8 | Adobe | AUTODESK Make anything. | CARBONITE WEBROOT | jamf
logitech | poly | VONAGE | zoom

COLLABORATION, PRINT, SCAN & POS

code | EPOS | Honeywell | Lexmark
PFU Fujitsu | TeamViewer | YAMAHA | ZEBRA

OCTOBER 27, 2020

CHRIS HADFIELD

VIP KEYNOTE

We're thrilled to announce that Colonel Chris Hadfield is this year's VIP Keynote Speaker! "The most famous astronaut since Neil Armstrong," will be presenting on **October 27 (Day One) at 1:30PM EDT.** Don't miss out!

He'll be sharing his experiences on using the technology around you to survive, the technology used in space and how he's leveraged his approach to evolving in space, to this crucial time here on earth. **#CDWBTEX**

CDW PEOPLE WHO GET IT™   **intel**®

TECH BRIEF SPONSORS

Day One: 1:30PM EDT | Presented by: **Chris Hadfield, Astronaut**

First Canadian Commander of the International Space Station

Referred to as "the most famous astronaut since Neil Armstrong," Colonel Chris Hadfield is a worldwide sensation whose video of David Bowie's "Space Oddity" — seen by over 75 million people — was called "possibly the most poignant version of the song ever created", by Bowie himself.

Day One: 2:30PM EDT | Presented by: **Theo Van Wyk, CDW Canada's Head of Cybersecurity and Solution Development**

CDW PEOPLE WHO GET IT

Transforming your Workforce Securely

Join CDW Canada's Head of Cybersecurity and Solution Development, Theo Van Wyk, to hear how Canadian organizations can transform their workforce securely.

Day One: 3:00PM EDT | Presented by: **Veeam**

veeam

Modern Data Protection Built for Modern Challenges

Learn how Veeam helped a CDW customer solve their backup modernization, hybrid cloud acceleration and data security & compliance challenges.

Day One: 3:30PM EDT | Presented by: **Stephen Tanaka, CTO Microsoft Canada – One Commercial Partner**

Microsoft

Disruptive Innovation in the Cloud

Disruptive innovation is used in business and technology literature to describe innovations that improve a product or service in ways that the market does not expect, typically first by designing for a different set of consumers in a new market and later by lowering prices in the existing market. We believe the Microsoft Cloud can transform your business in ways you have not thought about.

TECH BRIEF SPONSORS

Day One: 4:00PM EDT | Presented by: Megan Corkell, Lenovo Brand Ambassador

Guardians of Lenovo: Next Gen IT + Client Security Evolved
Learn about the smallest desktop on the market, Lenovo's portfolio of virtual reality devices, remote conferencing solutions and how Lenovo can take your security to the next level.

Day One: 4:30PM EDT | Presented by: Fredrik Zeeck, Channel Business Manager, Palo Alto Networks

The Industry's First Next-Generation SD-WAN from Palo Alto Networks
Palo Alto Networks recently introduced the industry's first next-generation SD-WAN solution with its CloudGenix integration. Fredrik Zeeck, Channel Business Manager for Palo Alto Networks, will highlight how this solution leverages machine learning and automation to simplify management, enable app-defined SD-WAN policies and deliver a secure, cloud-delivered branch.

Day Two: 1:00PM EDT | Presented by: Dhiren Patel, Client Technologist, Dell

Deliver Preconfigured Systems to Remote Workers Faster
Dell Technologies Unified Workspace by VMware Workspace ONE revolutionizes the way IT handles deployment, security, management and support. Join us for an exciting look at how you can modernize your business for smarter and faster workspace experiences.

Day Two: 1:30PM EDT | Presented by: KJ Burke, CDW Solution Architect Manager

Apps are from Mars and VDI is from Venus. Dropping your astronauts off on the right planet.
KJ Burke, Solution Architect Manager, is here to help our customers navigate how their users can leverage the right type of virtual workspace for their needs. Come on this journey to explore SaaS to VPN-connected endpoints and the spectrum in between.

TECH BRIEF SPONSORS

Day Two: 2:00PM EDT │ Presented by: Sean Earhard

Controlling Chaos: 5 Ways Cisco Changes How You Deliver Security
You're tasked with delivering security outcomes for your organization. For most, especially over the last few months, succeeding at that is a daily challenge. Gain insight into 5 ways teams across the globe have left the most common challenges behind.

Day Two: 2:30PM EDT │ Presented by: Matt Watts, CTO WW Enterprise & Commercial Field Organization, NetApp

Data–Driven Digital Transformation Is Required for Survival
Join our session to learn how NetApp offers proven capabilities to build and manage your data fabric, and delivers a unified data experience across the world's biggest clouds, private clouds and on premises. Ensure your data is always on, always available and easily consumed.

