



The Industry's Biggest Show of the Summer

Education: July 14 | Exhibits: July 15-16
McCormick Place | West Building, Halls F1 & F2
Register for FREE with promo code
AS12023 at www.asishow.com.

ASI
SHOW
CHICAGO™
JULY 14-16, 2015

Our Business is Helping YOUR Business Grow



// It's almost time for the biggest industry show of the summer, and we're ready to help you prepare for your best fourth quarter ever! //

Last year's *ASI Show Chicago* was voted as one of the 50 Fastest Growing Trade Shows in the U.S by *Trade Show Executive*, with exhibit space increasing by nearly 8%. That means more suppliers want to showcase their products to you at the last industry show of the year, making 2015 bigger and better than ever. Plus, distributor attendance increased over 4%, which demonstrates the value the industry finds in participating at *ASI Show Chicago*. We know your challenge is to find exactly the right product to fit your clients' needs – and you'll find solutions in Chicago. We survey our members and create programs and experiences based on your feedback. Take a look at what you'll find at *ASI Show Chicago*.

Meet with up to 700 exhibitors ready to debut products for the fourth quarter! Our show floor is filled with the industry's top suppliers, eager to help you grow your business. Meet one-on-one on a manageable show floor, where you'll hold productive sales-building conversations. When speaking with suppliers about the products they sell, they are eager to help you expand into new markets and give you tips on how to best sell their products to your clients. Plus, our dedicated pavilions, like the Incentive Pavilion and Graphics Central Pavilion (in cooperation with ST Media), provide you a place to meet the leading suppliers in these growing sectors.

When you attend our education conference at *ASI Show Chicago*, you'll find 50 new courses promoting the latest in sales, social media, marketing and more, presented over nine unique tracks — plus we've added new speakers to our roster! With a schedule laid out to pique very area of interest and level of industry experience, it's easy for you to continue your professional development and the growth of your business.

Our 2015 Keynote lineup is more impressive than ever. Learn to become a leader for life with Peyton Manning, Denver Broncos quarterback. You'll hear how Manning used dedication, discipline and leadership to become a true champion – both on the football field and off. You'll leave feeling motivated to succeed in setting clear personal and professional goals and taking the steps needed to achieve them.

You want new and exciting ways to network, and we have them! Start with our popular Networking Lunch: Ask The Experts Anything, where you'll discuss hot topics with our popular *ASI Show* speakers, subject-matter experts and your distributor peers. Relax over refreshments during events like Happy Hour on the Show Floor and the popular Closing Celebration. And, don't miss the exciting Gala Celebration at Buddy Guy's Legends, where you'll enjoy blues music while networking with industry peers.

I hope you'll join me and the thousands of distributors and decorators from across the U.S and beyond who will kick off their fourth-quarter sales season at *ASI Show Chicago*.

Rita Ugianskis-Fishman
Vice President and General Manager
ASI Show

Schedule at a Glance

Tuesday, July 14, 2015

Registration Open.....	7:45 a.m.-5 p.m.
How to Get the Most Out of Your Trade Show Experience.....	8:15 a.m.-8:45 a.m.
<i>Sponsored by Pro Golf Premiums, Inc., asi/79680</i>	
Concurrent Education Program	9 a.m.-4:25 p.m.
Networking Lunch: Ask the Experts Anything	Noon-1:25 p.m.
<i>Co-sponsored by Showdown Displays, asi/87188; A+ Career Apparel & Image-Wear, asi/84835; Fey Promotional Products Group, asi/54040; Fields Mfg., asi/54100; Stahls', asi/88984 and Tranter Graphics, asi/91880</i>	
ASI's Minute to Win It	4:30 p.m.-5:30 p.m.

Wednesday, July 15, 2015

Registration Open.....	7:45 a.m.-5 p.m.
The Joe Show LIVE: Hot Products to Make More Money	8:30 a.m.-9:45 a.m.
Exhibits Open	10 a.m.-5 p.m.
Power Sessions.....	11 a.m.-4:30 p.m.
Happy Hour on the Show Floor	3 p.m.-5 p.m.
<i>Co-sponsored by alphabroder, asi/34063 and Impact Advertising, Inc., asi/62293</i>	
Celebrate Chicago Reception.....	5 p.m.-6 p.m.
<i>Sponsored by Tranter Graphics, asi/91880</i>	
Counselor Awards (ticket required).....	6 p.m.-11 p.m.
Gala Celebration at Buddy Guy's Legends (ticket required).....	6:30 p.m.-9:30 p.m.
<i>Co-Sponsored by Alightpromos.com, asi/34194; BamBams, asi/38228; Cooler Graphics, LTD, asi/80345; Crown Products, asi/47700; FoamWorx, asi/54886; Logo Mats, LLC, asi/67849; Next Level Apparel, asi/73867 and Tranter Graphics, asi/91880</i>	

Thursday, July 16, 2015

Registration Open.....	7:15 a.m.-3:30 p.m.
BASI/MASI Breakfast (invitation only; for those who have earned their ASI certification)	7:30 a.m.-8:15 a.m.
Peyton Manning Keynote: Lessons From the Line of Scrimmage: Become a Leader for Life	8:30 a.m.-9:45 a.m.
<i>Co-Sponsored by Showdown Displays, asi/87188, Castelli North America, Inc., asi/44305; Fields Mfg., asi/54100; Pepco Promotional Products, asi/77280 and Stahls', asi/88984</i>	
Exhibits Open	10 a.m.-3:30 p.m.
Power Sessions.....	11 a.m.-3:15 p.m.
Closing Celebration	3:30 p.m.-4 p.m.
<i>Sponsored by Tranter Graphics, asi/91880</i>	
Passport to Winnings Drawing.....	3:45 p.m.

Show Sponsors

Without Show 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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Showdown Displays, asi/87188
Peyton Manning Keynote Co-Sponsor and Networking Lunch Co-Sponsor

Castelli North America, Inc., asi/44305
Peyton Manning Keynote Co-Sponsor

Fields Mfg., asi/54100 – Peyton Manning Keynote Co-Sponsor and Networking Lunch Co-Sponsor

Next Level Apparel, asi/73867 – Product Co-Sponsor at the Gala Celebration and Registration Sponsor

Pepco Promotional Products, asi/77280
Peyton Manning Keynote Co-Sponsor

Stahls', asi/88984
Peyton Manning Keynote Co-Sponsor, Networking Lunch Co-Sponsor and Get Decorating! Co-Sponsor

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Food Court Mat Sponsor, Product Co-Sponsor at the Gala Celebration, Graphics Central Pavilion Breakfast Sponsor

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SanMar, asi/84863 – Get Decorating! Co-Sponsor

Simba, asi/87296 – Lapel Pin Sponsor

Tekveld, asi/90807 – Hand Sanitizer Sponsor

Tranter Graphics, asi/91880 – Product Co-Sponsor at the Gala Celebration, Exclusive Cup and Napkin Sponsor for the Distributor Meetings, VIP Lounge, Networking Lunch, Celebrate Chicago Reception and Closing Reception

Bronze Sponsors

Alexa Springs, Inc., asi/34037 – Distributor Meeting Sponsor

Devon Corporation, asi/49500 – Mat Sponsor

Lancer Label, asi/66220 – Calendar Mouse Pad Sponsor

Goldstar, asi/73295 – Meeting Room (Pens) Sponsor

Pro Golf Premiums, Inc., asi/79680
How to Get the Most Out of Your Trade Show Experience Sponsor

Uniflex, asi/92480 – Bag Sponsor

Sponsors

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Networking Lunch Co-Sponsor

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alphabroder, asi/34063 – Happy Hour Co-Sponsor

Cooler Graphics, LTD, asi/80345 – Product Co-Sponsor at the Gala Celebration

Crown Products, asi/47700 – Product Co-Sponsor at the Gala Celebration

Fey Promotional Products Group, asi/54040
Networking Lunch Co-Sponsor

Foamworx, asi/54886 – Product Co-Sponsor at the Gala Celebration

Impact Advertising, Inc., asi/62293 – Happy Hour Co-Sponsor

Quinn Flags, asi/80228 – Office Standing Flag Sponsor

Regional Association Sponsors

PPChicago – Promotional Products Association of Chicago

PPAW – Promotional Products Association of Wisconsin

RMRPPA – Rocky Mountain Regional Promotional Products Association

2015 Chicago Exhibitor List

At ASI Show Chicago, you'll see nearly 700 exhibitors ready to have meaningful conversations with you to help fulfill your clients' needs. In 2015, over 85 exhibitors will be NEW to Chicago, 117 are ONLY at Chicago and 145 were not at PPAI – and the list keeps growing!

