



Smartect

OVER-THE-ROAD SHOW

OCTOBER 23-24 | 2024
EMBASSY SUITES BY HILTON
ATLANTA GALLERIA | ATLANTA, GEORGIA



12:00 PM – 5:00 PM

REGISTRATION OPEN

Location: Chancellor Foyer

Stop by the Connect 2024 Registration desk to pick up your event credentials, agenda and gift bag, as well as join in on pre-event camaraderie and networking.

1:00 PM – 2:00 PM

3PL SESSION: LEVERAGE AI & GREENSCREENS INTEGRATED PREDICTIVE PRICING FOR AUTOMATED TRUCKLOAD SPOT QUOTING

Location: Baronet greenscreens_ai 

Artificial Intelligence (AI) and predictive pricing are revolutionizing Truckload operations for 3PLs. This exclusive session will help 3PLs gain insight on how AI-driven analytics can enhance load matching and forecast market trends to maximize efficiency and profitability. Attendees will also learn about Banyan's NEW Automatic Truckload Pricing Tool to streamline and simplify the rating process saving valuable time and money.

1:00 PM – 1:30 PM

UNLOCKING EFFICIENCY WITH SHIPLIFY'S INTEGRATED AND AUTOMATED ACCESSORIAL IDENTIFICATION

Location: Ambassador  

This valuable session will delve into the innovative features of accessorial identification services for the LTL industry, which provide API access to location specific data that will improve your shipping processes and simplify bill reconciliation. Practical applications and benefits of this tool include improved transparency, increased billing accuracy and optimized shipping processes.

1:30 PM – 2:00 PM

BEST PRACTICES FROM OVERHAUL FOR REDUCING FRAUD AND THEFT IN THE SUPPLY CHAIN

Location: Ambassador  

Learn the latest strategies in fraud and theft prevention for shipping and supply chain management. Industry leaders share best practices and innovative solutions that have created real-world case studies and effective risk management techniques to ensure your supply chain remains secure and resilient.

2:00 PM – 3:00 PM

ENHANCING SHIPPER TRUCKLOAD PRICING EFFICIENCY WITH GREENSCREENS TRUCKLOAD AI

Location: Baronet greenscreens_ai 

Learn how you can leverage eTrac's first/final mile shipping services to provide customers with a comprehensive, end-to-end shipping solution through a single API. eTrac provides complete visibility to the final mile of your supply chain, while enforcing compliance and enjoying flexibility.

2:00 PM – 3:00 PM

LEVERAGING FINAL MILE SERVICES FOR END-TO-END SHIPPING SOLUTIONS

Location: Ambassador 

Industry experts discuss the latest strategies and technologies available to help maximize security and theft prevention for the supply chain industry. Join us for an up-close view into the innovative solutions, real-world case studies and effective risk management techniques that will help ensure your supply chain remains secure and resilient.

3:00 PM – 4:30 PM

CONNECT 2024 ROUNDTABLE EXPERIENCE: FEATURED PARTNER & PRODUCT DISCUSSIONS

Location: Chancellor

This engaging roundtable format provides an opportunity for Clients, Partners and Banyan Team Members to discuss the unique intricacies of existing and new product features developed to provide a competitive advantage in the market. This series of 20-minute interactions will highlight the newest and most influential components of the Banyan ecosystem.

4:30 PM – 5:30 PM

TRUCKLOAD SHIPPING TODAY AND WHAT'S ON THE HORIZON

Location: Chancellor  **TRUCKSTOP**

Truckstop's CRO, Brent Hutto, shares a unique perspective on the state of shipping driven by industry trends that could change the way you manage your shipping processes. This valuable insight can help you prepare and adjust your shipping strategy of today to maximize your opportunities tomorrow.

