



A Boutique Event for Serious Business

Education and Exhibits: May 5-6
Javits Convention Center, North Hall
Register for FREE with promo code
AS11920 at www.asishow.com.

ASI
SHOW
NEW YORKTM
MAY 5-6, 2015

Our Business is Helping YOUR Business Grow



// Get ready for this boutique experience for those ready to conduct serious business. //

As a distributor in the advertising specialty industry, your challenge is to find exactly the right product to fit your clients' needs – and you'll discover solutions at ASI Show® New York. Find items that were unavailable earlier in the year and connect one-on-one with innovative suppliers who want to help you grow your ad specialty business.

We survey our members and create programs and experiences based on your feedback. Take a look at what you'll experience at ASI Show New York.

Meet with over 200 exhibitors offering unique products to fill your pipeline through the end of the year! Our show floor is filled with the industry's top suppliers, eager to help you grow your business. Meet one-on-one and have those intimate conversations where suppliers will offer you sales and marketing solutions for their products. These suppliers are eager to help you expand into new markets and give you tips on how to best sell their products to your clients.

Attend ASI's Power Sessions right on the show floor! With new education courses to provide you with the latest sales techniques, social media trends, marketing tips and more, you'll stay on the cutting edge all year long. These hour-long sessions give you an opportunity to take a break from walking the show floor, and make it easy for you to earn your ASI Certification and position yourself as an ad specialty expert.

Our 2015 Keynote lineup is more impressive than ever. Learn how to build your brand and business using innovation, branding, leadership and guts with mega-entrepreneur and host of *Shark Tank* Barbara Corcoran. Corcoran will share her innovative ideas, insights and real-world anecdotes on building a thriving business and a successful brand in today's marketplace.

What would a trade show be without opportunities to network? Meet with like-minded individuals at free receptions, like the ASI Canada and Family Business receptions. Enjoy cocktails at New York hot spot Dream Downtown, a luxurious hotel in the Meatpacking District during the popular *Counselor* HOT Party. And, don't miss the Closing Celebration for last-minute networking and the announcement of the Passport to Winnings prize winners!

We're here to make your show experience as valuable as possible and to help you grow your business! I'm looking forward to seeing you and the 2,000 other suppliers and distributors ready to fill their pipeline and keep sales momentum going through 2015.

See you in New York!

Rita Ugianskis-Fishman
Vice President and General Manager
ASI Show

Tuesday, May 5, 2015

Registration Open.....	7:45 a.m.-5 p.m.
How to Get the Most Out of Your Trade Show Experience.....	9 a.m.-9:30 a.m.
<i>The Joe Show</i> LIVE: Hot Products to Make More Money	9:30 a.m.-10:15 a.m.
Exhibits Open	10:30 a.m.-5 p.m.
Power Sessions.....	11:30 a.m.-5 p.m.
ASI Canada Reception	5 p.m.-6 p.m.
Family Business Reception	5 p.m.-6 p.m.
<i>Counselor</i> HOT Party	10 p.m.-Midnight

Wednesday, May 6, 2015

Registration Open.....	7:45 a.m.-3:30 p.m.
Barbara Corcoran Keynote: Build Your Business Using Innovation, Branding, Leadership and Guts	9:30 a.m.-10:15 a.m.
<i>Sponsored by Showdown Displays, asi/87188</i>	
Exhibits Open	10:30 a.m.-3:30 p.m.
Power Sessions.....	11:15 a.m.-2:45 p.m.
Closing Celebration	3:30 p.m.-4 p.m.
Passport to Winnings Drawing.....	3:45 p.m.



Show Sponsors

Without sponsors, the ASI Show couldn't put on all of the value-driven – and free – programs that help you to create meaningful relationships and grow professionally. Make sure to stop by our valued sponsors' booths and thank them for their participation!

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Promotional Products Association



2015 New York Exhibitor List

At ASI Show New York, you'll see over 200 exhibitors ready to have meaningful conversations with you to help fulfill your clients' needs. In 2015, 20 exhibitors will be NEW to New York, 15 are ONLY at New York and 91 were not at Expo East – and the list keeps growing!

2015 Exhibitor List as of 3/06/2015.

All companies in bold red are NEW exhibitors to ASI Show New York.