2015 Exhibitor List as of 5/18/2015

All companies in red are NEW exhibitors to ASI Show Chicago.

3M/Promotional Markets Department..... asi/91240	American Ad Bag, Co. asi/35290	Beardo asi/39352
4 Sizzle, Inc. asi/55213	American Apparel asi/35297	Bebco asi/39395
A T Cross Company asi/47520	American Calendar, Co. asi/35400	Belair Time Corporation..... asi/39750
A Z X Sport America asi/30250	American Greenwood, Inc. asi/35500	Bella-Alo asi/39590
A.R.K Ramos Foundry & Manufacturing Co, Inc. asi/37150	American Zebra Line/AZL asi/35745	Berlekamp Plastics,Inc. asi/40240
A+ Career Apparel & Image-Wear..... asi/84835	Americanna, Co. asi/35730	Berne Apparel asi/40260
A4 Moshay, Inc. asi/30121	Aminco International..... asi/35850	Berney-Karp, Inc. asi/40261
AAA Innovations asi/30023	AnaJet, Inc. asi/16000	Best Promotions USA, LLC asi/40344
Abbasoft Technologies.....asi/1361923	Anico, Intl (Plush Animals)..... asi/36230	Bevometer, LLC. asi/40439
Acehigh Tech, Corp. asi/30537	Apogee Commemoratives, Inc. asi/36533	Beyond Mfg (B M F G), Int'l asi/37783
Action Illustrated..... asi/12310	Apollo Group asi/73392	BIC Graphic USA..... asi/40480
Ad Bands..... asi/34345	Apothecary Products, LLC asi/36545	Bishop®, The Garment. Co. asi/40585
ADCAPITOL Aprons, Bags, Banners, Flags & Wearables..... asi/31260	Aprons 'n More, Inc. asi/36563	BizPins, Inc. asi/40595
ADG Promotional Products..... asi/97270	Ariel Premium Supply, Inc. asi/36730	Bloomin Promotions..... asi/40646
Admanline asi/31978	Ashlin BPG Marketing asi/37138	Blue Frog Printing asi/85950
Admints & Zagabor..... asi/31516	ASI Computer Systems, Inc. asi/30238	Bobbie's Screen Printasi/700871
Admore asi/32050	AST Sportswear, Inc. asi/30244	Bodek and Rhodes asi/40788
Ads On Magnets asi/31061	Atlantis Time-Line asi/37385	BookWear asi/41044
Advance Corporation..... asi/32180	Atlas Atlantis Match Company..... asi/37390	BottleBand asi/41272
Advance ID..... asi/32187	Atlas Embroidery & Screen Printing asi/37245	Boxercraft..... asi/41325
Advertising Spec Inst. (ASI)..... asi/33020	Atlas Pacific Paper asi/37429	Brainstorm Logistics asi/41515
Alexa Springs, Inc..... asi/34037	Aunt Beth's Cookie Keepers asi/37465	Brand O' Guitar Companyasi/41461
Alexander Mfg., Co..... asi/34040	B C G Creations..... asi/37693	Breebb, Inc. asi/41678
AlightPromos.com..... asi/34194	B J Crystal, Inc. asi/37757	Brighter Promotions, Inc. asi/42016
All American Supply asi/12553	Baden Sports, Inc. asi/37865	Bristol ID Technologies..... asi/42034
Allcasion Travelware, Co asi/34046	Badge Boss..... asi/37867	Brooklyn Prods/ AmeriFoam® asi/42155
Allen Company/The asi/34330	Bag Makers, Inc. asi/37940	Brother International Corporation..... asi/12600
ALL-IN-ONE asi/34256	BAGGO, Inc. asi/38028	Bugatti..... asi/42394
Alpec Team..... asi/34375	BamBams..... asi/38228	Bulldog Packaging asi/42426
alphabroder..... asi/34063	Banaka, Inc. asi/38243	Bullet asi/42424
Alpi International LTD..... asi/34415	Baru Sports..... asi/38689	Buztronics, Inc. asi/42963
Alumicolor asi/34910	BAW Athletic Wear LP asi/37689	Canon Solutions America..... asi/14976
Ameramark..... asi/53455	Bay State Specialty, Co. asi/38980	Cap America, Inc. asi/43792
American Accents asi/35375	Beacon Promotions, Inc. asi/39250	Capital Oneasi/8874998
	Bear With Me asi/39351	Caravan Canopy Intl, Inc. asi/43806

Exhibitor List continued...

Carbonless And Cut Sheet Forms asi/43834	CounterPoint® asi/46767	Dunbrooke asi/50930
Card Connect asi/9117142	CPS asi/43051	Dyenomite asi/51185
CardPlant asi/43823	Crazy Aaron's Puttyworld asi/47056	E P S Solutions, Inc. asi/51198
Carhartt Workwear & Haws USA, Inc.® asi/43861	CredentialExpress asi/47204	Easy-Doks, LLC asi/51511
Caro-Line/ Bandanna Promotions asi/44020	Cross Canvas Company, Inc. ... asi/47541	eDist Business, LLC. asi/51662
Castelli Div of The Magnet Group asi/44305	Crown Matting Technologies ... asi/68173	Edwards Garment, Co. asi/51752
CDFX, LLC asi/44373	Crown Products asi/47700	Emblematics, Inc. asi/52280
Cedar Crest Manufacturing asi/44368	Crusher asi/47752	EMT asi/52263
Centon Electronics, Inc. asi/44449	Crystal Sensations asi/47787	Endurline asi/52480
Century Mfg, Inc. asi/44460	Crystal World, Inc. asi/47818	Engraving Job Shop asi/700128
Century Place Apparel asi/85988	Curto Toy Mfg., Co, LTD. asi/47897	Engraving, Awards & Gifts asi/97071
Certif-A-Gift, Co. asi/44500	Custom Color Solutions asi/47905	Epilog Laser asi/14981
Certified Marketing Consultants asi/44526	Custom Printing II LTD asi/47971	Epoly, Corp. asi/52541
CFS Promotions For Now! asi/42989	Customeyez, Inc. asi/47945	ER2 Image Group asi/10443000
ChargerLeash asi/44538	Cutter & Buck asi/47965	Essef Distributors, Inc. asi/52710
Charles River Apparel asi/44620	Da Vinci Imports asi/48639	Essent asi/6000228
Chill Puck asi/44818	Dacasso asi/48125	Essential Accessories asi/52711
Chill Skinz, Inc. asi/44817	Dard Products, Inc. asi/48500	ETS Express, Inc. asi/51197
Chocolate Chocolate asi/44897	DCT Leathers asi/48053	Evans Manufacturing asi/52840
Chocolate Inn/ Taylor & Grant asi/44900	Debbie Does Freight, Inc. asi/1328446	Expert Brand asi/53404
Chop Chop asi/72795	Debco asi/48885	Express-A-Button asi/53408
CleaRush Prints, Inc. asi/45395	Delko USA asi/49145	Eyevertising, LLC. asi/57371
CleggPromo asi/45450	Delta Apparel, Inc. asi/49172	F & H Ribbon, Co., Inc. asi/53470
Cliff Hix Eng./First Edition Screen Printing, Inc. asi/45466	DesignASuitcase.com asi/49324	Fairytale Brownies asi/53518
Clothpromotions Plus asi/45513	DEVARA asi/49470	Feniks Sp. z o.o. asi/59320
Coastal Business Supplies, Inc. asi/9025558	Devon Corporation asi/49500	FernCreek Confections asi/53971
Coaster Factory asi/43677	DFS asi/47991	Fey Promotional Products Group asi/54040
CoasterStone asi/60965	Diamond Cosmetics, Inc. asi/49640	Fields Manufacturing, Inc. asi/54100
Coleman Co, Inc. asi/45647	Dicar Manufactura en Piel e Imitación S.A. de C.V. asi/49657	FIFO USA, Inc. asi/72771
Colemax Group, LLC. asi/45704	Dickies Occupational Wear asi/49675	Finn Graphics, Inc. asi/54290
Coloring Book Solutions asi/45815	DIGISPEC® asi/49716	First Aid Central asi/54340
Colortone asi/45581	Digital Art Solutions asi/14970	Fisher Space Pen, Co. asi/54423
Compass Industries, Inc. asi/46170	Digital Imports asi/51010	Flash Furniture asi/54572
Concap Sportswear, LLC. asi/46187	Discount Labels asi/49890	Flexible Innovations, Ltd. asi/54596
Continental Mking Svc, Inc. asi/46420	Diversified-Adtee asi/50051	Flying Colors Imprinting asi/54867
Cook Receipt Book asi/46523	Dixie Seal & Stamp. Co., Inc. ... asi/50120	FoamWorx asi/54886
Cooler Graphics, Ltd. asi/80345	DMD Products, LLC. asi/50164	Folder Express asi/54896
Cosmo Fiber, Corp. asi/46755	DML Creation asi/48031	Formgraphics asi/55100
	Dollar Days, Inc. asi/50287	Fossa Apparel, Inc. asi/55141
	Douglas, Co. asi/50708	Fossil Corporate Markets asi/55145
	DPI, Inc. asi/48039	FP Services, Inc. asi/53475
	Drop Tank, LLC. asi/50871	Frame USA asi/55281
		Fruit of the Loom asi/84257