Day Two: 3:00PM EDT │ Presented by: Benjamin Li, CDW Head of Services Sales

In the vast, dark universe of business challenges, CDW's team of Services Experts is the light
As the technology landscape continues to accelerate at a rapid pace, skilled technical experts and subject matter experts become extremely hard to find. Many organizations are leveraging Professional and Managed Services to ensure their investment in technology will have the most impact to their business.

Day Two: 3:30PM EDT │ Presented by: Valerie Harrison, Systems Engineer

Get on the AI Rocketship – from POC to Production
A brief history of artificial intelligence, how we got here, and where to go next. For customers looking to start an AI practice, and to scale into demanding workloads.

TECH BRIEF SPONSORS

Day Two: 4:00PM EDT | Presented by: Steve Carter, Senior Product Marketing Manager and Sahil Bansal Product Marketing Lead

How to Cloud Smart in a Hybrid & Multicloud World

This 20 minute discussion will cover the key benefits of a hybrid and multicloud strategy with Nutanix, AWS, and Azure; how to ensure seamless application mobility and unified management across clouds; and how Nutanix can help you build a unified hybrid and multicloud in under an hour.

Day Two: 4:30PM EDT | Presented by: Chris Kozup, Chief Marketing Officer Aruba Networks

Welcome to the New World of the Hybrid Workplace

The enterprise world is moving to a hybrid workplace — one where people will work and move between a number of locations, from home to office. And it will be up to IT to make it happen.

FEATURED SPONSORS

APPLE | CDW.ca/apple

The power of Apple. Put to work.

When the world changes, business changes too. Apple hardware, software and services work together to give your employees the power and flexibility to do whatever needs doing — wherever that may be.

Visit us to learn more about CDW's capabilities within the Apple environment and to schedule your complimentary Apple deployment consultation.

Visit the Apple booth at BTEX to learn more.
View floor plan

Cisco | CDW.ca/cisco

Cisco lives and breathes cybersecurity.

You're good at doing ... whatever you do. Unfortunately, hackers are good at doing what they do, which is infiltrating businesses like yours and extorting them for big bucks.

Our experts will implement, manage and continually update an advanced cybersecurity defence for you.
So you can focus on your business while we focus on keeping it secure. That's what we do.

Visit our booth to see how Cisco and CDW can protect your business, so you can focus on the things that you do best.

Visit the Cisco booth at BTEX to learn more.
View floor plan

Dog grooming isn't our thing.

FEATURED SPONSORS

COMMVAULT | CDW.ca/commvault

Intelligent Data Management: The Future Belongs to the Data Ready

Data management is essential to the success of your organization. You need to protect data wisely, store it in the right places, optimize how you manage it and effectively use data. That is where Intelligent Data Management from Commvault comes in. Commvault makes sure that you are ready for the unforeseen; because when you are ready for anything at work, you are ready for everything else in your life.

You, your IT team and your organization can be ready for anything. Recovery ready, cloud ready, ransomware ready and most of all, weekend ready. Visit our booth to learn more.

Visit the Commvault booth at BTEX to learn more.
View floor plan

The future belongs to the data ready.

DELL TECHNOLOGIES | CDW.ca/dell

Manage massive amounts of unstructured data

Whether created at the edge, core or cloud, unstructured data helps customers understand business results while quickly acting on flexible opportunities. Dell storage systems are powerful yet simple to install, manage and scale to virtually any size. Learn more by visiting the Dell Solutions virtual booth.

Dell Precision delivers versatile designs, intelligent performance and mission critical reliability to conquer demanding applications. From award-winning filmmakers and animators to state-of-the-art architects and engineers, our expansive professional portfolio enables you to customize the workstation and optimize them for your creative expertise. Learn more by visiting the Dell Client virtual booth.

Visit the Dell booth at BTEX to learn more.
View floor plan

FEATURED SPONSORS

HEWLETT PACKARD ENTERPRISE | CDW.ca/hpe

Unlock value from all of your data, everywhere

Hewlett Packard Enterprise is the global edge-to-cloud platform-as-a-service company that helps organizations accelerate outcomes by unlocking value from all of their data, everywhere. Built on decades of reimagining the future and innovating to advance the way we live and work, HPE delivers unique, open and intelligent technology solutions, with a consistent experience across all clouds and edges, to help customers develop new business models, engage in new ways and increase operational performance.

Join us at the HPE booth to learn how HPE & HPE Aruba are helping organizations like yours navigate through the new age of insight and digital transformation.