A T Cross Companyasi/47520	Dunbrookeasi/50930	Perry Blackburne, Inc.asi/40610
A Z X Sport Americaasi/30250	Easy-Doks, LLC.....asi/51511	Perry Ellis International.....asi/77715
Action Illustrated.....asi/12310	Emblematics, Inc.asi/52280	Piel Leather, Inc.asi/78073
ADCAPITOL Aprons, Bags, Banners, Flags & Wearables.....asi/31260	Empire USA.....asi/52387	Price Chopper, Inc.....asi/79500
ADG Promotional Products.....asi/97270	Engame Custom Card Games..... asi/56501	Pro Feet, Inc.asi/79707
Admits & Zagabor.....asi/31516	Epilog Laser.....asi/14981	Prodir S.A.asi/79688
Ad-n-Art, Inc.....asi/31518	ETS Express, Inc.asi/51197	PromoPayment..... asi/8297245
ADP asi/9168059	Eva Sportswear.....asi/52834	PWS.....asi/75731
Advertising Spec. Inst. (ASI).....asi/33020	F & H Ribbon Co., Inc.asi/53470	Radius Display Products.....asi/49916
Allen Adv Products, Inc.asi/34326	Fields Manufacturing, Inc.asi/54100	Rainkist Umbrella, Co.....asi/80490
alphabroder.....asi/34063	Fisher Space Pen, Co.asi/54423	Rankin Sportsasi/80241
Ameramark.....asi/53455	Gill Studios, Inc.asi/56950	Regal Poly-Pak.....asi/81350
American Accentsasi/35375	Gotcha! Mobile Solutions, Inc.asi/57851	Rugged Outfitters, Inc.....asi/84143
American Ad Bag, Co.asi/35290	Haas-Jordan Umbrellasasi/58860	Rustico, LLC.....asi/84264
American Apparelasi/35297	HandStands.....asi/59525	SanMarasi/84863
American Greenwood, Inc.asi/35500	Hazel Promotional Products.....asi/60240	Sci-Pro Awards & Promotionsasi/84348
ASI Computer Systems, Inc.asi/30238	Hit Promotional Products.....asi/61125	Showdown Displaysasi/87188
AST Sportswear, Inc.asi/30244	Hotline Products.....asi/61960	SIMBA.....asi/87296
Atlas Embroidery & Screen Printing asi/37245	Hub Pen, Co.....asi/61966	SkinIt..... asi/87625
Atlas Flags, Inc.asi/37421	Ideamax.....asi/62135	Specialising Intl, Inc.....asi/88584
Aunt Beth's Cookie Keepersasi/37465	Idol Memory.....asi/62222	Specialty Graphics.....asi/88596
B C G Creations.....asi/37693	Impress Depot..... asi/68771	Spirit Industries, Inc.....asi/88740
Baden Sports, Inc.asi/37865	imprintIDasi/73651	Star Embroidery asi/700223
Badge Boss..... asi/37867	Jornik Manufacturing, Corp.asi/63549	Stone Enterprises, Inc.asi/89850
BamBams.....asi/38228	Joy Designers asi/705105	STOPNGO Line.....asi/57655
Baru Sports..... asi/38689	JSM Golf..... asi/63072	Stouse, Inc.....asi/89910
Bella-Alo asi/39590	KC Caps.....asi/58760	Stuffed Tees.....asi/79662
Berne Apparelasi/40260	Keya USA.....asi/64602	Sunscope.....asi/90075
Bloomin Promotions.....asi/40646	Kleer-Faxasi/65301	Superior Promotional Bagsasi/90253
Blue Generationasi/40653	Label Specialties, Inc.asi/66361	Tekweldasi/90807
Brighter Promotions, Inc.asi/42016	Lancer Labelasi/66220	Terry Townasi/90913
C N I J.....asi/43008	Lanco Corporationasi/66224	The LOOP, LLC..... asi/67936
California Tattoosasi/43530	Landwayasi/66238	The Magnet Group.....asi/68507
Capital Oneasi/8874998	LarLu.....asi/66390	The Page Seed, Co.asi/75760
Castelli Div of The Magnet Group ...asi/44305	Leashables By Oralabsasi/66715	The United States Playing Card Companyasi/92845
Century Mfg., Inc.asi/44460	Logo Mats, LLC.asi/67849	TK Cups-Sorg's.....asi/88200
CFS Promotions For Now!.....asi/42989	Maglite Promo.....asi/68449	TLC Wholesale Sign and Banner.....asi/90498
ChargerLeash..... asi/44538	Magnet America.....asi/68519	Top Brands, Inc.....asi/91455
Chocolate Chocolateasi/44897	Manhattan Line, LLC.asi/68621	Top Secrets Of Promotional Products Sales asi/6000250
Clothpromotions Plus.....asi/45513	Marathon Mfg & Supply, Co.asi/68707	Totally Bambooasi/91565
Concap Sportswear, LLC.asi/46187	Max Apparel USA, LLC.....asi/69706	Tranter Graphics, Inc.asi/91880
Cooler Graphics, Ltd.asi/80345	Melissa & Doug, LLC.....asi/70527	Tri-Mountainasi/92125
Cross Canvas Company, Inc.asi/47541	Minya International, Corp.asi/71370	U P S.....asi/828240
Crown Products.....asi/47700	Modern Stitch and Ink.....asi/72029	Uniflexasi/92480
Curto Toy Mfg., Co., LTD.asi/47897	North America Display Corporation asi/74250	Universal Auto Framesasi/92940
Custom Printing II LTD.asi/47971	North Attleboro Jewelry Company asi/94245	VisionUSA.....asi/80060
Debco.....asi/48885	Nucom/Burk's Bayasi/74600	Visstun..... asi/93975
Delta Apparel, Inc.asi/49172	One29Promoasi/86364	Visual Textile Resourceasi/94105
Devon Corporationasi/49500	Openers Plusasi/63073	VKM Sports/ Venus Knitting Mills, Inc. asi/94111
Discount Labelsasi/49890	Otto Intl, Inc.asi/75350	Witz Sport Cases asi/98055
Dixie Seal & Stamp, Co., Inc.asi/50120	Panola Pepper, Corp.asi/75787	Wolfmarkasi/98085
DML Creation asi/48031	Panther Visionasi/75825	