Funky Chunky, LLC.	asi/55536	Hirsch Gift, Inc.	asi/61005	Label Works, a	
Galaxy Balloons, Inc.	asi/55675	Hit Promotional Products.....	asi/61125	Navitor Company	asi/66040
Gamehide	asi/46701	Holloway Sportswear, Inc.	asi/61430	Lancer Label	asi/66220
Games People Play	asi/91079	Hot Sauce Harry's, Inc.	asi/61826	Lanco Corporation	asi/66224
Garyline	asi/55990	Hotline Products.....	asi/61960	Landway	asi/66238
Gemaco, Inc.	asi/56080	Howard Miller.....	asi/61943	LarLu.....	asi/66390
Gemini Incorporated.....	asi/9197511	Hub Pen, Co.	asi/61966	LAT Apparel.....	asi/65948
Gemini Ind, Inc.	asi/56100	Huetone Imprints, Inc.	asi/700487	LBU, Inc.	asi/65952
Gemline	asi/56070	iClick, Inc.	asi/62124	Leashables By Oralabs	asi/66715
Ghirardelli Chocolate, Co.	asi/56726	Idea Custom Solutions	asi/33149	Leed's	asi/66887
Gill Studios, Inc.	asi/56950	Ideamax.....	asi/62135	Liberty	asi/67340
G-Klipz.....	asi/55579	Idol Memory.....	asi/62222	Limelight, Ent.	asi/67557
GMG Pen.....	asi/55583	Iline (The Innovative Line).....	asi/62677	Lion Circle, Corp.	asi/67620
Gold Bond Worldwide	asi/57653	Illini	asi/62190	Liqui-Mark, Corp.	asi/67675
Golden Pacific, Intl.	asi/55549	Illinois Glove, Co.	asi/62192	Litewaves™	asi/67730
Goldstar.....	asi/73295	IMARK/American Nat'l		Living Royal Socks	asi/67782
Golf Tee Printers.....	asi/57672	Supply, Inc.	asi/35579	Logo Mats, LLC.	asi/67849
GoodHopeBags, Inc.	asi/57702	Impact Advertising, Inc.	asi/62293	LogoIncluded, Inc.	asi/67837
Gordon Sinclair.....	asi/57800	IMXbrand, LLC.	asi/62301	Logomark, Inc.	asi/67866
Gotcha! Mobile		In Your Face Apparel.....	asi/62494	Loksak, Inc.	asi/67781
Solutions, Inc.	asi/57851	Incentive Concepts, LLC.	asi/62536	Louisville Slugger, Co.	asi/60835
Gotham Textile	asi/57861	Independent Folders.....	asi/62554	Luggage America, Inc.	asi/68183
Grace Collection	asi/57904	Indigo	asi/62560	M&M Scrubs.....	asi/68229
Graphco Line.....	asi/57956	Ink'd Up Threads	asi/62587	Mad Dasher, Inc.	asi/68400
Graphic Image, Inc.	asi/57992	Inksoft.....	asi/9306290	Maglite Promo.....	asi/68449
Graphics House	asi/55571	Innovation Line.....	asi/62660	Magna-Tel, Inc.	asi/68480
Graphik Business Accessories ..	asi/58040	IRIS, Ltd., Inc.	asi/62860	Manhattan Line, LLC.	asi/68621
GT Industrial Products, LLC.	asi/55607	J America	asi/62977	Maple Ridge Farms, Inc.	asi/68680
Gweepromo.....	asi/58487	J Charles Crystalworks, Inc.	asi/62985	Marathon Mfg &	
H T T Apparel & Headwear.....	asi/58842	Jetline.....	asi/63344	Supply, Co.	asi/68707
Halls & Company.....	asi/59080	JMTek / Corporatekey.....	asi/63053	Mass Marketing	
Hampden, Corp.	asi/59473	Jornik Manufacturing, Corp.	asi/63549	Insurance Consultants	asi/6000249
HandStands	asi/59525	Journalbooks/Timeplanner		Max Apparel USA, LLC.	asi/69706
Hawkeye Plastic		Calendars	asi/91340	Medalcraft Mint, Inc.	asi/70130
Products, Co.	asi/60235	JSM Golf.....	asi/63072	MediaTree	asi/70303
Hazel Promotional Products.....	asi/60240	K & R Precision Corporation	asi/63770	Melissa & Doug, LLC.	asi/70527
Headwear USA.....	asi/60282	Kanata Blanket Company.....	asi/63823	Mi Line by Fey	asi/71032
Heat Transfer		KC Caps.....	asi/58760	Mi Pen Company.....	asi/71033
Warehouse	asi/6523264	Kellmark, Corp.	asi/64190	Micro-Clair International	asi/71073
Helping Hand Partners.....	asi/60465	Kelvin Tools	asi/64202	Midwest Group, Inc.	asi/71119
Heritage Sportswear +		Keya USA.....	asi/64602	Mineral Springs	
Virginia T's	asi/60582	KTI Networks, Inc.	asi/63776	Bottling, Co.	asi/71350
High Caliber Line USA.....	asi/43442	Label Art.....	asi/66020	Minya International, Corp.	asi/71370
High Performance	asi/60723	Label Specialties, Inc.	asi/66361	MMI International Trade.....	asi/68288
Hilasal	asi/60820				

Exhibitor List continued...

Modern Stitch and Ink..... asi/72029
 Moderne Glass
 Company, Inc..... asi/71920
 ModernLine® asi/65910
 Mrs. Prindables
 Handmade Confections asi/71816
 MSL Line, Inc. asi/68314
**Multi-Tech
 International, Corp. asi/72711**
 MV Sport/Weatherproof asi/68318
 My Promo Cloth asi/45432
Nap Supplies/Nap Tags asi/72880
 National Gift Card asi/73011
 Navitor, Inc. asi/81500
 Nazdar Sourceone..... asi/6063349
 NEP Promotions asi/72805
 Next Level Apparel asi/73867
 Next Products, LLC. asi/73871
 Nordic, Co., Inc. asi/74245
**North America
 Display Corporation asi/74250**
**North Attleboro
 Jewelry Company asi/94245**
 Norwood US..... asi/74400
 Noteworthy asi/74360
 Novelty Crystal, Corp. asi/74406
 Novelty Premium..... asi/74408
 Nucom/Burk's Bay asi/74600
 Numo..... asi/74710
 Olympus Group..... asi/75023
 One29Promo..... asi/86364
Oowee Products..... asi/75126
 Openers Plus asi/63073
**Orbus Exhibit &
 Display Group..... asi/75209**
 OrigAudio asi/75254
 OT Sports Industries, Inc. asi/75265
 Otto Intl., Inc. asi/75350
 Ouray Sportswear asi/75402
 Outdoor Cap, Co. asi/75420
 Pacesetter Awards..... asi/75640
 Panther Vision asi/75825
 Par One, Inc. asi/75912
 Paramount Apparel
 Intl., Inc..... asi/75945
 Payne Publishers, Inc..... asi/76575

