



IT NATION
CONNECT GLOBAL
November 5-7, 2025 | Rosen Shingle Creek | Orlando



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%

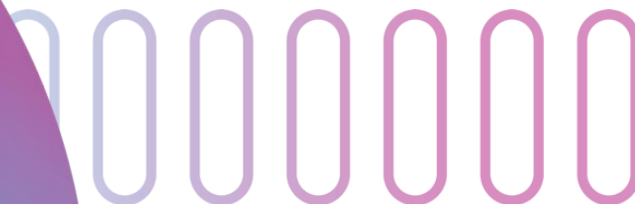
IT

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



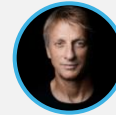
Redefining service delivery for exceptional outcomes



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

Addigy

AUGMENTT

Barracuda MSP

bvoip
perfectly clear

Coalition

CRUSHBANK

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

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