Special Events

Tuesday, May 5

How to Get the Most Out of Your Trade Show Experience

9 a.m.-9:30 a.m. | FREE!

With so many great events taking place at the ASI Show, it can be a daunting task trying to fit everything in. As a new attendee, we know how important it is to you to get the most out of the time you have – but where do you start? Join ASI's President and Chief Executive Officer, Timothy M. Andrews, as he shares great tips for working the show more effectively, and hear about all the free services and amenities available to distributors/decorators while at an ASI Show.

The Joe Show LIVE: Hot Products to Make More Money

9:30 a.m.-10:15 a.m. | FREE!

In this high-energy, interactive Keynote, you'll leave with new products to sell – along with valuable advice on how to use them to yield big profits. Top suppliers demonstrate their most innovative product ideas and advancements, while sharing the best way to sell them and which markets are buying them now. Plus, they'll interact on stage with Joe Haley, star of the viral video series "The Joe Show", that features the industry's hottest products. Additionally, these fast-paced mini-presentations will also highlight show specials hand-picked by the suppliers to provide you with the greatest opportunity to increase your bottom line. The Keynote closes out with a fast-paced game show where a few lucky contestants have the opportunity to use what they learned and win some great prizes.

ASI Canada Reception

5 p.m.-6 p.m. | FREE!

The ASI Canada Reception is the perfect opportunity to network and connect with fellow Canadian distributors, suppliers and decorators. Over hors d'oeuvres, beer and wine, you'll be able to discuss your business needs and client challenges with other ad specialty professionals.

Family Business Reception

5 p.m.-6 p.m. | FREE!

Join your colleagues in a networking program for ASI members who share the unique status of being part of a family business. You'll take part in a discussion about managing conflict within a family business, led by Stephen Treat, CEO Emeritus of Council for Relationships, and leave with specific insights and skills that will help families turn difference into dialogue and understanding. Complimentary hors d'oeuvres, soft drinks, beer and wine will be served.

Counselor HOT Party

10 p.m.-12 a.m. | FREE!

Network with your coolest professional peers at one of New York's hot spots, Dream Downtown, a luxurious hotel in the Meatpacking District. This event is held in honor of the 2015 Counselor HOT List. You'll enjoy complimentary cocktails, cool music, and awesome views of the city. This is the perfect venue to chill, dance and have fun while connecting with other ad specialty professionals.

Wednesday, May 6

Barbara Corcoran Keynote: Build Your Business Using Innovation, Branding, Leadership and Guts

Sponsored by Showdown Displays, asi/87188

9:30 a.m.-10:15 a.m. | FREE!

Shark Tank host and mega-entrepreneur Barbara Corcoran will reveal the unconventional strategies she used to become one of the most successful entrepreneurs in the U.S. In this tell-it-like-it-is Keynote, Corcoran will share her innovative ideas, insights and real-world anecdotes on building a thriving business and a successful brand in today's marketplace.

Early Admission and Meet and Greet tickets available for purchase at www.asishow.com.

Closing Ceremony/Passport to Winnings Drawing

3:30 p.m.-4 p.m. | FREE!

The best way to end your ASI Show New York experience is at the Closing Celebration, where you can collect new friends' business cards or even close a last-minute deal. Relax before heading home over free beer, wine and other beverages while enjoying snacks and music. Exciting prizes will also be given away during the Passport to Winnings drawing, taking place at 3:45 p.m.

The Networking Clubs

In 2015, the ASI Show is rolling out specialized networking clubs, being held at some of the locals' favorite settings in each Show city. Bringing together suppliers and distributors alike, enjoy taking part in fun activities with fellow members of the ad specialty industry. At ASI Show New York, you can be a part of:

THE EXPLORERS CLUB

Monday, May 4 | 6:30 p.m. | \$15 | Registration required

Join ASI host Jake Krolick for an evening at the Mercury Lounge to see Kopecky – a dynamic group that wields an equally dynamic slew of instruments. Their thoughtful songwriting is supported by a diverse backdrop of sound. And the musical canvas is covered with broad brushstrokes – ranging from clanging tambourines and guitars, to booming percussion, intelligent string arrangements, and triumphant horns.