Peerless Umbrella, Co., Inc. asi/76730
 Pentel Of America, LTD. asi/77240
 Pepco Poms asi/77280
 Perry Blackburne, Inc. asi/40610
 Perry Ellis International..... asi/77715
 Phoenix Industries USA..... asi/77936
 Piel Leather, Inc. asi/78073
 Pilgrim Plastic
 Products, Inc..... asi/78100
 Pilot Corporation
 of America..... asi/78110
 Pingline..... asi/78137
 Pinnacle Designs asi/78140
 Pioneer Balloon, Co. asi/78200
 Pop! Promos..... asi/45657
**Popular Presents
 Corporation asi/79001**
 Posh Xessories, Inc.™ asi/79028
 Power Sales And Advertising ... asi/79083
 Precision Laser Art..... asi/79337
Premier Canopies asi/79604
 Presentation Folder, Inc. asi/79396
 Presentation Packaging..... asi/79404
 Price Chopper, Inc..... asi/79500
 Prime Designs asi/79527
 Principle Business
 Enterprises, Inc..... asi/79568
Pro Feet, Inc. asi/79707
 Pro Golf Premiums, Inc. asi/79680
 Pro-Celebrity
 By Tee Top of California, Inc..... asi/90743
 Prodir S.A. asi/79688
 Promo Marketing asi/6000146
 Promobilia, Corp. asi/79902
 PromoPayment..... asi/8297245
 Promotional PSI..... asi/81465
Propersi Productions, LLC. ... asi/80013
 Punctuation, Inc. asi/80097
 PWS asi/75731
 Qpromo..... asi/47962
 Quake City Caps asi/80129
 Quality Foam Designs asi/80195
 Quick Point, Inc. asi/80150
 Quikey Mfg., Co., Inc. asi/80210
 Quinn Flags asi/80228

R S Owens & Co., Inc. asi/75530
 Radians, Inc. asi/81549
 Radius Display Products..... asi/49916
Rags of Honor..... asi/706302
 Raining Rose, Inc. asi/80489
 Rainkist Umbrella, Co. asi/80490
 RainStoppers Umbrellas..... asi/98302
 Ready 4 Kits..... asi/80882
 Redline asi/81133
 Reflectix by Fey asi/81233
 Regal Poly-Pak..... asi/81350
 Replogle Globes, Inc. asi/82050
Retap North America..... asi/80263
Rich Peak Group asi/82322
Riteline, LLC. asi/82498
 River's End Trading..... asi/82588
 Rugged Outfitters, Inc. asi/84143
RuMe Bags..... asi/82700
 Rustico, LLC. asi/84264
 S & K Manufacturing, Inc. asi/84325
 S & S Activewear asi/84358
 Sabina..... asi/84470
 Same Day Tees asi/81749
Samsill Promo asi/84790
 Sanders Mfg., Company
 (Samco Line) asi/84820
 Sanford Business-
 To-Business..... asi/84833
 SanMar asi/84863
 Sarge Knives..... asi/84875
 Savi asi/84986
 Scully Leather asi/86020
 Seville Gear asi/86565
Shaka Wear..... asi/86592
Sharprint..... asi/86621
 ShedRain Corporation..... asi/86785
shirts.io asi/87178
 ShopWorks asi/10254870
 Showdown Displays asi/87188
 Signmojo.Com..... asi/6767230
 SIMBA..... asi/87296
 Simplex Promo asi/87343
Skint..... asi/87625
 Skinner & Kennedy, Co. asi/87620

Snugz/USA, Inc.	asi/88060	Tex Visions	asi/91075	U.S. Toy Company	asi/92439
Sock101	asi/88071	The ADS Group/ Studio-120	asi/31064	Uniflex	asi/92480
Sofia's Cookies	asi/88099	The Apparel Group, Ltd.	asi/52487	Union Line/Graybear	asi/92508
Soft Stuff Creations, Inc.	asi/88121	The Chest	asi/44830	Universal Auto Frames	asi/92940
Solar Advertising, Inc.	asi/88148	The Dooley Company	asi/50410	Utica Cutlery/Kutmater	asi/93130
Sonoma Promotional Solutions.....	asi/88188	The Leslie Company, Inc.	asi/67120	Vantage Apparel	asi/93390
Source One Digital.....	asi/88255	The Magnet Group.....	asi/68507	Vegas Golf The Game/ Foxyware, Inc.	asi/87605
Southern Plus	asi/88367	The Page Seed, Co.	asi/75760	Ventura, Inc.	asi/93520
Specialising Intl., Inc.	asi/88584	The Positive Line	asi/79930	Via! For Travel and More	asi/93757
Specialty Graphics.....	asi/88596	The Rhinestone World	asi/80275	Victorinox Swiss Army, Inc.	asi/93755
Spector & Co.	asi/88660	The Stadium Chair Company	asi/79912	Victory	asi/93765
Spectrum Uniforms	asi/88680	The United States Playing Card Company	asi/92845	ViDi, Inc.	asi/93774
Spirit Industries, Inc.	asi/88740	The Warming Store.....	asi/63651	Visions/Awardcraft	asi/93986
SportsScarf, LLC.	asi/88753	ThermoServ	asi/91080	VisionUSA.....	asi/80060
Sportula	asi/88882	Timbuk2.....	asi/91272	Visor Frames.....	asi/93971
Sriracha2Go	asi/88969	Time Products International	asi/91320	Visstun	asi/93975
St Regis Crystal	asi/84592	Tingley Rubber Corporation	asi/91222	Visual Promotions.....	asi/93997
Stahls' ID Direct.....	asi/88984	TK Cups-Sorg's.....	asi/88200	Visual Textile Resource	asi/94105
Steven Smith/Stuffed Animals, Inc.	asi/87849	TLC Wholesale Sign and Banner	asi/90498	Vitronic	asi/93990
StoneyCreek.....	asi/89860	Toddy Gear.....	asi/91411	VKM Sports/ Venus Knitting Mills, Inc.	asi/94111
STOPNGO Line	asi/57655	Tomax USA	asi/91435	Ward/Kraft, Inc.	asi/94225
Storm Creek Apparel.....	asi/89879	Tonix Corporation	asi/91440	Warwick Publishing, Co.	asi/95280
Storm Duds Raingear	asi/89863	Top Secrets of Promotional Products Sales	asi/6000250	Webb Company	asi/95838
Stouse, Inc.	asi/89910	Totally Bamboo	asi/91565	Webjaguar	asi/6255416
Strata Outdoor Gear, LLC.	asi/89881	Towel Specialties	asi/91605	Whispering Pines Sportswear	asi/97027
Stromberg Brand.....	asi/89955	Tower Ribbons.....	asi/91630	White Bear Clothing, Co.....	asi/97049
Studio Vertu.....	asi/89965	TPK, Inc.	asi/90511	Windbrella™ Products, Corp.....	asi/97247
Stuffed Tees.....	asi/79662	Tradenet Publishing.....	asi/91760	Wolfmark	asi/98085
SunGraphix.....	asi/90125	Tranter Graphics, Inc.	asi/91880	Woodrow Engineering Company	asi/98160
Sunjoy Group, Inc.	asi/90154	Trimark Powered by Leed's	asi/66888	Worldwide Protective Products	asi/68620
Sunscope	asi/90075	Tri-Mountain	asi/92125	WOV-IN®	asi/92980
Superex	asi/90231	TRITON Poker Chip Company .	asi/92048	WOWLine.....	asi/98360
Sweda Company, LLC.	asi/90305	Tropico Imports LTD.	asi/92245	WR Case & Sons Cutlery, Co. ..	asi/44260
Sweet Nut Tree.....	asi/90392	Truebite, Inc.	asi/92275	XDream, LLC.	asi/97835
T & B Promos, LLC.	asi/90453	T-Shirt Tycoon Solutions, Inc.	asi/87000	Xpres, LLC.	asi/52475
TalkItUp, LLC.	asi/90582	U P S.....	asi/828240	XpresScreen, Inc.	asi/14703
Tattoo Factory, Inc.	asi/90650	U S A/Docufinish Apparel Division	asi/700283	Ymlabs.....	asi/67636
Team Concept	asi/90713	U S Blanks.....	asi/92423	Zing Manufacturing.....	asi/99025
Tee Claw, LLC.	asi/90715			Zipline.....	asi/99030
Tekweld	asi/90807			ZOOMcatalog	asi/6401407
Terry Town	asi/90913				
Tervis Tumbler, Co.	asi/90914				

Special Events

Tuesday, July 14

How to Get the Most Out of Your Trade Show Experience

Sponsored by Pro Golf Premiums, asi/79680

8:15 a.m.-8:45 a.m. | FREE!