Hewlett Packard Enterprise

Visit the HPE booth at BTEX to learn more.
View floor plan

HP Inc. | CDW.ca/hpi

Discover a galaxy of possibilities with HP

Our mission to anticipate your needs is showcased in mobile workstations such as the HP Zbook Studio G7 and HP Zbook Create G7. Stay one step ahead of threats and attacks with security features and multilayered protection from HP.

You no longer need a full-sized desk to get the benefits of dual monitor mobility with the new HP E14 14" portable display. Whether you're in a dark room or outdoors, this bright, anti-glare screen delivers equally sharp visuals.
Join us at the HP Booth to learn more and enter for your chance to win a HP Reverb G2 VR Headset!

Visit the HP Inc. booth at BTEX to learn more.
View floor plan

FEATURED SPONSORS

JABRA | CDW.ca/jabra

We all need a little extra space right now.

Huddling together is off the table for a while, so maybe it's time to rethink your meetings. When you need to get together while keeping your distance, a camera with a full 180˚ view of the room is the social distancing tool you never knew you needed.

With three 13-megapixel cameras and patented real-time video stitching technology, Jabra PanaCast gives you wall-to-wall coverage of the room in crisp high definition. So everyone can be included in the frame while keeping a safe distance. PanaCast lets you huddle up, without huddling in.

Visit the Jabra booth at BTEX to learn more.

LENOVO | CDW.ca/lenovo

Modernize multitasking with technology that enables productivity

The Lenovo ThinkBook Plus is ideal for those who need to maximize their workdays, no matter where they may be. Whether reviewing PDFs, taking notes or anything in between, this notebook can tackle a variety of tasks without opening the lid.

With virtualized desktop infrastructure (VDI) and the ThinkCentre M90n Nano, Lenovo offers a complete end-to-end client virtualization solution. These solutions provide simplified desktop administration, enhanced security, compliance management and flexibility for users to work and learn anytime and anywhere.

Visit the Lenovo booth to learn more and enter the draw for your chance to win a Lenovo ThinkBook Plus.

Visit the Lenovo booth at BTEX to learn more.

FEATURED SPONSORS

MICROSOFT SURFACE + SOFTWARE | CDW.ca/microsoft

Stay productive and secure while working remotely

Join us at the Microsoft Booth at BTEX to see how Microsoft can be a full scale solution within your environment. Join our live sessions, chat with the experts, check out live demos, and ask your questions about Windows 10, Surface, Microsoft 365, and Azure.

Learn more about CDW and Microsoft Services like Windows Virtual Desktop, Autopilot with Zero Touch Deployment, and Microsoft 365 Security Assessments. Come check out our booth for a chance to win the new Microsoft Earbuds, Xbox and Surface Pro 7. Our special guest, The Mentalist, will be live every day at 3:00pm to shock and awe you with his mind bending tricks.

Visit the Microsoft booth at BTEX to learn more.
View floor plan

NETAPP | CDW.ca/netapp

NetApp: the cloud storage specialists

In a world full of generalists, NetApp is a specialist focused on one thing, helping your business get the most out of your data. NetApp brings enterprise-grade data services you rely on into the cloud, and the simple flexibility of cloud into the data centre. Our solutions work across diverse customer environments and major public clouds.

As a cloud-led, data-centric software company, NetApp can help build your unique data fabric, simplify and connect your cloud and securely deliver the right data, services and applications to the right people – anytime, anywhere.

Visit our booth & attend our tech brief session.

Visit the NetApp booth at BTEX to learn more.
View floor plan

PARTICIPATING SPONSORS

3M	**PC & Peripherals Room**	
	At 3M, we have designed advanced optical technology that delivers visual privacy and screen protection trusted the world over. It is your first line of defence against visual hackers, physical screen damage and screen glare. We offer products that fit over 50,000 devices, so chances are we have the right product to help protect your organization's laptops, notebooks, monitors and devices.	
8x8	**Collaboration & Software Room**	
	8x8 is transforming the future of business communications. By integrating voice, video, chat, contact centre and enterprise-class API solutions into one global, secure, reliable cloud communications platform, people are more connected and productive no matter where they are in the world.	
acer	**PC & Peripherals Room**	
	Founded in 1976, Acer is now one of the world's top ICT companies. As Acer looks into the future, it is focused on enabling a world where hardware, software and services will fuse with one another to open up new possibilities for consumers and businesses alike. **Come by the Acer booth, download content and ask us a question in the chat to win a $250 Amazon gift card!**	
Adobe	**Collaboration & Software Room**	
	Adobe pioneered the paper-to-digital transformation with the invention of PDF. We created Adobe Document Cloud so people can scan, edit, share and sign documents anytime, anywhere.	
APC _by Schneider Electric_	**Storage, Power & Connectivity Room**	
	While cloud computing drove the creation of mega data centres, edge computing brings distributed IT with an exponential number of micro data centres. APC by Schneider Electric's Micro-DC solutions are specifically designed to allow compute to be deployed in non-dedicated IT spaces. **Visit the APC both, watch our video and speak to one of our representatives for an opportunity to win a $300 Amazon gift card!**	