Maximum of 7 people.



THE DINING CLUB

Tuesday, May 5 | 7 p.m. | \$65 | Registration required

Join ASI Hosts Melinda Ligos and Andrew Cohen for dinner at one of SoHo's hottest Mexican eateries, Dos Caminos. Make new friends and toast each other's success over margaritas. The price includes a prix fixe dinner and one margarita (additional alcoholic drinks will cost extra).

Maximum of 12 people.



Register today at www.asishow.com.

In such a competitive market, advertising specialty distributors like you need the skills to out-think, outperform and out-service the competition. When you attend the *ASI Show*, take advantage of one of the greatest benefits of your membership – FREE access to LIVE education on show site. In 2015, we've introduced a host of NEW education workshops and speakers so you can stay up to date on the latest trends and techniques in sales, marketing, social media and more.

Levels of Experience

You'll find workshops for every level of experience at *ASI Show* New York. We're committed to helping our members grow professionally, whether you've just been introduced to the business or you're an industry veteran. Follow this simple key to choosing the courses at your skill level:

INTRODUCTORY – 0-2 YEARS

If you're new to the ad specialty industry, our introductory sessions will bring you up to speed and give you a strong foundation to build on. Recommended for those with 0-2 years of industry experience.

INTERMEDIATE – 3-5 YEARS

Once you have a few years of experience under your belt, these sessions will help you further develop the sales, marketing and other skills that are vital to your success. Recommended for those with 3-5 years of industry experience.

ADVANCED – 6-10 YEARS

Industry veterans will benefit from our advanced sessions, which allow you to dig deeper into sales best practices. Recommended for those with 6-10 years of industry experience.

ALL LEVELS

Whether you've been in the ad specialty industry for 20 days or 20 years, these unique sessions will help you truly understand ESP and digital marketing.



TIME	Tuesday, March 5, 2015 • Exhibit Day One	
9 a.m.-9:30 a.m.	How to Get the Most Out of Your Trade Show Experience Timothy M. Andrews, ASI ⁵	
9:30 a.m.-10:15 a.m.	The Joe Show LIVE: Hot Products to Make More Money Hosted by Joe Haley, ASI ¹⁵	
EXHIBIT FLOOR OPEN • 10:30 a.m.-5 p.m.		
	Power Sessions Room 1	Power Sessions Room 2
11:30 a.m.-12:30 p.m.	Lead-Generation Made Simple: Grow Your Customer Base in 21 Days INTRODUCTORY 1 David Blaise, Top Secrets of Promotional Products Sales	Dig Deep: Discover Your Clients' Needs and Sell More ADVANCED 1 Chris Vanderzyden, Chris Vanderzyden Global
12:45 p.m.-1:45 p.m.	Plan a Powerful Social Media Marketing Calendar INTERMEDIATE 1 Marki Lemons-Ryhal, Marki Lemons Unlimited	Lunch and Learn: Master Your Digital Marketing Strategy With ASI Products (First come, first served) ALL LEVELS 1 Peter Knappenberger, ASI
2 p.m.-3 p.m.	Money Matters: 7 Financial Tips to Make Your Sales Soar INTRODUCTORY 1 Chris Vanderzyden, Chris Vanderzyden Global	Next-Level Networking: Maximize Your ROI INTERMEDIATE 1 Lisa Peskin, Business Development University
3:15 p.m.-4:15 p.m.	Boost Your Sales With Instagram, Pinterest and Flickr INTRODUCTORY 1 Marki Lemons-Ryhal, Marki Lemons Unlimited	Earn More by Doing Less: How Million-Dollar Producers Sell ADVANCED 1 David Blaise, Top Secrets of Promotional Products Sales
4:30 p.m.-5 p.m.	5 Top Tips for Better Time Management INTERMEDIATE 5 Lisa Peskin, Business Development University	Getting the Most Out of ESP: 20 Tips in 20 Minutes ALL LEVELS 5 Rob Watson, ASI
5 p.m.-6 p.m.	ASI Canada Reception 1	
5 p.m.-6 p.m.	Family Business Reception Hosted by Dr. Stephen Treat ¹	
10 p.m.-12 a.m.	Counselor Hot Party	