With so many great events taking place at *ASI Show Chicago*, it can be a daunting task trying to fit everything in. As a new attendee, we know how important it is to get the most out of the time you have – but where do you start? Join *ASI's* President and CEO, 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 *ASI Show Chicago*.

Networking Lunch: Ask The Experts Anything (First come, first served)

Co-sponsored by Showdown Displays, asi/87188; A+ Career Apparel & Image-Wear, asi/84835; Fey Promotional Products Group, asi/54040; Fields Mfg., asi/54100; Stahls', asi/88984 and Tranter Graphics, asi/91880

Noon-1:25 p.m. | FREE!

In this fast-paced, not-to-be missed lunch session, you'll discuss hot topics with our popular *ASI Show Chicago* speakers, subject-matter experts and your distributor peers. Want to know how other industry members are dealing with a top business challenge? Or what hot markets others are finding success with? You'll get the answers to all of your burning questions, along with fresh ideas for doing business in 2015, when you spend one-on-one time with other ad specialty professionals during this unique networking opportunity.

ASI's Minute to Win It

4:30 p.m.-5:30 p.m. | FREE!

Join us for drinks, snacks, and lots of fun with the industry's hottest new game show, "ASI's Minute To Win It!" At this fast-paced event, we'll pick audience volunteers to compete in quick, easy games that will leave them – and you – laughing out loud. Plus, every time contestants successfully complete a task, they'll win a prize! Don't miss this exciting new way to network with other attendees and wrap up Education Day on a high note.

Wednesday, July 15

The Joe Show LIVE: Hot Products to Make More Money

8:30 a.m.-9:45 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.

Happy Hour on the Show Floor

Co-Sponsored by alphabroder, asi/34063 and Impact Advertising Inc., asi/62293

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

End your day by networking with fellow ad specialty professionals during Happy Hour right on the show floor. Stop by select booths and enjoy free beer, wine and other beverages, while enjoying snacks and good company.

Celebrate Chicago Reception

Sponsored by Tranter Graphics, asi/91880

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

Celebrate your day's successes at the Celebrate Chicago Reception. Share your first-day show highlights with colleagues and new friends and take the time to meet the ASI Show staff, who will be eager to hear about your experience and feedback. Enjoy live music and free beer, wine, lemonade and snacks.

Counselor Awards

6 p.m.-11 p.m. | Ticket Required | Navy Pier Lakeview Terrace

The Counselor Awards are presented annually to the select few individuals whose contribution in the preceding 12 months has been far-reaching and of significance to the industry as a whole. The Counselor Awards program also includes honoring the outstanding sales achievement of the Top 40 distributors and Top 40 suppliers in the industry. All award winners and their guests are invited to attend this black-tie-optional event, featuring dinner, reception and the awards ceremony. A limited number of tickets are available to ASI members for \$250. For questions about the event, email counselorawards@asicentral.com.

Gala Celebration at Buddy Guy's Legends

Co-Sponsored by Alightpromos.com, asi/34194; BamBams, asi/38228; Cooler Graphics, LTD, asi/80345; Crown Products, asi/47700; FoamWorx, asi/54886; Logo Mats, LLC, asi/67849; Next Level Apparel, asi/73867 and Tranter Graphics, asi/91880

6:30 p.m.-9:30 p.m. | Ticket Required

Owned by six-time Grammy Award-winning and Rock and Roll Hall of Fame Bluesman Buddy Guy, Buddy Guy's Legends had become Chicago's premier blues club. Come enjoy a great dinner featuring recipes from Buddy's childhood years growing up in Baton Rouge. Plus, network with industry colleagues while enjoying blues music over a state-of-the-art audio system. The evening also includes open bar, pool tables and a warm and friendly ambiance.

Thursday, July 16

BASI/MASI Breakfast

7:30 a.m.-8:15 a.m. | Invitation Only

Network with peers, Top 40 suppliers and ASI executives at this invitation-only breakfast for those who have earned their BASI/MASI. Plus, you can be pinned by ASI President and CEO Timothy Andrews during a special ceremony.

Peyton Manning Keynote: Lessons From the Line of Scrimmage: Become a Leader for Life

Co-Sponsored by Showdown Displays, asi/87188, Castelli North America, Inc., asi/44305; Fields Mfg., asi/54100; Pepco Promotional Products, asi/77280 and Stahls', asi/88984

8:30 a.m.-9:45 a.m. | FREE! (Early admission tickets available for purchase)

Denver Broncos quarterback Peyton Manning, the league's only five-time "MVP" and a 13-time Pro Bowl selection, has earned his place among the NFL's greatest quarterbacks. During this once-in-a-lifetime Keynote, you'll hear how Manning used dedication, discipline and leadership to become a true champion – both on the football field and off. You'll leave feeling motivated to succeed in setting clear personal and professional goals and taking the steps needed to achieve them.

Closing Ceremony/Passport to Winnings Drawing

Sponsored by Tranter Graphics, asi/91880

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

The best way to end your ASI Show Chicago experience is at the Closing Celebration, where you can collect new friends' business cards or maybe 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 Chicago*, you can be a part of:

The Explorers Club

Tuesday, July 14 | 7 p.m. | \$62 | **Registration required**

Feed your need for speed at Chicago Race Factory. Join host Joe Haley of ASI and other industry professionals at Chicago's go-kart facility featuring the city's only quarter-mile track in a 40,000-square-foot facility. Price includes one practice race and two eight minute races. Closed-toed shoes are required and maximum weight is 300 lbs. **Maximum 10 people.**



The Diners Club

Tuesday, July 14 | 7 p.m. | \$30 | **Registration required**

Enjoy deep-dish pizza, appetizers and beer or wine, plus the company of your colleagues, at the famed Giordano's – arguably the best deep-dish spot in the Windy City. Price includes salad, deep-dish pizza, cinnamon-sugar beignets, soft drinks and coffee. Hosted by ASI's Research Director, Nate Kucsma. **Maximum 15 people.**



The Good Spirits Club

Tuesday, July 14 | 7 p.m. | \$35 | **Registration required**

Raise your glass with fellow attendees and ASI hosts Melinda Ligos and Andy Cohen for an exclusive wine-tasting at Bin 36, featuring arguably the best selection of wines in Chicago. Price includes a flight of four wines plus light appetizers. **Maximum 20 people.**



The Runners Club

Wednesday, July 15 | 6:30 a.m. | \$10 | **Registration required**

Get a jump on your day and meet fellow running enthusiasts on this morning fun run hosted by ASI Computers' Jamie Fens. Choose from a 2-mile or a 6-mile course. **Maximum 50 people.**



The Yoga Club

Wednesday, July 15 | 6:30 a.m. | \$10 | **Registration required**

Start off your day at the Hyatt McCormick Place with an invigorating yoga session, hosted by *ASI Show's* Kaushika Kansara. Yoga mats provided. **Maximum 40 people.**



Register today at www.asishow.com.

Education Overview

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 Chicago*. 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 for 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.

EXECUTIVE – 10+ YEARS

If you're a C-level executive or the owner of your company, these sessions will address the unique needs you face, including hiring and training and increasing profits throughout your organization. Recommended for those with 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 decorating methods, ESP, digital marketing and more.