PARTICIPATING SPONSORS

PC & Peripherals Room

Learn more about our ExpertBook B9 series, which features 24-hour battery life, military-grade durability, enterprise security and an incredibly thin and light design, weighing under 2.2 lb. ASUS also offers ProArt Display Monitors for both commercial and content creators. **Come by the ASUS booth to ask us a question and fill out a quick survey for a chance to win a ZenScreen portable monitor, great for maximizing your productivity remotely.**

Collaboration & Software Room

If you've ever driven a high-performance car, admired a towering skyscraper, used a smartphone or watched a great film, chances are you've experienced what millions of Autodesk customers are doing with their software. With Autodesk, you have the power to make anything.

Data Centre Solutions Room

Amazon Web Services (AWS) is the world's most broadly adopted cloud platform, offering over 175 fully featured services from data centres globally. Fast-growing startups, large enterprises and government agencies are using AWS to lower costs, become more agile and innovate faster. AWS can help you focus on innovating your business – stop by our virtual booth to find out how.

Digital Signage & Displays Room

BenQ's high-quality displays and projectors are reliable with super-sharp images that are easy on the eyes and known for their colour accuracy. BenQ's PD/SW series of LCD monitors are factory-calibrated and have earned prestigious certifications from Pantone and Calman. **Come visit BenQ's booth to learn more and engage with a representative in the booth chat for your chance to win a BenQ SW271 colour-accurate display!**

Collaboration & Software Room

The mix of Carbonite and Webroot solutions cover each level of a defence in depth cyber resilience strategy, so customers can feel secure and protected in an evolving online world. Together, data protection and data security act as a failsafe when the worst hits. Protect against malware, ransomware and unexpected data loss with a cyber resilience solution tailored to meet your business needs.

PARTICIPATING SPONSORS

CHERRY

PC & Peripherals Room

CHERRY is one of the world's leading manufacturers of computer input devices, offering over 65 years of experience in POS, office and healthcare products at a competitive price. Integrity, quality and performance are built into every product.

citrix

Security & Networking Room

Citrix is a digital workspace platform that gives employees everything they need to be productive in one unified experience while arming IT with the visibility, simplicity, and security needed to enable and control it all. Since 1989, Citrix has made it easier for people to access the applications and content they need to do their very best work – wherever and whenever work needs to get done. **Visit the Citrix booth at BTEX to learn more.**

code

Collaboration, Print, Scan & POS

Code's data capture solutions improve workflow and make processes more efficient. From soft scanning on mobile devices to durability to infection control, we have what you need. Eliminate misreads and failed scans with our zero-miss decoding technology. **Stop by our booth and ask us a question in the virtual chat for a chance to win a $250 Amazon gift card.**

COHESITY

Data Centre Solutions Room

Cohesity redefines data management to solve mass data fragmentation. Cohesity lowers TCO and radically simplifies the way business back up, manage, protect and extract value from their data – in the data centre, at the edge and in the cloud.

cradlepoint

Security & Networking Room

Cradlepoint wireless edge solutions unlock the power of LTE and 5G cellular networks to give your WAN the boundless reach, nonstop reliability and real-time agility it needs to keep up with your business. Connect fixed and temporary sites, vehicles, field forces and IoT devices, anywhere. Simply. Securely. Wirelessly. **Stop by the Cradlepoint booth and download our content, chat with us or watch a video for a chance to win a JBL Charge 4 Bluetooth Speaker.**

PARTICIPATING SPONSORS

CyberPower

Storage, Power & Connectivity Room

Blast off with CyberPower's CP1000PFCLCD PFC Sinewave Uninterruptible Power Supply (UPS) system! This mini-tower UPS uses automatic voltage regulation (AVR) to correct minor power fluctuations without switching to battery power, which extends battery life. You can rely on our CP1000PFCLCD for battery backup, power protection and survival in cyberspace! **Visit our CyberPower booth and chat with us for the chance to become a landowner on Mars!**