TIME	Wednesday, May 6, 2015 • Exhibit Day Two	
9:30 a.m.-10:15 a.m.	Barbara Corcoran Keynote: Build Your Business Using Innovation, Branding, Leadership and Guts ¹⁵ <i>Sponsored by Showdown Displays, asi/87188</i>	
EXHIBIT FLOOR OPEN • 10:30 a.m.-3:30 p.m.		
	Power Sessions Room 1	Power Sessions Room 2
11:15 a.m.-12:15 p.m.	Self-Promo Power: Design Eye-Catching Marketing Campaigns INTRODUCTORY 1 David Blaise, Top Secrets of Promotional Products Sales	Develop a Highly Effective Sales Game Plan INTERMEDIATE 1 Lisa Peskin, Business Development University
12:30 p.m.-1:30 p.m.	5 Ways to Win Big Corporate and Nonprofit Clients INTERMEDIATE 1 David Blaise, Top Secrets of Promotional Products Sales	Connect With Hot Prospects Via LinkedIn INTERMEDIATE 1 Marki Lemons-Ryhal, Marki Lemons Unlimited
1:45 p.m.-2:45 p.m.	Increase Your Close Rate: 7 Secrets to Success ADVANCED 1 Lisa Peskin, Business Development University	Boost Sales with the ESP Web Presentations Tool ALL LEVELS 1 Peter Knappenberger, ASI
3:30 p.m.-4 p.m.	Closing Celebration (Passport to Winnings drawing at 3:45 p.m.)	

COURSE LEVEL KEY

INTRODUCTORY: 0-2 years experience | **INTERMEDIATE:** 3-5 years experience | **ADVANCED:** 6-10 years experience

= Indicates the number of points you will receive toward your ASI Certification.

Education Speakers



Timothy M. Andrews, ASI

Timothy M. Andrews is President and Chief Executive Officer of the Advertising Specialty Institute, the largest marketing and media organization serving the advertising specialty industry. Prior to his position at ASI, he served for three years as Chief Executive Officer of Primedia Business Magazines, and before that he spent 16 years at Dow Jones & Co., publisher of *The Wall Street Journal*.



David Blaise, Top Secrets of Promotional Products Sales

What do the industry's first video podcast, audio podcast, *Extreme Makeover* and theme song all have in common? Industry entrepreneur, author and business consultant David Blaise. In 1998, he created *Top Secrets of Promotional Products Sales*, the industry's premier "success system in a box." Since then, he has built the most recognized and successful training brands in the industry, including *Top Secrets of Multi-Million Dollar Producers*, *Sledgehammer Marketing*, *The Ultimate Makeover System* and *The Power of Promotional Products*. Currently, David's company helps thousands of industry professionals each year to increase sales, improve profit margins and grow their businesses on a guaranteed basis.



Joe Haley, ASI

Joe Haley is a 20-year veteran of the advertising specialty industry and is the managing editor of ASI's magazines. Joe has been involved with ASI TV from the beginning, starring in and producing "The Joe Show," and filming, editing and posting hundreds of editorial-based videos at trade shows and in-house.



Peter Knappenberger, ASI

Peter Knappenberger is ASI's director of distributor services for the southeast region. Peter's expertise is in technology, sales and marketing, and has been helping ASI distributors to grow their sales since 2006. Before ASI, Peter spent 14 years with an import and export firm, where he was general manager. During his tenure, he grew the company sales from \$7 million per year to over \$24 million.



Marki Lemons-Rhyal, Marki Lemons Unlimited

Marki Lemons-Rhyal is a fifth-generation entrepreneur with over 20 years of marketing experience. Having established herself as one of the leading, award-winning social media speakers in the country, she teaches social media and technology classes for the National Association of REALTORS®, CHASE, Goldman Sachs 10k Small Businesses, REALOGY, and Chicago City Colleges. She uses her dynamic, professional attitude and vast experience to proactively offer sound industry analysis and professional guidance.



Lisa Peskin, Business Development University

Lisa Peskin is the co-founder and CEO of Business Development University (BDU), a results-driven sales training, coaching and consulting company. She has more than 25 years of experience in sales performance and management, and has helped thousands of selling and non-selling professionals dramatically improve their business development efforts and results through training, just-in-time support and programs designed to maximize opportunities and drive ROI.



Chris Vanderzyden, Chris Vanderzyden Global

Chris Vanderzyden, author of *7 Steps to Entrepreneurial Victory*, is a Fox News contributor, business-development consultant, speaker and entrepreneur. She was previously a CPA for Coopers & Lybrand (now PWC), and was president of a national advertising specialty company, where she grew sales into the millions. Her unique experience in the financial and marketing disciplines, coupled with her action-oriented approach, increases margins and creates a business of sustained success.



Rob Watson, ASI

Rob Watson is ASI's vice president of digital user experience. He has more than a decade of marketing communications experience and was most recently the president of MediaTree – a leading industry digital promotions agency. Before joining MediaTree, Rob worked with a nationally recognized advertising agency and produced branding and advertising campaigns for companies like the Miss America Organization, GEICO and Royal Caribbean International. He has helped numerous small businesses leverage themselves through the integration of advertising, direct mail, multimedia and interactive campaigns, as well as special events.

Get on the Right Track to Success

Get Started!



If you're a new distributor trying to establish yourself as an expert in the field, this track was created just for you. These information-packed sessions will help jump-start your business and your sales, sharpen your skills and give you a solid blueprint for success.

Get Noticed!