Chicago Education Schedule

TIME	Tuesday, July 14, 2015 • Education Day			
	 Get Started!	 Get Selling!	 Get Noticed!	 Get Your Company on the Fast Track!
8:15 a.m.-8:45 a.m.	How to Get the Most Out of Your Trade Show Experience Timothy M. Andrews, ASI 5			
9 a.m.-9:55 a.m.	Lead-Generation Made Simple: Grow Your Customer Base in 21 Days INTRODUCTORY 1 David Blaise, Top Secrets of Promotional Products Sales	Develop a Highly Effective Sales Game Plan INTERMEDIATE 1 Lisa Peskin, Business Development University	Plan a Powerful Social Media Marketing Calendar INTERMEDIATE 1 Marki Lemons-Ryhal, Marki Lemons Unlimited	Turn Obstacles Into Opportunities: Increase Performance and Profits EXECUTIVE 1 Ford Saeks, Prime Concepts Group
10 a.m.-10:55 a.m.	Dig Deep: Discover Your Clients' Needs and Sell More INTRODUCTORY 1 Chris Vanderzyden, Chris Vanderzyden Global	The Power of Body Language: Discover What Your Clients Aren't Telling You ALL LEVELS 1 Lillian Glass, Dr. Lillian Glass	Findability Formula: The Easy, Non-Technical Approach to SEM INTERMEDIATE 1 Heather Lutze, Findability University	Top-Level Branding: Tactics to Market Your Business Online EXECUTIVE 1 Bobby Lehew, Robyn Promotions
11 a.m.-11:55 a.m.	Profit From Social and Mobile Marketing INTRODUCTORY 1 Ford Saeks, Prime Concepts Group	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	Sales Superstars: Get the Most Out of Your Team EXECUTIVE 1 Lisa Peskin, Business Development University
Noon-1:25 p.m.	Networking Lunch: Ask the Experts Anything (First come, first served) ALL LEVELS 1.5 Moderated by Joe Haley, ASI			
1:30 p.m.-2:25 p.m.	Money Matters: 7 Financial Tips to Make Your Sales Soar INTRODUCTORY 1 Chris Vanderzyden, Chris Vanderzyden Global	Loyal for Life: Build Trust, Credibility and Revenue ADVANCED 1 Ford Saeks, Prime Concepts Group	Email Marketing: Capitalize on Today's Trends and Tactics ALL LEVELS 1 Danny Friedman, Added Incentives, Inc.	Serious SEO Strategies: Dominate the Search Engines EXECUTIVE 1 Heather Lutze, Findability University
2:30 p.m.-3:25 p.m.	Master Negotiation Skills: Handle Price Objections and Close More Sales INTRODUCTORY 1 Danny Friedman, Added Incentives, Inc.	Earn More by Doing Less: How Million-Dollar Producers Sell ADVANCED 1 David Blaise, Top Secrets of Promotional Products Sales	Cyber-Selling Strategies: Close Orders Using Email and Social Media INTERMEDIATE 1 Don Sanders, Don Sanders Marketing/ SellPromoProducts.com	Improve Your Workplace Dynamics: Use Body Language to Hire and Train EXECUTIVE 1 Lillian Glass, Dr. Lillian Glass
3:30 p.m.-4:25 p.m.	The Instant Expert: Become a Promotional Consultant INTRODUCTORY 1 David Blaise, Top Secrets of Promotional Products Sales	Content Marketing Success: Increase Your Response Rate Today INTERMEDIATE 1 Bobby Lehew, Robyn Promotions	The Facebook Formula: Reach 1 Billion Buyers INTERMEDIATE 1 Heather Lutze, Findability University	Bridge the Age Gap: Succeed at Generational Marketing EXECUTIVE 1 Ford Saeks, Prime Concepts Group
4:30 p.m.-5:30 p.m.	ASI's Minute to Win It 1			



Get Designing!



Get Decorating!



Graphics Central



Become a Star Supplier!



Get Schooled in ESP!

Co-Sponsored by  and 

Adobe Illustrator: Understand Vector Graphics and Drawing Tools*
INTRODUCTORY 2
Steve Oswald, ASI

* We recommend that you bring your own laptop, loaded with Adobe Illustrator software, to this session

11 a.m.-12:25 p.m.
Adobe Illustrator: Use Color to Go Beyond the Basics*
INTERMEDIATE 15
Steve Oswald, ASI

* We recommend that you bring your own laptop, loaded with Adobe Illustrator software, to this session

12:30 p.m.-1:25 p.m.
CorelDRAW: Essential Skills for Apparel Decoration
INTERMEDIATE 1
Craig Mertens, Digital Art Solutions

Decorate More to Sell More: Any Quantity, Any Colors, Any Fabric
ALL LEVELS 3
Carleen Gray, Stahls'

Screen Printing Basics: Your Crash Course to Run a T-Shirt Business
ALL LEVELS 3
Terry Combs, Equipment Zone

Get Started with ESP Web
INTRODUCTORY 1
Jamie Tumas, ASI

ESP Websites: Easy Ways to Enhance Your Site and Boost Your Sales
ALL LEVELS 1
Peter Knappenberger, ASI

Online Stores Made Simple: Using ESP Stores to Increase Sales, Win Clients, and Strengthen Relationships
ALL LEVELS 1
Heather DiPrato, ASI

12:30 p.m.-1:25 p.m.
The Elements of Good Embroidery
ALL LEVELS 1
Colleen Hartigan, Madeira USA

Noon-1:15 p.m.
Lunch and Learn: How Safe Are Your Products?
(For suppliers only)
ALL LEVELS 15
Moderated by Michele Bell, ASI
Sponsored by QCA

Lunch and Learn: Master Your Digital Marketing Strategy With ASI Products
(First come, first served)
ALL LEVELS 15
Peter Knappenberger, ASI

CorelDRAW: Master the Top 10 Tools in X7**
INTRODUCTORY 2
Jay Busselle, Affinity Express

** We recommend that you bring your own laptop, loaded with CorelDRAW software, to this session.

Hands-On Workshop: Rhinestone Multi-Decoration Using a Vinyl Cutter
ALL LEVELS 1
Craig Mertens, Digital Art Solutions

Grow Your Business: All About Large-Format Digital Printing
ALL LEVELS 3
Darek Johnson, Signs of the Times Magazine

10 Ways to Improve Distributor Loyalty
(For suppliers only)
ALL LEVELS 1
Darlene Kirk, THINK Promotional Products

Boost Sales With The ESP Web Presentations Tool
INTERMEDIATE 1
Jamie Tumas, ASI

2:30 p.m.-5:30 p.m.
Increase Profits with Full-Color Digital and Direct-to-Garment Printing
ALL LEVELS 3
Carleen Gray, Stahls'

Tradeshaw Strategies That Deliver Sales
(For suppliers only)
ALL LEVELS 1
Darlene Kirk, THINK Promotional Products

ESP Websites: Easy Ways to Enhance Your Site and Boost Your Sales
ALL LEVELS 1
Peter Knappenberger, ASI

CorelDRAW: Create Rich Design Effects in X7**
INTERMEDIATE 1
Jay Busselle, Affinity Express

** We recommend that you bring your own laptop, loaded with CorelDRAW software, to this session.

Online Stores Made Simple: Using ESP Stores to Increase Sales, Win Clients, and Strengthen Relationships
ALL LEVELS 1
Heather DiPrato, ASI

Chicago Education Schedule

Wednesday, July 15, 2015 • Exhibit Day One

8:30 a.m.-9:45 a.m. **The Joe Show LIVE: Hot Products to Make More Money**
Hosted by Joe Haley, ASI ¹⁵

EXHIBIT FLOOR OPEN – 10 a.m.-5 p.m.

	Power Sessions	Get Decorating on the Show Floor	Graphics Central on the Show Floor
11 a.m.-Noon	Tame the Social Media Monster: Prepare and Promote With Purpose INTERMEDIATE 1 Bobby Lehew, Robyn Promotions	11 a.m.-11:30 a.m. – Sublimation ALL LEVELS 5 Jimmy Lamb, Sawgrass Technologies	11 a.m.-11:30 a.m. Apparel Decoration Basics ALL LEVELS 5 Terry Combs, Equipment Zone
12:15 p.m.-1:15 p.m.	Lunch and Learn: Master Your Digital Marketing Strategy With ASI Products (First come, first served) ALL LEVELS 1 Peter Knappenberger, ASI	11:45 a.m.-12:15 p.m. Direct-to-Garment Printing ALL LEVELS 5 Jimmy Lamb, Sawgrass Technologies	11:45 a.m.-12:15 p.m. Apparel Special Effects ALL LEVELS 5 Greg Gaardbo, Shockwaves Promotional Apparel
1:30 p.m.-2:30 p.m.	Use Google AdWords to Dominate Your Niche INTERMEDIATE 1 Dave Burnett, AOK Marketing	1 p.m.-1:55 p.m. Spark Sales With Today's Hot Styles ALL LEVELS 1 Holly Rox, SanMar	1:15 p.m.-1:45 p.m. Discharge Printing ALL LEVELS 5 Dave Gehrich, Atlas Screen Supply Company
2:45 p.m.-3:45 p.m.	The Affordable Care Act: How It Will Affect Your Clients' Buying Decisions ALL LEVELS 1 Ron Williams, Fey Industries	2 p.m.-2:30 p.m. Embroidery and Digitizing ALL LEVELS 5 Jimmy Lamb, Sawgrass Technologies	2 p.m.-2:30 p.m. Find Customers via Social Media ALL LEVELS 5 Aaron Montgomery, Coastal Business Supplies, Inc.
4 p.m.-4:30 p.m.	Getting the Most Out of ESP: 20 Tips in 20 Minutes ALL LEVELS 5 Rob Watson, ASI	Score More Sales by Using Specialty Threads INTERMEDIATE 1 Colleen Hartigan, Madeira USA	
5 p.m.-6 p.m.	Celebrate Chicago Reception <i>Sponsored by Tranter Graphics, asi/91880</i>		
6 p.m.-11 p.m.	Counselor Awards (Ticket required)		
6:30 p.m.-9:30 p.m.	Gala Celebration at Buddy Guy's Legends (Ticket required) <i>Co-Sponsored by Alightpromos.com, asi/34194; BamBams, asi/38228; Cooler Graphics, LTD, asi/80345; Crown Products, asi/47700; FoamWorx, asi/54886; Logo Mats, LLC, asi/67849; Next Level Apparel, asi/73867 and Tranter Graphics, asi/91880</i>		