EATON — Powering Business Worldwide

Storage, Power & Connectivity Room

Eaton solutions organize, protect and manage your IT environment by delivering a complete power management solution – including UPSs, rack PDUs and software – designed to save time, money and reduce risk. Eaton's relationships with other leading technology partners like Cisco, Dell, HPE, Scale Computing and VMware provide added value by extending the availability of your IT infrastructure. **Visit our booth and speak to us in the chat to win a FREE Eaton UPS for your home office!**

ergotron

Digital Signage & Displays Room

Ergotron builds solutions that help people thrive in healthcare, education, contract furniture and general office environments. Its custom solutions group develops innovative products for leading global companies in a variety of industries. Over nearly four decades, the company has earned more than 200 patents and established a growing portfolio of award-winning brands including WorkFit®, CareFit™, LearnFit® and JŪV™. **Visit our virtual booth, download a whitepaper and speak to us using the booth chat to be entered to win a WorkFit Sit-Stand desk.**

eset — ENJOY SAFER TECHNOLOGY

Security & Networking Room

With solutions ranging from endpoint and mobile security to encryption, two-factor authentication and enterprise-grade offerings – ESET's high-performing, easy-to-use products give consumers and businesses the peace of mind to enjoy the full potential of their technology. **Stop by our booth and engage with the team through the chat feature for the chance to win a $250 Amazon gift card!**

f5

Security & Networking Room

Businesses rely on F5 to provide the broadest set of application services for enterprise-grade apps, whether on-premises or across multi-cloud environments. **Visit our booth to see how we can make your business applications: fast, secure, and available anywhere.**

PARTICIPATING SPONSORS

Security & Networking Room

FireEye is the intelligence-led security company. Working as a seamless, scalable extension of customer security operations, FireEye offers a single platform that blends innovative security technologies, nation-state grade threat intelligence and world-renowned Mandiant® consulting. With this approach, FireEye eliminates the complexity and burden of cybersecurity for organizations struggling to prepare for, prevent and respond to cyberattacks.

Security & Networking Room

Fortinet solutions deliver security without compromise to address the most critical security challenges, whether in networked, application, cloud or mobile environments. With more than 450,000 customers, you can trust Fortinet to protect your business.

Collaboration, Print, Scan & POS Room

Fujitsu scanners deliver speed, image quality, superior paper handling and reliability. It's a family that continues to evolve with new products and solutions designed to meet the needs of a rapidly changing document imaging marketplace. Come to our booth, watch some videos and download some documents to learn more about our advanced document imaging technologies. Those who attend will also have access to CDW's Fujitsu scanner promotions.

Collaboration, Print, Scan & POS Room

Honeywell's Productivity Solutions business creates mobile computers, printers, data capture devices and software solutions that improve worker productivity in thousands of companies of all sizes around the world. Honeywell helped pioneer the barcode scanning market in the 1970s, and over the years its new innovations have helped retailers, distributors and industrial users achieve significant improvements in efficiency, speed and accuracy. **Come ask us a question in our booth for a chance to win a $250 prize!**

Collaboration & Software Room

Jamf automates the entire lifecycle of Apple in the enterprise, including device deployment, management and security, without negatively impacting the end-user experience or requiring IT to touch the device. Everything the end user needs to be productive and successful is launched with the press of the power button through Jamf's management framework.

PARTICIPATING SPONSORS

Security & Networking Room

JUNIPER NETWORKS

The combined portfolio of Juniper Networks and Mist Systems under one united company brings AI to IT: Delivering on the promise of software defined enterprise. The solutions will deliver exceptional end-to-end user and IT experiences. **Learn more about what this exciting change means by visiting the Juniper Networks BTEX booth today!**

PC & Peripherals Room

Kingston TECHNOLOGY

Kingston® memory and storage products are relied on worldwide by corporations, data centres and technology enthusiasts alike. Kingston's commitment to engineering – expertise, reliability, quality and service – has held the trust of customers and partners for over 30 years. **Earn a ballot for each action completed – visit Kingston booth, get caricature made, post on social using #kingstonxcdwbtexcanada and tag @kingstontechnology – plus answer our survey for your chance to win a prize!**

Storage, Power & Connectivity Room

C2G A brand of legrand

C2G and Chief recognize that staying connected is more important today, than ever before. Experts in connectivity for over 35 years, we know how to connect at-home workspaces with the essentials like cables, adapters, docking stations, hubs and mounts. **You can be entered to win one of three Work/Learn from Home Solutions from C2G and Chief by watching our solutions video and jumping on a live chat with us!**

Collaboration, Print, Scan & POS Room

Lexmark

Lexmark's innovative imaging solutions & technologies combine enterprise-class security & reliability with speed, pricing and ease of use to support your unique business vision by streamlining processes and lowering printing costs. **Stop by the Lexmark booth and download a white paper or chat with us in the live booth chat for your chance to win a Lexmark Mono Laser MFP (MB2236adw).**

Digital Signage & Displays Room

LG Business Solutions

LG has a wide range of professional and innovative technologies including displays, medical/education-focused solutions and now, commercial PCs. **Come visit the LG booth to see the new PC lineup as well as other solutions that will help you optimize your business in this ever-shifting digital world.**

