



2026 IT Sales and Marketing Boot Camp Event Schedule

All times are listed CT. Times listed in **BLUE** are important times to have your booth staffed.
Schedule Subject To Change

Monday, April 6, 2026

2:00 PM – 7:00 PM Vendor Load In
5:00 PM – 8:00 PM Attendee Registration

Tuesday, April 7, 2026

7:30 AM – 7:00 PM Registration Open
7:30 AM – 9:00 AM **Breakfast**
8:30 AM – 9:15 AM TMT Breakout Sessions
9:15 AM – 9:35 AM **Break**
9:30 AM – 10:30 AM Monjur Pre-Conference Workshop #1
9:35 AM – 10:05 AM Bronze Sponsor Breakout Sessions
10:05 AM – 10:25 AM **Break**
10:25 AM – 10:55 AM Bronze Sponsor Breakout Sessions
10:55 AM – 11:15 AM **Break**
11:15 AM – 11:45 AM Bronze Sponsor Breakout Sessions
11:15 AM – 12:15 PM Monjur Pre-Conference Workshop #2
11:45 AM – 1:15 PM **Lunch**
1:15 PM – 1:45 PM Gold/Platinum Sponsor Breakout Sessions
1:45 PM – 2:05 PM **Break**

2:00 PM – 3:00 PM	Monjur Pre-Conference Workshop #3
2:05 PM – 2:35 PM	Bronze Sponsor Breakout Sessions
2:35 PM – 2:55 PM	Break
2:55 PM – 3:25 PM	Bronze Sponsor Breakout Sessions
3:25 PM – 3:45 PM	Break
3:45 PM – 4:15 PM	Bronze Sponsor Breakout Sessions
4:15 PM – 5:15 PM	Welcome Reception
5:15 PM – 7:00 PM	Opening Night Keynote

Wednesday, April 8, 2026

7:30 AM – 9:00 AM	Breakfast
8:00 AM – 8:45 AM	TMT Breakout Sessions
8:45 AM – 9:00 AM	Break
9:00 AM – 9:10 AM	Opening Announcements (Dave Rendall)
9:10 AM – 10:10 AM	General Session / Keynote: “The Power Of Innovation: AI In The MSP Industry” (Dan Chuparkoff)
10:10 AM – 10:20 AM	Sapphire Main Stage
10:20 AM – 10:50 AM	Break
10:50 AM – 11:00 AM	Platinum Sponsor Quickfires
11:00 AM – 12:30 PM	Better Your Best Presentations
12:30 PM – 1:45 PM	Lunch
1:45 PM – 2:15 PM	Gold/Platinum Sponsor Breakout Sessions
2:15 PM – 2:30 PM	Break
2:30 PM – 3:00 PM	Gold/Platinum Sponsor Breakout Sessions
3:00 PM – 3:25 PM	Break
3:25 PM – 4:10 PM	TMT Breakout Sessions
4:10 PM – 4:30 PM	Break

4:30 PM – 6:00 PM **General Session / Keynote: “Built To Fail: Why Most MSP Owners Grind For 30+ Years And Still End Up Broke (Part 1)”** (Robin Robins)

6:00 PM – 8:00 PM **Pub Crawl**

Thursday, April 9, 2026

7:00 AM – 8:30 AM **Breakfast**

8:30 AM – 8:45 AM **Opening Announcements**

8:45 AM – 10:00 AM **General Session / Keynote: “Built To Fail: Why Most MSP Owners Grind For 30+ Years And Still End Up Broke (Part 1)”** (Robin Robins)

10:00 AM – 10:30 AM **Break**

10:30 AM – 11:00 AM **Silver Sponsor Breakout Sessions**

11:00 AM – 11:15 AM **Break**

11:15 AM – 12:00 PM **TMT Breakout Sessions**

12:00 PM – 1:15 PM **Lunch**

1:15 PM – 2:00 PM **TMT Breakout Sessions**

2:00 PM – 2:15 PM **Break**

2:15 PM – 3:00 PM **General Session Game Show: “How Much Smarter Are You Than Your Competition?”**

3:00 PM – 3:45 PM **Break**

3:45 PM – 4:55 PM **General Session / Keynote: “The Process”** (Coach Nick Saban)

4:55 PM – 5:30 PM **Awards Ceremony / Closing Announcements**

7:00 PM – 9:00 PM **Peer Party** (Sponsors Are Invited Too!)

Friday, April 10, 2026

8:00 AM – 12:00 PM **Vendor Load Out**