Thursday, July 16, 2015 • Exhibit Day Two

7:30 a.m.-8:15 a.m. **BASI/MASI Breakfast Reception** (Invitation only)
Hosted by Timothy M. Andrews, ASI

8:30 a.m.-9:45 a.m. **Peyton Manning Keynote: Lessons From the Line of Scrimmage: Become a Leader for Life**
Sponsored by Showdown Displays, asi/87188; Castelli North America, Inc., asi/44305; Fields Mfg., asi/54100; Pepco Promotional Products, asi/77280 and Stahls', asi/88984

EXHIBIT FLOOR OPEN – 10 a.m.-3:30 p.m.

	Power Sessions	Get Decorating on the Show Floor	Graphics Central on the Show Floor
11 a.m.-Noon	Point and Shoot: Create a 30-Second Video on the Show Floor ALL LEVELS 1 Joe Haley, ASI	Presented by Jimmy Lamb, Sawgrass Technologies 11 a.m.-11:30 a.m. – Sublimation ALL LEVELS 5	11 a.m.-11:30 a.m. Discover Decoration Methods ALL LEVELS 5 Aaron Montgomery, Coastal Business Supplies, Inc.
12:15 p.m.-1:15 p.m.	Manage and Edit Client Logos Like a Pro INTRODUCTORY 1 Jay Busselle, Affinity Express	11:45 a.m.-12:15 p.m. Digital Heat Transfers ALL LEVELS 5	11:45 a.m.-12:15 p.m. Expand Your Business with Dye Sublimation ALL LEVELS 5 David McClaskey, S&K Manufacturing
1:30 p.m.-2:30 p.m.	Take Control of the Sales Process: How to Manage Your Clients INTERMEDIATE 1 Don Sanders, Don Sanders Marketing/SellPromoProducts.com	1:15 p.m.-1:45 p.m. Direct-to-Garment Printing ALL LEVELS 1	1:15 p.m.-1:45 p.m. Sell to 30 Niche Markets ALL LEVELS 5 Terry Combs, Equipment Zone
2:45 p.m.-3:15 p.m.	Getting the Most Out of ESP: 20 Tips in 20 Minutes ALL LEVELS 5 Rob Watson, ASI	2 p.m.-2:30 p.m. Embroidery and Digitizing ALL LEVELS 5	
3:30 p.m.-4 p.m.	Closing Celebration (Passport to Winnings drawing at 3:45 p.m.)		

ASI SHOW on the GO!

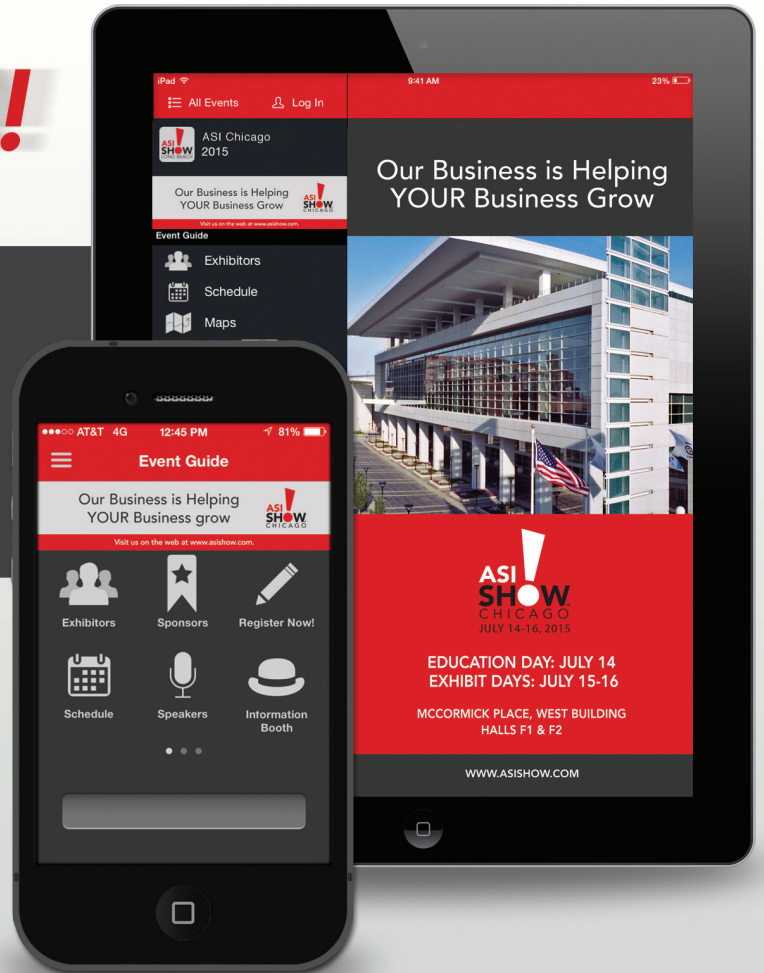


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Education Speakers



Timothy M. Andrews, ASI



Michele Bell, ASI



David Blaise, Top Secrets of Promotional Products Sales



Dave Burnett, AOK Marketing



Jay Busselle, Affinity Express



Terry Combs, Equipment Zone



Heather DiPrato, ASI



Danny Friedman, Added Incentives, Inc.



Greg Gaardbo, Shockwave Promotional Apparel



Dave Gehrich, Atlas Screen Supply



Lillian Glass, Dr. Lillian Glass



Carleen Gray, Stahls'



Joe Haley, ASI



Colleen Hartigan, Madeira USA



Darek Johnson, *Signs of the Times* Magazine



Darlene Kirk, THINK LIMITLESS Promotional Products



Peter Knappenberger, ASI



Jimmy Lamb, Sawgrass Technologies



Bobby Lehew, Robyn Promotions



Marki Lemons-Ryhal, Marki Lemons Unlimited



Heather Lutze, Findability University



David McClaskey, S&K Manufacturing



Craig Mertens, Digital Art Solutions



Aaron Montgomery, Coastal Business Supplies, Inc.



Steve Oswald, ASI



Lisa Peskin, Business Development University



Holly Rox, SanMar



Ford Saeks, Prime Concepts



Don Sanders, Don Sanders Marketing/
SellPromoProducts.com



Jamie Tumas, ASI



Chris Vanderzyden, Chris Vanderzyden Global



Rob Watson, ASI



Ron Williams, Fey Industries

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 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 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 Your Company on the Fast Track!



Calling all owners, presidents and CEOs: This is the track for you. No matter if your top business concern is branding, selling, hiring and training, or SEO dominance, you're sure to discover new ways to succeed when you attend these sessions.

Get Designing!



In this interactive track that offers beginner- and intermediate-level workshops, you'll learn by doing. We offer hands-on training in popular graphics, embroidery and digitizing programs so that you can easily create and edit your clients' logos and designs on the fly. For distributors and decorators who want to master programs such as CorelDRAW and Adobe Illustrator, this track is a must-attend.

Get Decorating!



Decorated apparel makes up more than 30% of the \$21 billion your clients spend every year on advertising specialties. If you aren't selling apparel yet – or you just want to sell a lot more of it – attend our interactive "Get Decorating" track. Here, you'll learn about the most innovative products and cutting-edge techniques, see decorating machinery in action and find out how to position yourself as a decorated-apparel expert.