PARTICIPATING SPONSORS

Collaboration & Software Room

Through purposeful innovation, Logitech designs tools that help people create, connect and collaborate to deliver their best work in the evolving workspace. Optimized for user performance and IT success, our intelligent peripherals and advanced video collaboration systems will give you tangible, reliable, easy-to-deploy solutions across your organization. Logitech will be giving away a premier Work From Home prize pack consisting of our Zone Wireless Headset, BRIO 4K webcam, MK850 keyboard and mouse and a wireless charging pad. **Chat with us for your chance to win!**

Storage, Power & Connectivity Room

Whether your design requires high speed, low power, high bandwidth, high density or ultralow latency, Micron's data centre solutions provide the optimum combination of features, reliability and performance. **Come learn more and enter to win the Crucial P5 SSD which has powerful speeds and state-of-the-art performance.**

PC & Peripherals Room

MSI mobile workstations provide a professional solution across a wide range of professions and disciplines. It delivers quality and reliability, creating the ultimate in premium performance. MSI owns its own manufacturing factory, providing flexibility and customizable solutions to cater and meet your needs.

Digital Signage & Displays Room

NEC Display Solutions has the breadth of products, global reach and eco-partners to provide businesses with innovative digital display solutions. **Come visit our booth to learn and see for yourself with a time-lapsed installation video of a DirectView LED video wall.**

Data Centre Solutions Room

Companies around the world use Nutanix Enterprise Cloud OS software to bring one-click application management and mobility across public, private and distributed edge clouds so they can run any application at any scale with a dramatically lower total cost of ownership. The result is organizations that can rapidly deliver a high-performance IT environment on demand, giving application owners a true cloud-like experience.

PARTICIPATING SPONSORS

Data Centre Solutions Room

NVIDIA pioneered accelerated computing to tackle challenges ordinary computers cannot. We make computers for the da Vincis and Einsteins of our time so that they can see and create the future. Accelerated computing requires more than just a powerful chip. NVIDIA achieves incredible speedups through full-stack invention — from the chip and systems to the algorithms and applications they run.

Security & Networking Room

Okta is a leading independent provider of identity for the enterprise. The Okta Identity Cloud enables organizations to securely connect the right people to the right technologies at the right time. With over 6,500 application integrations, Okta customers can easily and securely use the best technologies for their business. **Visit the Okta booth at BTEX to learn more!**

Security & Networking Room

Palo Alto Networks is shaping the future with technology that is transforming the way people and organizations operate. Our mission is to be the cybersecurity partner of choice, protecting our digital way of life. By delivering an integrated portfolio and empowering a growing ecosystem of partners, we are at the forefront of security, protecting tens of thousands of organizations across clouds, networks, and mobile devices.

Collaboration & Software Room

Poly, formerly Plantronics and Polycom, combines legendary audio expertise and powerful video and conferencing capabilities to overcome the distractions and complexity that make communication in the workplace challenging. Our headsets, desk phones, audio, videoconferencing and services are used worldwide for every kind of workspace.

Data Centre Solutions Room

Welcome to the future, let Pure Storage guide you! At our booth you'll find everything you need to help turn data into business advantage. Learn how Pure helps our ever-expanding list of customers shoot for the moon by reducing complexity and easing the burden of ownership. **You'll also have the chance to get that much closer to the stars; by visiting our booth, watching videos, downloading content and chatting with us you'll be automatically entered to win a telescope!**

PARTICIPATING SPONSORS

riverbed

Security & Networking Room

The Riverbed Network and Application Performance Platform enables organizations to visualize, optimize, accelerate and remediate the performance of any network for any application. Our secure, open and flexible platform is comprised of network performance management, WAN optimization, application acceleration and SD–WAN solutions. **Visit our booth and chat with us to be entered to win a JBL Flip 5 Bluetooth Portable Waterproof Speaker!**

RSA

Security & Networking Room

There are as many paths to digital transformation as there are organizations pursuing the challenge – and every path poses different risks. RSA is here to help you manage your digital risk with a range of capabilities and expertise including integrated risk management, threat detection and response, identity and access management and fraud prevention. **Come talk to us for your chance to win a $200 Amazon gift card!**

rubrik

Data Centre Solutions Room

Rubrik simplifies backup and DR by converging legacy infrastructure and software into a single software fabric. Our software solution scales linearly and can be quickly deployed anywhere across on–prem, hybrid cloud, and multicloud environments to protect physical, virtual, and cloud–native apps.

