

Channel Partners Conference & Expo 2025

Industry leaders gathered at the Venetian Las Vegas from March 23-27, 2025, for the premier event connecting MSPs, technology advisors, and channel partners. Attendees experienced cutting-edge insights, networking opportunities, and transformative sessions designed to accelerate their business growth in the rapidly evolving technology landscape.



Pre-Conference Events: Set the Stage

MSP Peer Session

March 23, 1:00 PM - 4:00 PM

Attendees joined MSP-Ignite founder Steve Alexander and GTIA's Chris Johnson for facilitated discussions on industry challenges, cybersecurity, sales strategies, and M&A opportunities.

Roaring '20s Kickoff Party

March 23, 7:30 PM - 9:30 PM

Attendees stepped into a Prohibition-era speakeasy at 1923 Bar. This event was exclusive to partner attendees with All Access, CP Conference, or MSP Summit passes. Password was required for entry.

Day 1: MSP Summit Opening

8:30 AM - Breakfast &
Networking

Keynote Programming began in Venetian
Ballroom F

9:00 AM - Hot Data

Jay McBain presented MSP Megatrends:
Making Sense of the \$5.4T IT Market

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8:50 AM - Opening Keynote

The Channel Forward: Path to Prosperity
and Steady Growth with Robert DeMarzo
and Kelly Danziger

10:00 AM - CEO Interview

ConnectWise CEO Manny Rivelo shared
vision for MSP platform growth

Featured Sessions & Workshops

Leadership & Culture

- Creating a Culture of Accountability with Kam Kaila
- Leadership Workshop: Unlocking Peak Performance with Tracy-Ann Palmer
- The 4 Disciplines of Execution with Chris McChesney

Technical Excellence

- Mastering SaaS Management for MSPs
- Automation and Efficiency in Service Delivery
- Ransomware Response and Remediation Strategies

Sales & Growth

- Evolving to Customer-Centric Go-to-Market
- IT Vendors & MSPs Winning More Deals Together
- Understanding the Lifecycle of a Lead

AI & Innovation

- Beyond the Hype: Real World AI Use Cases
- AI Productivity Leap: Achieved 3X Business Growth
- Unlocking AI's Benefits for Managed Services

AI Symposium: The Future Explored

Artificial intelligence reshaped the channel landscape. The AI Symposium featured cutting-edge sessions that explored how partners monetized AI, implemented solutions, and stayed ahead of the curve.



AI Market Leadership

Anurag Agrawal from Techaisle explored how AI fundamentally changed business models, economics, and service delivery capabilities across the channel.



Real Deals in AI

Attendees learned from real success stories across customer experience, cloud innovation, and cybersecurity. They discovered how top suppliers were driving AI adoption.



Monetizing AI

Strategies were shared to cash in on top LLMs including ChatGPT and Anthropic, transforming generative AI into profitable ventures for advisory businesses.

Day 2: Channel Partners Conference



Morning Keynotes

The morning opened with a kickoff featuring Kelly Danziger and Robert DeMarzo, followed by AI Market Leadership with Anurag Agrawal, and included keynotes from T-Mobile, Dialpad, and N-able CEO John Pagliuca.



Expo Hall Opened

The Expo Hall opened at 2:45 PM with a Rat Pack tribute performance. It featured over 300 exhibitors, a Central Bar sponsored by T-Mobile, and offered ample networking opportunities.



Evening Reception

The Fast Forward Welcome Party was hosted at TAO Beach Dayclub from 8:00 PM - 10:00 PM, providing tropical oasis networking under the stars.

300+

Exhibitors

Leading technology vendors and solution providers were present

100+

Sessions

Educational content was offered across multiple tracks

7,800+

Attendees

Channel partners, MSPs, and technology advisors attended



Cybersecurity Focus: Protecting the Future

With cybersecurity spending projected to reach \$109 billion by 2026 for SMBs alone, security remained a critical focus. The conference featured comprehensive sessions on threat protection, compliance, and building profitable security practices.



Ransomware Tales

Ryan Bowman from ThreatLocker explored the evolution of ransomware, real stories of attacks, and protection strategies for organizations and customers.



Top CyberThreats 2025

Kaseya's Miles Walker presented survey findings on emerging threats including advanced phishing, supply chain vulnerabilities, and AI-driven attacks.



XDR Practice Metrics

Joe Morin from Cyflare discussed measuring what matters in XDR, shifting from technical reports to business-aligned security outcomes.

Day 3: Strategic Insights & Closing

Wednesday Morning Highlights

The final day featured power-packed sessions including the Five Best Sales Tips, CEO perspectives on technology services distribution, and the TA 101 panel recognizing technology advisor elites.

Special focus on connectivity, automation, and growth strategies with leaders from AT&T, Telarus, and CableFinder. The Power Panel brought together telco giants T-Mobile, Lumen, Verizon, and AT&T to discuss channel strategies.

Marquee keynote: Shawnee Delaney, former Defense Intelligence Agency spy, presented "Spy vs. AI" exploring cybersecurity threats in the AI era.

Key Sessions

- CIO Challenges Panel
- Healthcare Innovation
- SASE & Networking
- Reputation Management
- MDF Revolution



Networking & Special Events

Headshot Studio

Complimentary professional headshots by Stern Recruiting were available. Perfect for LinkedIn, company websites, and marketing materials. Meeting Room Central, Booth 102.

MVP Hospitality Hub

Exclusive space for conference pass holders to conduct meetings, work, and recharge. It was stocked with refreshments throughout the day. Meeting Room Central, Booth 100.

Running the Channel

6th Annual Run/Walk, March 25, 7:00 AM. This free event included 3-mile and 5-mile routes, along with a photo opportunity at the famous Las Vegas sign.

Coaching Café

30+ expert coaches were available for focused 1:1 sessions on sales, marketing, strategy, and more. These sessions were brought to you by ChannelWise. Pre-registration was required.

Your Path Forward

Channel Partners Conference & Expo 2025 represented the premier opportunity to accelerate business growth, forge strategic partnerships, and gain insights from industry leaders. With comprehensive programming across MSP operations, technology advisory, cybersecurity, AI innovation, and sales excellence, this event delivered actionable strategies for success.

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Registration Completed

Attendees secured their All Access, Conference, or Expo + Keynote pass, gaining complete access to sessions, networking events, and the expo hall.

03

Connections & Growth

Attendees networked with 3,000+ industry professionals, explored 300+ exhibitors, and built relationships that drove business forward.

02

Schedule Planning

Attendees reviewed the full agenda and selected sessions aligned with their business goals across multiple tracks and learning opportunities.

04

Implementation & Success

Attendees applied insights, strategies, and partnerships gained at the conference to accelerate revenue growth and operational excellence.

The event took place at the Venetian Las Vegas, March 23-27, 2025. The future of the channel started here.