In this fast-paced track, you'll learn everything you need to know to market your business – and yourself – online, offline and face-to-face. You'll learn how to use social media tools to fit your marketing goals, and leave with strategies and tips to really stand out from the crowd.

Get Selling!



This track will provide you with a game plan to do business – and see sales skyrocket – in any economic situation. You'll benefit from the knowledge of experienced industry and sales experts, and learn how to outsell your competitors every time.

Get Schooled in ESP!



In this specialized track, you'll learn all about the latest version of ASI's ESP Web, the industry's largest, most accurate sourcing and marketing service. You'll also see how ASI's digital marketing products can help you boost your sales and grow your bottom line.

Power Sessions | Tuesday, May 5

Lead-Generation Made Simple: Grow Your Customer Base in 21 Days

Speaker: David Blaise | 11:30 a.m.-12:30 p.m. | INTRODUCTORY 1 | Get Started! ▶

Many advertising specialty distributors struggle through grueling, repetitive cycles of cold calls and rejection just to bring on a single new client. They spend weeks or even months pursuing an appointment with a particular prospect only to find out the person isn't even qualified to buy. If you're ready to trade in the anxiety and frustration of the "standard approach" for a tested, proven process for bringing new customers through the door like clockwork, then this session is for you. Discover the simple steps you need to take to turn the tables on rejection and begin getting new customers within 21 days.

Dig Deep: Discover Your Clients' Needs and Sell More

Speaker: Chris Vanderzyden | 11:30 a.m.-12:30 p.m. | ADVANCED 1 | Get Selling! 💰

Our technology-driven market has radically shifted business-to-business sales away from the old-school, solution-based selling. Today we have more competition and enormous price pressure, which makes navigating the sales process in the Digital Age much more challenging. The behavior of buyers has changed, and our sales style must adapt to the new environment in order to achieve sales success. You'll leave this session knowing how to:

- Ask the right questions to overcome price pressure and close deals
- Develop a collaborative sales style that speaks your clients' language
- Understand the behaviors of buyers and the impact on the sales process
- Create a system of continuous new qualified buyers to keep your sales cycle flowing.

Plan a Powerful Social Media Marketing Calendar

Speaker: Marki Lemons-Ryhal | 12:45 p.m.-1:45 p.m. | INTERMEDIATE 1 | Get Noticed! 👍

In this session, you'll create a "60 minutes per day" social media marketing calendar. You'll also learn the top tools to master the utilization of social media and learn how to incorporate it into your daily life. You'll leave this session knowing how to:

- Expand your marketing reach by using the top social media marketing websites
- Develop a social media marketing and keyword strategy to attract Internet searches to you
- Put your social media efforts on autopilot
- Create a marketing calendar that you can share with your marketing and sales team for no cost.

Lunch and Learn: Master Your Digital Marketing Strategy With ASI Products (First come, first served)

Speaker: Peter Knappenberger | 12:45 p.m.-1:45 p.m. | ALL LEVELS 1 | Get Schooled in ESP! 🏠

2015 is all about online exposure, and we want to make sure that your marketing is strategized and focused in order to rise above all of the noise on the Internet. Join our business-coaching session that outlines the best ways to ensure your brand stands out on the most effective online sources for generating leads: Search Engines and Social Media. In this session, you'll learn how to:

- Get your business noticed by potential clients on Google
- Dominate your market on local search results and directory listings
- Learn how to generate more business on Facebook
- Generate more leads through compelling content.

Money Matters: 7 Financial Tips to Make Your Sales Soar

Speaker: Chris Vanderzyden | 2 p.m.-3 p.m. | INTRODUCTORY 1 | Get Started! ▶

The fear of money, and misunderstanding business numbers, often holds businesses back from achieving their full potential. According to the Small Business Administration, one-third of new businesses fail within two years, and 56% within the first four years; the primary inadequacy cited is lack of financial knowledge.

Real growth occurs when time is spent focusing on the long-term planning of a business, and the numbers are a key component to planning and achieving maximum growth. In this presentation you'll learn strategies to overcome financial fear, how to understand the value numbers provide, and the importance of developing an action plan to ensure the highest level of performance within your business. You'll leave with:

- Clear steps to understanding the complete financial picture of your business
- The knowledge to assess and utilize key financial metrics as tools to expose business strengths and weaknesses
- The secrets to overcome that nagging fear of money that impedes the flow of money into our businesses
- Tips on creating an action-based financial plan to drive your sales numbers, profit margins and income.

Power Sessions Continued...

Next-Level Networking: Maximize Your ROI

NEW SPEAKER: Lisa Peskin | 2 p.m.-3 p.m. | INTERMEDIATE 1 | Get Selling! 💰

Networking, both in person and virtually, is a time-consuming process... one that can pay off big when done correctly! Imagine filling your pipeline with qualified referrals on a consistent basis, and increasing your close ratios while doing so. In this session, you'll discover how to get the most out of your networking efforts by learning easy ways to:

- Focus your time
- Meet the right people
- Determine which groups/organizations are worth your time
- Build a strong network
- Use your network to significantly grow your business.