6:00 PM – 8:30 PM

CONNECT 2024 WELCOME & NETWORKING TOP GOLF EXPERIENCE

**Location: Top Golf Atlanta
1600 Ellsworth Industrial Blvd NW**

Join us for an exciting evening of camaraderie at Top Golf! This evening event will provide valuable time to network with the industry's most influential Partners and supply chain experts. Transportation will be provided.

DAY TWO | OCTOBER 24

7:30 AM – 8:30 AM

RISE AND SHINE BREAKFAST AND NETWORKING

Location: Chancellor Foyer

Join Banyan Clients, Partners and Team Members for an informal breakfast and networking opportunity to get the day started. Take a few minutes to plan your day and identify supply chain partners and Banyan Team Members to meet with throughout the day.

8:30 AM – 9:00 AM

BANYAN OPENING SESSION: PRODUCT INNOVATION DRIVING SHIPPING OPERATIONS FORWARD

Location: Chancellor

Join Brian Smith, Banyan CEO, as he shares valuable insight into the LIVE Connect shipping platform and the NEW product enhancements that will drive your shipping operations forward. As the industry continues to shift, Banyan's strategy of providing innovative solutions and strategic partnerships that simplify your day-to-day shipping operations stands firm. From Truckload and Parcel to AI and BI, Banyan has continued to respond to your changing needs. With a solid foothold in the areas of security, theft prevention and insurance, we're prepared to bring your shipping execution and operational efficiencies to a whole new level.

9:00 AM – 9:30 AM

INSIGHTS INTO CURRENT DOMESTIC AND INTERNATIONAL PARCEL TRENDS

Location: Chancellor **ProShip**

Ensure your shipping operations are safeguarded with comprehensive insights into the world of shipping insurance. This session will explore the critical aspects of insurance in shipping, from understanding various coverage options to navigating claims processes. Marsh will share strategies for mitigating risks, reducing liability and choosing the right insurance policies to protect your cargo and business.

9:30 AM – 10:15 AM

BENCHMARKING: AN INDUSTRY VIEW OF TRENDS AND STRATEGIES TO SHAPE YOUR SHIPPING DECISIONS

Location: Chancellor **MASTIO & COMPANY**

Kevin Huntsman, President of Mastio & Co., reveals strategies for measuring carrier performance and key metrics that will help you maximize your shipping experience and minimize unforeseen challenges. Don't miss out on these valuable insights on the latest industry trends and statistics that will help you drive more effective and more profitable business decisions.

10:15 AM – 10:30 AM

BREAK

10:30 AM – 11:00 AM

LEVERAGE THE POWER OF INTELLIGENCE AND INFORMATION TO DRIVE DECISION-MAKING

Location: Ambassador

Banyan's advanced analytics tools, inside the Business Intelligence Suite, provide deep insights into your logistics operations, helping you identify trends, optimize performance and drive strategic growth. This session will demonstrate how you can leverage comprehensive dashboards, real-time reporting and predictive analytics to gain a competitive edge.

10:30 AM – 11:30 AM

INSIGHTS INTO BANYAN'S POWERFUL PARCEL SOLUTION AND NEW PARCEL SAVINGS PROGRAM

Location: Baronet

Discover the many facets of Banyan's powerful Parcel program. From standard domestic and international parcel shipping best practices to the newly launched Parcel Savings Plus+ program you'll learn all you need to know to save time and money with integrated parcel shipping through LIVE Connect.

11:00 AM – 11:30 AM

ENHANCING LOGISTICS WITH LIVE CONNECT MULTI-MODE & BANYAN'S INBOUND FREIGHT FEATURE (BIFF)

Location: Ambassador

Are you maximizing LIVE Connect for your shipping execution? Do you know about Banyan's Inbound Freight feature (BIFF)? If you answered 'no' to either of these questions, then this session is a must-attend for you! Join us for an intriguing discussion on how Banyan's innovative shipping solution provides you with an Inbound Freight Feature that will save you time and money.

