



IDEA Announces eBiz 2020 Keynote Speaker & Educational Sessions

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ARLINGTON, VA – The Industry Data Exchange Association (IDEA) has announced its eBiz 2020 general sessions, keynote speaker, and educational session tracks that all align with the theme “Innovations. Knowledge. Solutions.” This year’s IDEA eBiz conference will be held in Chantilly, VA at the Westfields Marriot Washington Dulles from September 14-16, 2020. The current IDEA customer sponsors include:

- Legrand
- Rockwell Automation
- Wesco Distribution

The 2020 eBiz general sessions and speakers will include:

State of IDEA - David R. Oldfather, President & CEO of IDEA

David will pull back the curtain and share the vision and roadmap of IDEA's initiatives.

IDEA ConnectorSM Update - Bill Ferguson, Vice President of Products & Services, IDEA; Sherri Thorne, Director of Product Content Services, IDEA; Brenda Maxwell, Director of Global Product Management, IDEA

Discover IDEA’s short-term updates and plans for the new IDEA Connector!

Manufacturer & Distributor Panel

Manufacturers and distributors share in a candid panel on pressing topics and issues.

Keynote Speaker - Jack Shaw, Executive Director of the American Blockchain Council

This year's keynote speaker, Jack Shaw, will help you unlock knowledge and awareness of the digital transformation that is taking place in today's world. His decades of experience designing, developing, and implementing emerging technologies have given him a deep understanding of how they evolve and are adopted. Shaw's insight will provide a deep understanding of leading-edge technologies and how to view them less as a threat and more as a beacon for innovation. His message will give you the confidence to lead your organization through the many changes and disruptions that come with digital transformation.

In addition to the keynote and general sessions, there will be a great lineup of breakout educational sessions. The session tracks will include:

- Industry Trends
 - Solution Sessions
 - Best Practices
 - Training Workshops
- One-on-One Training

The preliminary schedule is now available on our eBiz 2020 website. Visit our site to get info on the eBiz Night Out, sponsorship opportunities and the latest updates about the meeting. Register Now! <https://idea4industry.com/ebizforum>

About IDEA

The Industry Data Exchange Association, Inc. (IDEA) is the official technology service provider and eBusiness standards body of the electrical industry. The company helps thousands of manufacturers and distributors find the most cost-effective methods for running the day-to-day business. IDEA applications help connect the supply chain and make business processes efficient for people every day. IDEA was founded in 1998 through a partnership rooted in the collective leadership of the National Electrical Manufacturers Association (NEMA) and the National Association of Electrical Distributors (NAED) members. Their applications also bring value to vertical markets such as industrial, retail, and consumer-packaged goods. IDEA is headquartered in Arlington, VA (idea4industry.com)



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