

IT NATION **CONNECT GLOBAL**

November 5-7, 2025 | Orlando and Virtual

# TRANSFORMING MSP BUSINESSES THROUGH THE POWER OF COMMUNITY



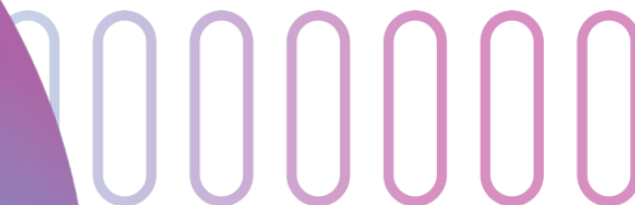
# ABOUT



IT Nation Connect™ Global is a three-day premier event for managed service providers (MSPs) worldwide interested in growing their business value and staying ahead in the rapidly evolving tech landscape.

Attendees have opportunities to learn about MSP business transformation and sustainable growth through educational sessions, regional and industry insights, and business connections.

This can't-miss event also features a welcoming, fun environment for thousands of attendees, including regional MSPs, third-party vendors, industry experts, and inspirational speakers.



# DEMOGRAPHICS



95%

of **attendee companies**  
are SMBs

87%

of **attendees**  
are MSPs

## Top Countries Represented

- USA
- Canada
- United Kingdom
- Australia
- Netherlands
- New Zealand



## Roles

14%

Owner

5%

Operations

5%

Service and  
Tech

4%

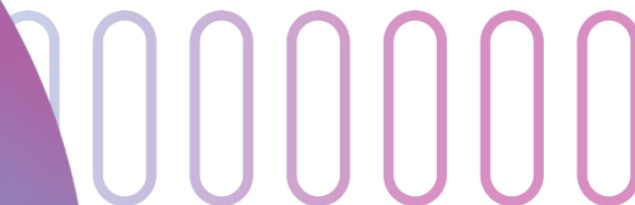
IT

3%

Marketing  
and Sales

2%

Other



# WHY ATTEND IT NATION CONNECT GLOBAL?

## Community Networking

Connect with thousands of fellow MSPs and industry leaders to build strategic partnerships and share experiences and best practices to expand your service offerings and address similar challenges.

"The transparency and quality of conversations we are having throughout the week is unparalleled at other industry events that I visit. The power of IT Nation is something that we put a very high value on in our business, and I'm trying to invite more and more of not just my leadership but my staff so they have conversations with their peers to drive down the messages we're seeing this week."



**Tim Williams,**  
Founding Director, Williams Technology Pty Ltd

"[The] coolest experience here is the people in the networking, getting to IT Nation, getting out of the office, talking to other business owners, finding out what's going on in their business, what's going on in your business, and being able to then strategize and think about what you want to do in the future."



**Andrew Naar,**  
CEO, Sapphire Computing Solutions

## Industry Knowledge

Optimize your business by getting ahead of cybersecurity threats, improving operational efficiency, and discovering new revenue streams through expert-led sessions and proven strategies to enhance service delivery and profit margins.

"My biggest takeaway from this week is to understand the industry a little bit more and what else there is out there in terms of tech and being able to move my business into the next phase that it can be and leverage that so that it can be something that is inspiring not just to myself, but all of my staff."



**Sher Clark,**  
CFO, SouthEast IT

## Practical Strategies

Learn practical steps that can be immediately applied, engage in hands-on training sessions, and access real-world case studies from successful MSPs.

"Apart from lots of little nuggets in each of the breakout sessions, the need to differentiate based on the service you offer."



**Ben Brown,**  
Director, Mason-Brown IT

# AGENDA AND SPEAKER HIGHLIGHTS

There's something for the whole team throughout pre-conference workshops for hands-on ConnectWise product training or exclusive exhibitor training followed by two days of keynotes, sessions, and networking.

## Topics cover MSP business challenges:



Becoming the ideal cybersecurity partner to accelerate growth



Supercharging business through sales and marketing



Enhancing customer relationships



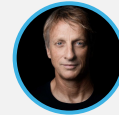
Redefining service delivery for exceptional outcomes



Finding, hiring, and retaining talent and scaling teams

## Past Speaker Highlights

### 2024 Keynote:



**Tony Hawk,**  
Skateboard Legend

### 2023 Keynote:



**Jesse Cole,**  
Owner of Savannah Bananas

### 2022 Keynote:



**James Clear,**  
Author of Atomic Habits



**Kim Scott,**  
Author of Radical Candor

# PAST EXHIBITORS



 **1Password**

**Alertops**

 **Auvik**

 **blackpoint**

 **CARBON SYSTEMS**

 **CONNECTSECURE**

 **CYBERLEAF**

**7 FIGURE  
MSP**

 **Alternative  
Payments**

 **Avalara**  
Tax compliance done right

 **Blacksmith  
InfoSec**

 **cavelo**

 **Control Case**

 **CyberQP**

**Acronis**

 **ARCTIC  
WOLF**

 **Avast  
Business**

 **BLOKWORX**

 **channel  
program**

**CORK**

 **cynomi**

 **actifile**

 **ANOW**

 **AvePoint**

**Blumira**

 **CISCO**

 **COURSER**

 **CYRISMA**

 **ADAPTIVE  
CATALOG**

 **ATAKAMA**

 **Axcient**

 **BSN**

 **cloudradial**

 **CYTRACOM**


**CYTRACOM**

 **Addigy**

 **AUGMENTT**

 **Barracuda**  
MSP

 **bvoip**  
perfectly clear

 **Coalition**

 **CRUSH BANK**

 **D&H**

**airSlate**

 **AUTOMOX**

 **Bitdefender**

 **CALL  
TO ACTION**  
IT'S NOT JUST WHAT YOU DO BUT HOW YOU DO IT

 **CompTIA  
Community**

 **CyberFOX**

 **Defens**

 **Delmar Insights**  
Navigate Your Data.

 **enveedo**

 **FIT**  
FrictionlessIT

 **Hatz AI**

 **IN RAM**  
MICRO

 **jumpcloud**

 **mailprotector**

# PAST EXHIBITORS



DNSFilter



domotz



LastPass



# PAST EXHIBITORS



# NETWORKING AND FUN

Networking and building relationships are essential for MSP business success, which makes IT Nation Connect Global a vital event for industry professionals. With over 2,000 MSP leaders from around the globe, attendees have the opportunity to connect with peers and industry experts in engaging and collaborative settings, including a pub crawl, welcome reception, meetups, and more.

## Networking

Intimate, on-site meetups to meet like-minded peers!

- Cybersecurity Pros
- Sales and Marketing Leaders
- Women in IT
- System Admins and Automation Geniuses
- Modes Theory™ Empire Builders

## Fun

- Welcome reception
- Happy hour
- IT Nation Celebration
- Final celebration

## 2024 IT Nation Celebration

IT Nation took over Universal Studios®! Attendees enjoyed dinner, drinks, and private access to epic rides. It was a night of unforgettable excitement!



## 2024 Closing Celebration: Stone Temple Pilots

Attendees enjoyed excellent food and drinks and showstopping entertainment. It was a night to remember!





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See you at IT Nation Connect Global!

[theitnation.com/connect-global](https://theitnation.com/connect-global)