11:30 AM – 12:15 PM

INTEGRATED INSURANCE SOLUTION WITH MARSH: PROTECTING YOUR FREIGHT AND YOUR BUSINESS

Location: Baronet **Marsh**

Safeguard your shipping operations with reliable and vetted insurance coverage. Representatives from Marsh will walk you through the critical components of insurance in shipping, from understanding various coverage options to navigating the claims process. Marsh will share strategies for mitigating risks, reducing liability and choosing the right insurance policies to protect your cargo.

11:30 AM – 12:15 PM

**INTEGRATED EFFICIENCY WITH
FREIGHTCLAIMS.COM CLAIMS
MANAGEMENT THROUGH LIVE CONNECT**

Location: Ambassador



Streamline your claims process, enabling faster resolutions and higher success rates as you experience a new era of efficiency in claims management with Banyan's integration to FreightClaims.com. This powerful combination of expertise and experience will help you seamlessly manage and track claims through an integrated platform that enhances visibility, reduces administrative burden and improves communication between all parties involved.

12:30 PM – 1:00 PM

TAKE A LOAD OFF & REFUEL LUNCH

Location: Chancellor

Join fellow conference attendees to fuel up as you head into the final sessions of Connect 2024! Come for lunch, stay for the valuable information shared in the 'Safeguard Your Supply Chain' panel discussion.

1:00 PM – 2:00 PM

**SAFEGUARD YOUR SUPPLY CHAIN: TRENDS IN
SECURITY, FRAUD AND THEFT PREVENTION**

Location: Chancellor



Industry experts discuss the latest strategies and technologies available to help maximize security and theft prevention for the supply chain industry. Join us for an up-close view into the innovative solutions, real-world case studies and effective risk management techniques that will help ensure your supply chain remains secure and resilient.

2:00 PM – 2:30 PM

**SIMPLIFYING TRUCKLOAD SHIPPING:
BANYAN'S AI-POWERED TRUCKLOAD BUNDLE**

Location: Baronet

Banyan's innovative Truckload bundle leverages predictive pricing, seamless load board access and robust fraud/theft prevention strategies to optimize your shipping operations. Learn how AI-driven analytics can help forecast costs and enhance decision-making, while easy access to load boards increases efficiency and market reach, and advanced security measures help protect your shipments and minimize risks.

2:00 PM – 2:30 PM

**HARNESS THE POWER OF DATA WITH LIVE
CONNECT'S ROBUST REPORTING TOOL**

Location: Ambassador

Explore the LIVE Connect world of reporting and harness the power of data to gain valuable insight into the efficacy of your shipping operations. In this session, you will learn to create customized reports that provide visibility into key performance metrics, identify current trends and help drive strategic decision-making with real-time data and intuitive reporting that enhances your operational efficiency.

2:30 PM – 3:00 PM

**HIDDEN GEMS! THE TOP 5 MOST POWERFUL
TOOLS IN LIVE CONNECT**

Location: Ambassador

Even the savviest LIVE Connect users may not know the 5 most powerful features and capabilities of the shipping platform. This session will highlight THE most powerful features and functionality that will help your organization streamline processes, save time and money, and improve shipping decisions.

5:00 PM – 7:30 PM

**BANYAN TECHNOLOGY DINNER AND
NETWORKING EVENT**

Location: The Park Bench Battery

900 Battery Ave SE Ste 1060

Join fellow conference attendees for one final networking opportunity with fun and lively Dueling Pianos at the Park Bench Battery. Relax and reminisce about the valuable information gathered and relationships formed during Connect 2024 and plan to wrap up the year with renewed energy and enthusiasm for the opportunities ahead. Transportation will be provided.

