



IDEACOM[®] CONFERENCE 2025

THE RENAISSANCE NASHVILLE
APRIL 13-15, 2025

Conference Agenda



AGENDA AT-A-GLANCE

SUNDAY, APRIL 13, 2025

12:00-4:00 pm | Exhibitor Setup

GERMANTOWN 1-3

5:30-7:30 pm | Welcome Reception

BRIDGE LOUNGE

MONDAY, APRIL 14, 2025

9:00 am-12:00 pm | General Session

GRAND BALLROOM 2

9:00-9:20 am: Welcome

9:20-12:00 pm: MEMBERS ONLY: Mining Our Diamonds

12:00-1:00 pm | Lunch

WEDGEWOOD

12:00-4:00 pm | Exhibit Hall

GERMANTOWN 1-3

12:00-4:00 pm: Exhibit Hall

3:00-4:00 pm: Exhibit Hall Cocktails

6:30-8:30 pm | Grand Banquet

GRAND BALLROOM 1

TUESDAY, APRIL 15, 2025

7:00-9:00 am | General Session

WEDGEWOOD

7:00-7:30 am: Breakfast

SOBRO

7:30- 8:00 am: Vendor Awards

8:00-9:00 am: MEMBERS ONLY:KEYNOTE: Intermedia Update - Presenter: Mark Sher, SVP of Product Marketing

9:00-12:00 pm | Breakout Sessions

9:00-10:00 am: Breakout Session 1

10:00-11:00 am: Breakout Session 2

11:00-12:00 pm: Breakout Session 3

12:00-1:00 pm: Farewell Lunch



BREAKOUT SESSIONS

PLEASE NOTE: Space in the breakout rooms is limited. Please refer to the agenda insert in your conference badge to see which breakout session room you are scheduled to be in.

9:00-10:00 am: Breakout Session 1

- HostMy
- Intermedia
- Zultys

10:00-11:00 am: Breakout Session 2

- Intermedia Unite
- Presence Management
- ProdataKey

11:00-12:00 pm: Breakout Session 3

- HostMy
- Intermedia
- SureCall

HostMy: The Hassle-Free Way to Market Your Business and Grow Your Sales. Join HostMy President, Jim Waldrop and marketing expert, Aaron Hassen as they introduce effective marketing strategies for attracting new customers and HostMy's done-for-you marketing toolkit for growth. Plus, discover HostMy's latest product enhancements as well as new opportunities to support local governments. Attendees will receive a bonus gift from HostMy.

INTERMEDIA: "Hitting a High Note" - Unlocking Revenue with Vertical Market Strategies. Capture larger deals by utilizing a targeted vertical approach. Unlock more revenue now! Successfully selling into verticals takes specialized knowledge on their specific needs, a deep understanding of their unique challenges, and ensuring security for their communications. Intermedia continues to succeed in a number of vertical markets. Let us help you win those deals.

INTERMEDIA: Unite for MS Teams: Experience our New Embedded Communications Solutions That Transform the Microsoft Teams Experience. Join Mark Sher, SVP Product Marketing, for a look at our new embedded Teams communication, customer engagement, and archiving solutions that take Microsoft Teams to the next level. With advanced calling, SMS/MMS, Contact Center, and Intelligent Archiving, our solution is designed to streamline business communications, improve customer engagement, and boost productivity—all within the Teams interface your customers already know and use every day.

PRODATAKEY: Access Control Systems Sales Training. Join ProdataKey to learn about the types of access control and how to build recurring revenue.

PRESENCE MANAGEMENT: Premise features with Cloud Simplicity, vUCP Cloud Solution.

SURECALL: Mastering SureCall SignalMax Hybrid DAS & Ultra-Wideband 5G – Maximizing Revenue.

ZULTYS: Zultys' Latest Enterprise Release: Delivering Peace of Mind for You and Your Customers. Join Zultys for a fast-paced session covering the powerful new capabilities in Zultys' latest Enterprise Release — including Active Directory and Single Sign-On (SSO) support to simplify user management and authentication like never before. We'll also showcase new Microsoft integrations for Teams organizations using ZAC for Teams, such as presence synchronization with Teams and Outlook contacts integration.

Plus, see how Ideacom Members are using the Zultys Partner Portal as their all-in-one hub for marketing, training, and quoting — and how you can too. From customizable marketing collateral to on-demand ZCSE technical training and an advanced quoting tool with DocuSign, the Portal gives you everything you need to increase sales and streamline operations.

Finally, we'll review how Zultys' PEPPM contract makes it easier to sell to schools, government, and public sector organizations — helping your customers avoid lengthy RFPs while ensuring compliance and competitive pricing.

Zultys is here to equip you with the tools and resources to win more deals and grow your business. With a platform that's easy to sell and easy to use, Zultys delivers peace of mind for both you and your customers.