COMMSCOPE® RUCKUS®

Security & Networking Room

Are you ready for Wi-Fi 6? Wi-Fi 6 brings higher capacity, efficiency and performance to enterprises, distributed offices and small businesses. And beyond Wi-Fi 6, Wi-Fi 6 extended (Wi-Fi 6E) aims to support mobile users, IoT devices, and latency–sensitive applications in the 6GHz band. **Come visit the CommScope Ruckus booth and chat with us to be entered to win a free R310 Access Point – perfect for supporting today's work (and school) from home wireless needs!**

SAMSUNG

Digital Signage & Displays Room

Samsung Electronics Canada helps businesses achieve their goals through a transformative ecosystem of products and services that deliver innovation and distinct design to the connected workforce. The company is redefining the worlds of smartphones, tablets, wearable devices, interactive displays, digital signage solutions and solid state drives. **Stop by our booth to find out about the latest Samsung has to offer your business.**

PARTICIPATING SPONSORS

Data Centre Solutions Room

Scale Computing HC3® software uses self-healing and automation to maximize application uptime and performance, simplify management and protect data. When ease of use, high availability and total cost of ownership matters, Scale Computing HC3 is the IT infrastructure platform for distributed enterprises, global retailers and SMBs alike.

Storage, Power & Connectivity Room

Seagate was built on trust — offering innovative and easily integrated storage services and products. Our hardware and cloud products create a seamless experience for any company that wants their data to be installed, operated, and protected with ease. Here's to data done right. **Come chat with us and be entered to win an Uber Eats gift card!**

Collaboration, Print, Scan & POS Room

Work from home or work anywhere. The workplace is being redefined, redesigned, and reconstructed with collaboration technology leading the way. Discover key insights and products from EPOS to help bridge your teams into the new workplace environment. **Be at the top of our booth leaderboard and WIN an EPOS headset!**

Data Centre Solutions Room

Take control of IT chaos with digital workflows on a single, unified platform. ServiceNow IT workflows enable you to bridge the gap between traditional IT practices and the needs of the modern business. Connect your enterprise with digital IT workflows.

Digital Signage & Displays Room

Sharp's professional and commercial displays are specially engineered for business applications and are offered in a wide range of sizes and varying capabilities. From commercial displays for the boardroom to high-impact displays for digital signage to the award-winning AQUOS BOARD® interactive display systems and Windows collaboration display, Sharp commercial and professional displays help you communicate, collaborate and disseminate information brilliantly.

PARTICIPATING SPONSORS

SMART

Whether your business needs a complete interactive solution to drive productivity and innovation, or an affordable, future-proofed package with the essentials, SMART Board® Pro interactive displays provide fast, flexible collaboration power and ease of use. Amplify your team's collaboration even more, whether they're in the same room or across the globe with SMART TeamWorks™ visual collaboration software. **Stop by the SMART booth for an exclusive offer.**

SONICWALL

Security & Networking Room

Stay ahead in the cyber arms race with SonicWall. If security fears are limiting your organization, SonicWall can liberate you. We moved beyond threat detection by engineering real-time, proactive breach prevention, stopping cyberattacks before they start. **Visit the SonicWall booth at BTEX to learn more.**

SOPHOS

Security & Networking Room

Built on the endpoint protection of Intercept X Advanced with endpoint detection and response (EDR), Sophos Managed Threat Response (MTR) provides 24/7 threat hunting, detection and response capabilities delivered by an expert team as a fully managed service. Going beyond simply notifying you of attacks or suspicious behaviours, our team of experts takes targeted actions on your behalf to neutralize even the most sophisticated and complex threats. **Visit our booth, download content and chat with us to be entered to win a Nintendo Switch!**

splunk>

Security & Networking Room

Bring data to every part of your organization with Splunk. Predict and prevent problems with one unified monitoring experience, streamline your entire security stack with Splunk as the nerve centre and detect, investigate and diagnose problems easily with end-to-end observability.

StarTech.com
Hard-to-find made easy®

Storage, Power & Connectivity Room

Connecting your IT solutions can be a challenge, and that's why we're passionate about making every step as easy as possible. StarTech.com has been creating a portfolio of IT accessories supporting over 200 different technologies, from legacy to latest, and making them easy to identify, find, obtain and use. **Visit our booth to learn about new products supporting USB-C and 8K, and for the chance to win an awesome prize!**

PARTICIPATING SPONSORS

Storage, Power & Connectivity Room

SUPERMICRO

As a global leader in high performance, high efficiency server technology and innovation, we develop and provide end-to-end green computing solutions to the data centre, cloud computing, enterprise IT, Big Data, HPC and embedded markets. Our Building Block Solutions® approach allows us to provide a broad range of SKUs, and enables us to build and deliver application-optimized solutions based upon your requirements. You need the right infrastructure to transform your business and we have the right solution for you.