Boost Your Sales With Instagram, Pinterest and Flickr

Speaker: Marki Lemons-Ryhal | 3:15 p.m.-4:15 p.m. | INTRODUCTORY 1 | Get Noticed! 👍

Have you ever thought about exactly why you're using social media for your business? Is it helping drive sales? Does it increase exposure to your brand? And are you utilizing the right tools for your market? How do you manage the day-to-day load? These questions and more will be answered during this session, which will help you implement a social media plan that drives results.

- Leverage simple photo-sharing tools on your computer or mobile device to engage clients
- Use high-quality photos to attract and engage new customers by adding a call to action
- Capture priceless moments through smartphone photos and videos
- Embed photos and display products side by side.

Earn More by Doing Less: How Million-Dollar Producers Sell

Speaker: David Blaise | 3:15 p.m.-4:15 p.m. | ADVANCED 1 | Get Selling! 💰

If you could track the activities of million-dollar producers, you'd discover that instead of doing more work than their lower-performing counterparts, they're actually doing less. Specifically, they're doing less of the work that costs money and more of the work that makes money. In this eye-opening session, business-growth expert David Blaise will reveal a handful of actions that million-dollar producers perform better and differently than those who sell less. You'll leave armed with the tips you need to start performing at your peak.

5 Top Tips for Better Time Management

NEW SPEAKER: Lisa Peskin | 4:30 p.m.-5 p.m. | INTERMEDIATE 5 | Get Started! ▶

Whether you're a sales rep or a business owner, time is your most valuable resource that you can use to drive sales and grow revenues. And the amount of time that any of us have to focus on productive activities is limited — making it critical to manage your time effectively in order to maximize potential and results. In this fast-paced session, you'll discover the top five time-management techniques to help structure your time, organize your tasks and allow you to accomplish as much as possible during your busy day.

Getting the Most Out of ESP: 20 Tips in 20 Minutes

Speaker: Rob Watson | 4:30 p.m.-5 p.m. | ALL LEVELS 5 | Get Schooled in ESP! 🏠

Don't miss out any longer! ESP, the world's most advanced promotional product-sourcing system is jam-packed with best-in-class features designed to streamline your performance and increase business efficiency. Whether you're new to ESP or a true "power user," this session is perfect for any professional looking to save time and money. Join us and discover all the "hidden gems" within ESP.



Power Sessions Continued...

Self-Promo Power: Design Eye-Catching Marketing Campaigns

Speaker: David Blaise | 11:15 a.m.-12:15 p.m. | **INTRODUCTORY** 1 | **Get Noticed!**

Much has been said and written on the topic of effective marketing, but behind all the smoke and mirrors lies one simple fact: The success of every marketing and sales campaign – from emails and sales letters to catalogs, websites and even sales presentations – all boils down to just three critical components: “The MVPs of Marketing and Sales.” In this session, business-growth expert David Blaise will walk you through the three MVPs and show you how to incorporate them into every self-promotion, marketing effort and sales initiative you create for your distributorship.

Develop a Highly Effective Sales Game Plan

NEW SPEAKER: Lisa Peskin | 11:15 a.m.-12:15 p.m.

INTERMEDIATE 1 | **Get Selling!**

Most salespeople wake up in the morning, check their voicemail and email, check for the appointments on their schedule and from there... they wing it. However, the most successful sales superstars have well-defined game plans, including very specific activity and results goals that guide their daily, weekly, monthly and quarterly efforts. In this session, you'll discover an easy process that will help you analyze your business and develop a personalized strategic game plan based upon your role, business and past successes. This session will ultimately help you maximize your time and efforts, increase your sales pipeline significantly and close more business on a consistent basis.



5 Ways to Win Big Corporate and Nonprofit Clients

Speaker: David Blaise | 12:30 p.m.-1:30 p.m.

INTERMEDIATE 1 | **Get Selling!**

Every distributor wants to know how to land the big accounts, and in this session, business-growth expert David Blaise will explain how to do just that. In this information-packed session, you'll discover the five proven methods for pinpointing the perfect larger corporations and nonprofits to target. You'll also learn how to identify and establish contact with likely buyers within the organization, and find out what larger clients are really looking for – and how to position yourself and your company to deliver these powerful campaigns. From targeting the specific accounts you want, to overcoming many of the objections common to larger clients, you'll come away from this session with the action plan you need to convert big corporate and non-profit prospects into clients today.