BANYAN TECHNOLOGY BRINGING YOU INNOVATIVE NEW PRODUCTS

TO TACKLE THE INDUSTRY'S
BIGGEST CHALLENGES

- TRUCKLOAD AUTO RATING+
- PARCEL SAVINGS+
- BANYAN INBOUND FREIGHT™
FEATURE (BIFF)
- INSURANCE-ON-DEMAND
- FRAUD & THEFT PREVENTION
- AI-POWERED BUSINESS
INTELLIGENCE SOLUTIONS
- ACCESSORIAL VERIFICATION
- GEOFENCING FOR VISIBILITY
- CLAIMS MANAGEMENT

FEATURED SPEAKERS



KEVIN HUNTSMAN
MASTIO & COMPANY



BRENT HUTTO
TRUCKSTOP



BILL SCHROEDER
PROSHIP

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greenscreens_ai



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DAY ONE

12:00 PM – 5:00 PM	Registration Open	CHANCELLOR FOYER
1:00 PM – 2:00 PM	3PL Session: Leverage AI and Greenscreens Integrated Predictive Pricing for Automated Truckload Spot Quoting 	BARONET
1:00 PM – 1:30 PM	Unlocking Efficiency with Shiplify's Integrated and Automated Accessorial Identification 	AMBASSADOR
1:30 PM – 2:00 PM	Best Practices from Overhaul for Reducing Fraud and Theft in the Supply Chain 	AMBASSADOR
2:00 PM – 3:00 PM	Enhancing Shipper Truckload Pricing Efficiency with Greenscreens Truckload AI 	BARONET
2:00 PM – 3:00 PM	Leveraging Final Mile Services for End-to-End Shipping Solutions	AMBASSADOR
3:00 PM – 4:30 PM	Connect 2024 Roundtable Experience: Featured Partner & Product Discussions	CHANCELLOR
4:30 PM – 5:30 PM	Truckload Shipping Today and What's on the Horizon	CHANCELLOR
6:00 PM – 8:30 PM	Connect 2024 Welcome & Networking Top Golf Experience	TOP GOLF

DAY TWO

7:30 AM – 8:30 AM	Rise and Shine Breakfast and Networking	CHANCELLOR FOYER
8:30 AM – 9:00 AM	Banyan Opening Session: Product Innovation Driving Shipping Operations Forward	CHANCELLOR
9:00 AM – 9:30 AM	Insights Into Current Domestic and International Parcel Trends	CHANCELLOR
9:30 AM – 10:15 AM	Benchmarking: An Industry View of Trends and Strategies to Shape Your Shipping Decisions	CHANCELLOR
10:15 AM – 10:30 AM	BREAK	
10:30 AM – 11:00 AM	Leverage the Power of Intelligence and Information to Drive Decision-Making	AMBASSADOR
10:30 AM – 11:30 AM	Insights into Banyan's Powerful Parcel Solution and NEW Parcel Savings Program 	BARONET
11:00 AM – 11:30 AM	Enhancing Logistics with LIVE Connect Multi-Mode & Banyan's Inbound Freight Feature (BIFF) 	AMBASSADOR
11:30 AM – 12:15 PM	Integrated Insurance Solution with Marsh: Protecting Your Freight and Your Business 	BARONET
11:30 AM – 12:15 PM	Integrated Efficiency with FreightClaims.com Claims Management through LIVE Connect 	AMBASSADOR
12:30 PM – 1:00 PM	Take a Load Off and Refuel Lunch	CHANCELLOR
1:00 PM – 2:00 PM	Safeguard Your Supply Chain: Trends in Security, Fraud and Theft Prevention	CHANCELLOR
2:00 PM – 2:30 PM	Simplifying Truckload Shipping: Banyan's AI-Powered Truckload Bundle	BARONET
2:00 PM – 2:30 PM	Harness the Power of Data with LIVE Connect's Robust Reporting Tool	AMBASSADOR
2:30 PM – 3:00 PM	Hidden Gems! The Top 5 Most Powerful Tools in LIVE Connect	AMBASSADOR
5:00 PM – 7:30 PM	Banyan Technology Dinner and Networking Event	THE PARK BENCH