

Monday October 6th, 2025

12:00 PM – 5:00 PM | Registration - Get checked in and collect your conference badge and materials.

12:00 PM – 4:30 PM | Expert Lounge - Connect with Texada experts for quick answers, and personalized guidance in a relaxed setting.

6:00 PM – 8:00 PM | Welcome Reception - Kick off the conference with partner booths, appetizers & drinks, and networking.

TUESDAY: October 7th, 2025

7:00 AM – 8:15 AM | **Breakfast Buffet** - Enjoy a full breakfast before sessions begin.

8:30 AM – 9:00 AM | **CEO Welcome with Matt Harris**

9:00 AM – 9:45 AM | **Growing Texada's Equipment Growth Platform** - Texada Chief Product Officer Ben Cox will share (and show!) what's new in Texada's Equipment Growth Platform - see it first at EQUIPPED!


9:45 AM – 10:00 AM | Break

AM TRACK BREAKOUTS – Session #1 (10:00 AM – 11:00 AM)


Rental: Digital Customer Engagement - E-Commerce/Payments

 Steve Vierra

Service CE: SAQ - CVA Lifecycle - Optimize your CVA lifecycle from lead to execution. Join Paul on the life cycle of a Service Agreement from nurturing a lead (or even looking at the low hanging fruit in CRM) to quoting multiple units, to the WIN of the quote to the creation of contracts to scheduling the PM Events to actioning the PM Event to reviewing the contract.

 Paul Phillips

CRM: Beyond the Basics: Unlocking Top Gear Performance - Shift into high gear: Proven best practices and hidden tricks for maximizing your dealership's sales suite effectiveness.

 David Vuong / Peter Le Mare

Service Mgmt: Free hour to visit Expert Lounge and/or other tracks.

MID-DAY TRACK BREAKOUTS – Session #1 (11:00 AM – 12:00 PM)


Rental: Free hour to visit Expert Lounge and/or other tracks

Service CE: You Don't Know What You Don't Know - Value of PRO - Our PC PROs can help you solve your problems with functionality already in your system that you just don't know about.

 John Fennell

CRM: Free hour to visit Expert Lounge and/or other tracks

Service Mgmt: Digital Service Excellence - *Description coming soon*

 Steve Vierra / Barb Thompson

12:00 PM – 12:50 PM | Lunch & Expert Lounge

PM TRACK BREAKOUTS – Session #2 (1:00 PM – 1:45 PM)

Rental: Get Rid of Your Clipboard: Mobile Check-in/Check-out

Say goodbye to paper checklists and hello to real-time equipment tracking. In this hands-on session, we'll introduce powerful new functionality in Texada Mobile that allows you to check equipment in and out of your yard—right from your mobile device

Whether you manage one site or multiple locations, this feature gives your team the ability to:

- Log pickups and drop-offs digitally—no clipboards, no delays
- Instantly capture equipment condition, photos, and notes
- Sync updates across your team in real time
- Reduce errors and improve turnaround with streamlined workflows

If your yard team still relies on pens and paper, this session will show you how Texada Mobile is transforming daily operations—faster, smarter, and paper-free.

 Barb Thompson

Service CE: Free hour to visit Expert Lounge and/or other tracks.

CRM: Round Table Discussion - *Topics Coming Soon*

Service Mgmt: Free hour to visit Expert Lounge and/or other tracks.

1:45 PM – 2:00 PM | Break

2:05 PM – 3:05 PM | Keynote: Economic Outlook and View on 2025 & Beyond

3:05 PM – 3:25 PM | Break

3:30 PM – 4:30 PM | CCO Panel - The X-Factor in Driving Digital Transformation

Digital transformation is more than just adopting new technology, it's about empowering people. In today's workplace, that means uniting Gen X, Millennials, and Gen Z with training, tools, and support that resonate across generations. This engaging panel explores how organizations can close the generational gap in tech adoption, digital workflows, and employee learning. Hear from leaders who are rethinking how we onboard, train, and equip today's workforce —balancing experience and innovation, comfort and curiosity. Whether you're modernizing legacy systems or rolling out the latest mobile apps, this session will help you understand what motivates each generation and how to build a tech culture that connects and inspires them all.

 Bonnie Crawford, CCO

4:30 PM - 5:30 PM | Trade Show Tailgate

6:00 PM - 9 PM | Social Event - *Announcement coming soon!*

WEDNESDAY: October 8th, 2025

7:00 AM – 8:15 AM | Breakfast Buffet - Fuel up for the final day with a full breakfast.


9:00 AM – 9:50 AM | CX Vision - Texada Chief Customer Officer Bonnie Crawford will share how Texada's new Customer Center is helping users get more value, faster. She'll share real-world success stories and highlight the results our customers are achieving through smarter support, streamlined onboarding, and deeper insights.

 Bonnie Crawford


AM TRACK BREAKOUTS – Session #4 (10:00 AM – 10:50 AM)

Rental: Free hour to visit Expert Lounge and/or other tracks

Service CE: Roundtable Discussion - Break off into round table discussions with other dealer and Texada experts, to cover important topics for you.

 John Fennell / Paul Phillips / Mark Dearborn

Sales: Roadmap and Recent Deliveries - Explore the strategic vision and upcoming advancements for your sales teams.

 David Vuong / Peter Le Mare

Service Mgmt: Guided Product Discovery Panel - John and Mark will take your hand and escort you on a guided journey of discovery as you explore the possible with Service Management. Bring hiking boots and your best ideas.

 Mark Dearborn / John Hellens

MID-DAY TRACK BREAKOUTS – Session #4 (11:00 AM – 12:00 PM)

Rental: Rental Roadmap and Recent Deliveries - A look at the awesomeness delivered and in the near future, asset staging, check in / check out. udf's in Workorders, and converting reservations. near future reservations will be coming to Texada web

CRM: OEM Roundtable - Break off into round table discussions with fellow dealers by OEM. Let's have candid conversations around expectations that affect your future strategy, challenges to your business growth, and other important topics that can impact your dealer network.

Service Mgmt: OEM Roundtable - Break off into round table discussions with fellow dealers by OEM. Let's have candid conversations around expectations that affect your future strategy, challenges to your business growth, and other important topics that can impact your dealer network.

12:00 PM – 12:50 PM | Lunch & Expert Lounge

PM TRACK BREAKOUTS – Session #6 (1:00 PM – 1:50 PM)

Rental: Free hour to visit Expert Lounge and/or other tracks


Service CE: Roadmap - Hold on to your hats, because our service roadmap will blow them off your head!

CRM Track: Free hour to visit Expert Lounge and/or other tracks

Service Mgmt: Roadmap - Explore the strategic vision and upcoming advancements for your Service teams


1:50 PM – 2:00 PM | Break

2:05 PM – 3:05 PM | Keynote: Technology Leadership & the Future of Equipment - Experts explore trends in equipment technology leadership and innovation.

 Bryan Long, AWS Enterprise Technologist

3:05 PM – 3:25 PM | Break

3:30 PM – 4:30 PM | CPO Panel - AI You Can Actually Use - A panel of industry and technology experts will discuss what works (and what doesn't) in using AI to drive impact in heavy equipment businesses

 Ben Cox

4:30 PM - 5:30 PM | Happy Hour

6:00 PM - 9 PM | Dinner