PC & Peripherals Room

Targus

Work reimagined at home, at the office and anywhere in between. **Stop by the booth to see what solutions Targus offers to help you and your team stay productive and see how you can reimagine your workspace.**

Collaboration, Print, Scan & POS Room

TeamViewer

TeamViewer lets you remote in to computers or mobile devices located anywhere in the world and use them as though you were there. Plus, you can remotely connect to servers, commercial-grade machines and IoT devices from anywhere, at any time, through our secure global remote access network.
Chat with us in our virtual booth to download content plus learn how you can win an Amazon gift card!

Security & Networking Room

THALES

Thales CPL (Cloud Protection & Licensing) helps you discover sensitive data so you can automatically remediate it by encrypting that data, no matter where it resides, either at rest or in motion. Thales multicloud solutions store and manage encryption keys throughout their lifecycle, and let you easily control access to your data so you can achieve security and privacy compliance, regardless of the cloud service provider (seamlessly works with MS Azure, O365, AWS, GCP and more).

Security & Networking Room

TREND MICRO

Trend Micro is passionate about making the world safe for exchanging digital information, today and in the future. Artfully applying our XGen™ security strategy, our innovative solutions for consumers, businesses, and governments deliver connected security for data centres, cloud workloads, networks, and endpoints. Our connected threat defence enables seamless sharing of threat intelligence and provides centralized visibility and investigation to make organizations their most resilient. **Visit and chat with us at BTEX to learn more and to enter yourself for a chance to win a BOSE Home Speaker.**

PARTICIPATING SPONSORS

Storage, Power & Connectivity Room

Outstanding product reliability and exceptional service have been Tripp Lite trademarks for nearly 100 years. From desktop to critical infrastructure, Tripp Lite manufactures over 5,000 products to power and connect the computers, networking equipment and electronic devices that form the foundation of our digital world. Headquartered in Chicago, Illinois, Tripp Lite maintains a global presence with offices and partners worldwide.

Data Centre Solutions Room

Veeam provides a single platform for modernizing backup, accelerating hybrid cloud and securing data. With 375,000+ customers worldwide, including 82% of the Fortune 500 and 67% of the Global 2000.

Security & Networking Room

Vertiv's critical infrastructure products like AVOCENT, covering IT management and monitoring products, help you know what is happening to your IT equipment and power, locally and at the edge. They also have a vast portfolio of rackmount PDUs, with unique patented technologies, monitoring sensors and devices.

Digital Signage & Displays Room

ViewSonic makes productivity possible one conference call at a time, makes your home office work one display at a time and makes hybrid learning easier one student at a time.

Data Centre Solutions Room

VMware streamlines the journey for organizations to become digital businesses that deliver better experiences to their customers and empower employees to do their best work. VMware's software spans compute, cloud, networking, security and digital workspace – having the power to unlock new possibilities for people and our planet.

PARTICIPATING SPONSORS

VONAGE

Collaboration & Software

Vonage Contact Center, a CRM-integrated contact centre solution designed specifically for mid-market businesses, brings unified communications and contact centre technology together to deliver a superior customer and agent experience while reducing IT complexity and lowering operating costs. All backed by proven 99.999% reliability delivered on a carrier strength network. **Chat with us in our booth for your chance to win a Yeti cooler!**

Western Digital.

Storage, Power & Connectivity Room

Western Digital® creates environments for data to thrive. We drive the innovation needed to help the world capture, preserve, access and transform an ever-increasing diversity of data. Western Digital's data-centric solutions are comprised of the Western Digital, G-Technology™, SanDisk®, and WD® brands. **Come talk to us for a chance to win a WD_BLACK P10 Game Drive!**

YAMAHA

Collaboration, Print, Scan & POS Room

The Yamaha ADECIA Ceiling Microphone is designed to be easily installed and work seamlessly to provide complete and customizable communications solutions. ADECIA helps organizations overcome challenges with implementation, configuration and room acoustics by providing all components required for a successful installation and automatic technologies that reduce setup time, costs and complexities.

ZEBRA

Collaboration, Print, Scan & POS Room

Zebra empowers those on the front line in retail, healthcare, transportation and logistics, manufacturing and other industries to achieve a performance edge that translates to delighted customers, good patient outcomes and superior business results. Our products, software, services, analytics and solutions are used to intelligently connect your people, assets and data. **Come see us and ask a question for an opportunity to win a Phillips Hue smart home starter kit!**

zoom

Collaboration & Software Room

Zoom Video Communications brings teams together to get more done in a frictionless and secure video environment. Our easy, reliable and innovative video-first unified communications platform provides video meetings, voice, webinars and chat across desktops, phones, mobile devices and conference room systems.