Connect With Hot Prospects Via LinkedIn

Speaker: Marki Lemons-Ryhal | 12:30 p.m.-1:30 p.m. | **INTERMEDIATE** 1 | **Get Noticed!**

LinkedIn is the largest online social network for business professionals, with over 300 million users. A strong LinkedIn presence for you and your company gives you the opportunity to network globally, connect and grow your business. In this session, you'll discover how to:

- **Build a killer LinkedIn profile that will get you on page one of LinkedIn**
- **Use effective keywords that land your LinkedIn profile at the top of the Google search**
- **Increase sales quickly by connecting with key decision-makers**
- **Display your credibility through recommendations and endorsements.**

Increase Your Close Rate: 7 Secrets to Success

NEW SPEAKER: Lisa Peskin | 1:45 p.m.-2:45 p.m. | **ADVANCED** 1 | **Get Selling!**

What does it take to be really successful in sales? What are the qualities and skills of sales superstars? What are the top ways to hit your sales revenue targets on a consistent basis? In this dynamic session, you'll hear about the seven key sales fundamentals that will enable you and your entire team to fill the sales pipeline with qualified prospects on a consistent basis and significantly drive revenue by exponentially increasing your close ratios.

Boost Sales with the ESP Web Presentations Tool

Speaker: Peter Knappenberger | 1:45 p.m.-2:45 p.m. | **ALL LEVELS** 1 | **Get Schooled in ESP!**

The easy-to-use ESP Web Presentations tool will help you get the most out of your time spent on ESP Web. In this session, we'll show you how to sell more than ever by learning how to:

- **Use creative design to make eye-catching presentations in just minutes**
- **Post presentations to your ESP Website and allow to shop from them**
- **Download your presentations to PowerPoint for enhanced customization**
- **Utilize Virtual Samples to create branded presentations that will “wow” your clients.**

How To Register

Register today for *ASI Show New York* at www.asishow.com using promo code AS11920. You'll get free access to the education and exhibits, May 5-6 – a \$199 value! Plus, don't forget to order your Early Admission and Meet and Greet tickets for the Keynote with Barbara Corcoran and reserve your spot for one of the NEW Networking Clubs.

Book Your Room at an ASI Host Hotel

Book your hotel room at one of the following hotels to secure your room and discounted rates – rooms are almost sold out! Plus, as an ASI member, you're entitled to a hotel reimbursement for the evening of May 5. Visit www.asishow.com for complete details on our reimbursement program.

Venue	Distance from Convention Center	Rates Ranging From
DoubleTree Times Square South	3.0 Blocks	\$339.00 to \$399.00
Element New York Times Square West	5.0 Blocks	\$349.00 to \$349.00
Hampton Inn Times Square South	4.0 Blocks	\$309.00 to \$309.00
Ink 48 - A Kimpton Hotel	6.0 Blocks	\$359.00 to \$449.00
Millennium Broadway	12.0 Blocks	\$299.00 to \$359.00
New York Marriott Marquis	10.0 Blocks	\$374.00 to \$404.00
TRYP by Wyndham Times Square South	3.0 Blocks	\$309.00 to \$399.00
Wyndham New Yorker Hotel	5.0 Blocks	\$279.00 to \$349.00
YOTEL New York	5.0 Blocks	\$289.00 to \$289.00

Hotels with shuttle service
Millennium Broadway – Route 1: Walk to Marriott Marquis – Curbside on 45th and Broadway
New York Marriott Marquis – Route 1: Curbside on 45th and Broadway

All hotels are conveniently located within walking distance of the Convention Center, except for the Millennium Broadway and New York Marriott Marquis. Complimentary shuttle service will run between those two hotels and the Javits Convention Center on May 5 and 6. Service runs every 15 minutes from 7:30-11 a.m. on May 5 and 6, every 30 minutes, departing on the hour and half hour, from 11 a.m.-2 p.m. on May 5 and 11 a.m.-3 p.m. on May 6, and every 15 minutes from 3-6 p.m. on May 5 and 2-5 p.m. on May 6.

Join the Conversation

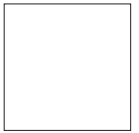
Share your *ASI Show* experience with your friends and colleagues on Facebook, Instagram and Twitter using #ASINewYork. Keep the conversation going by posting photos with the ASI mascot, Promo, connect with your new contacts, share your favorite product from the Product Showcase and more!



Don't forget to download the *ASI Show* mobile application on your smartphone. Go to the app store on your iPhone or Android and search for ASI New York 2015. Click install and it will download right to your phone. This free tool allows you to search for exhibitors, review the show schedule, add special events to your personal schedule, connect with other show-goers and receive show alerts right on your smartphone.

We hope you'll find your time at *ASI Show New York* very productive and that you'll have an enjoyable show! If you have any last-minute questions, please call us at 877-ASI-SHOW. For more information on the full suite of *ASI Show* events, including all five *ASI Shows*, *ASI Roadshows* and *fASIlitate*, visit www.asishow.com.

The *ASI Show* has made every effort to ensure the information in this brochure was accurate at the time of printing. All events, dates and times are subject to change.



ASI SHOW[®] NEW YORK!

Education and Exhibits: May 5-6
Javits Convention Center, North Hall

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