Graphics Central



This specialized track is ideal for signage, decoration and graphics professionals – or anyone who wants to grow their ad specialty business in these areas. You'll learn from experts in these fields, and discover what you need to know to run a T-shirt business, how you can expand your business with in-demand decoration techniques, and more.

Become a Star Supplier!



If you're an ASI supplier member, be sure to attend this track of classes, held on exhibit set-up day. You'll learn 10 ways to improve distributor loyalty, and discover trade show strategies that deliver sales results. So take a break from building your booth, and earn some points toward your ASI Certification, too!

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 ESP Websites and ESP Stores can help you boost your sales and grow your bottom line.

Power Sessions



Take a break from the exhibit floor and attend an hour-long Power Session to learn tips, techniques and insights into improving your sales, marketing and social media efforts.

Course Descriptions

Tuesday, July 14 | Education Day

Get Started!

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

Speaker: David Blaise | 9 a.m.-9:55 a.m. | INTRODUCTORY ①

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 | 10 a.m.-10:55 a.m. | INTRODUCTORY ①

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 client's language
- Understand the behaviors of buyers and the impact on the sales process
- Uncover the buyer's true needs
- Create a system of continuous new qualified buyers to keep your sales cycle flowing.

Profit From Social and Mobile Marketing

Speaker: Ford Saeks | 11 a.m.-11:55 a.m. | INTRODUCTORY ①

There are lots of social media platforms and smart mobile marketing tactics that you can use to reach your prospects and customers. In this session, you'll discover how in less than an hour a week, you can create a powerful social and mobile footprint to increase visibility and connect with prospects and customers – and gain a competitive and digital advantage. You'll leave knowing how to:

- Use simple, actionable online tools and tactics to make money from your social and mobile marketing efforts
- Turn "likes," follows and other online interactions into recurring buyers
- Manage and grow your online reputation
- Avoid cash-sucking pitfalls and time-wasting missteps.

Networking Lunch: Ask the Experts Anything (First come, first served)

Co-Sponsored by Showdown Displays, asi/87188; Fey Promotional Products Group, asi/54040
Fields Mfg., asi/54100; A+ Career Apparel & Image Wear, asi/84835;
Stahls', asi/88984 and Tranter Graphics, asi/91880

Moderator: Joe Haley | Noon-1:25 p.m. | ALL LEVELS 1.5

In this fast-paced lunch session, you'll discuss hot topics with our popular ASI Show speakers, subject-matter experts and your distributor peers. Want to know how other industry members are dealing with a top business challenge? Or what hot markets others are finding success with? You'll get the answers to all of your burning questions, along with fresh ideas for doing business in 2015, when you spend one-on-one time with other ad specialty professionals during this unique networking opportunity.



Money Matters: 7 Financial Tips to Make Your Sales Soar

Speaker: Chris Vanderzyden | 1:30 p.m.-2:25 p.m. | INTRODUCTORY ①

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.

Master Negotiation Skills: Handle Price Objections and Close More Sales

Speaker: Danny Friedman | 2:30 p.m.-3:25 p.m. | INTRODUCTORY ①

In today's competitive ad specialty marketplace, price is a major issue. However, you may be surprised to learn that price is always more of an issue in the seller's mind, rather than the buyer's mind. To succeed as a new distributor, it's essential to learn what your customers want and the real reasons they buy. Plus, when you know your competitive edge, establish your value and communicate it effectively to customers, price will rarely become an issue. In this session, you'll:

- Master techniques proven to close a sale when faced with price resistance
- Learn to sell value, not price
- Train your clients to know that your quotes are non-negotiable
- Acquire new ways to handle inquiries from purchase agents.

The Instant Expert: Become a Promotional Consultant

Speaker: David Blaise | 3:30 p.m.-4:25 p.m. | INTRODUCTORY ①

We all know that consultative sellers often earn many times what typical product sellers earn. For that reason, the sooner we can begin to function as a true promotional consultant, the sooner we can increase our income. In this groundbreaking session, business-growth expert David Blaise will empower you with the consultative questions and tools you need to accelerate your results, position yourself as an expert and serve your clients as a true consultant.

Get Selling!

Develop a Highly Effective Sales Game Plan

Speaker: Lisa Peskin | 9 a.m.-9:55 a.m. | INTERMEDIATE ①

Most salespeople wake up in the morning, check their voice mail 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.

The Power of Body Language: Discover What Your Clients Aren't Telling You

Speaker: Lillian Glass | 10 a.m.-10:55 a.m. | ALL LEVELS ①

Being able to read and understand body language can be your secret weapon when dealing with clients, whether you're meeting for the first time or negotiating a multi-thousand-dollar deal. For example, if someone has reservations about dealing with you, using positive body language can minimize their hesitation. In this interactive workshop, you'll discover how to tell when your client isn't giving you an honest answer, and ways to fine-tune your own non-verbal cues to improve your vocal, speaking and communications skills. By giving your body-language style a makeover, you'll gain the winning edge in your personal and professional interactions.

Get Selling! continued...

5 Ways to Win Big Corporate and Nonprofit Clients

Speaker: David Blaise | 11 a.m.-11:55 a.m. | INTERMEDIATE ①

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 nonprofit prospects into clients today.

Loyal for Life: Build Trust, Credibility and Revenue

Speaker: Ford Saeks | 1:30 p.m.-2:25 p.m. | ADVANCED ①

If you really want to get an edge over your competition, one key strategy for doing so is to always have a full sales pipeline. In this session, you'll discover a counterintuitive strategy that will take the mystery and fear out of competitive dominance and lead generation. Ford Saeks' innovative market-dominance strategies modernize the customer-engagement model by applying reverse psychology: placing the influence in the buyer's hands rather than the seller's. This hands-on sales training seminar will reveal underutilized methods that you can use to attract qualified prospects, increase conversion rates and quickly grow your bottom line. You'll leave knowing how to:

- Immediately build trust and credibility that will foster customer loyalty
- Create a successful buying culture
- Set your lead-generation efforts on cruise control
- Become a true and lasting sales leader.

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

Speaker: David Blaise | 2:30 p.m.-3:25 p.m. | ADVANCED ①

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.

Content Marketing Success: Increase Your Response Rate Today

Speaker: Bobby Lehew | 3:30 p.m.-4:25 p.m. | INTERMEDIATE ①

According to the Content Marketing Institute's 2014 "Benchmarks and Trends" report, a whopping 93% of B2B marketers use content marketing to generate results – and they also use an average of 13 different content-marketing tactics. Compelling content is the new door-opener! But how do you develop a strategy and decide on which tactics to use? In this session, we'll give you tips on how to formulate a strategy that delivers, and review a variety of tactics guaranteed to generate a response. If you ever wondered how blogs, video, email newsletters, infographics, podcasts (and more!) can help you win business, this class is for you!

Get Noticed!

Plan a Powerful Social Media Marketing Calendar

Speaker: Marki Lemons-Ryhal | 9 a.m.-9:55 a.m. | INTERMEDIATE ①

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.

Findability Formula: The Easy, Non-Technical Approach to SEM

Speaker: Heather Lutze | 10 a.m.-10:55 a.m. | INTERMEDIATE ①

To succeed in any business, you have to attract the right customers and persuade them to buy. But on the Internet, people only see what the search engines point to, and competition for top spots is fierce. So how do you ensure that your business gets found when prospects are searching for solutions? Your head will be buzzing with new ideas and a greater understanding of how search engine marketing (SEM) works and how search engines find your site, including the tangible steps you can take to direct a successful online marketing campaign.

Connect With Hot Prospects Via LinkedIn

Speaker: Marki Lemons-Ryhal | 11 a.m.-11:55 a.m. | INTERMEDIATE ①

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.**

Email Marketing: Capitalize on Today's Trends and Tactics

Speaker: Danny Friedman | 1:30 p.m.-2:25 p.m. | ALL LEVELS ①

Email marketing is one of the most cost-effective forms of digital marketing available, with an average ROI of 4,300%. However, the typical consumer gets bombarded daily with dozens of marketing emails. How can you and your company leverage this powerful technology and make sure your emails actually drive results? In this session, you'll learn how to integrate email marketing into your overall marketing strategy, including the top tools and tactics you can implement to boost results. If you've been thinking about starting an email marketing program, or haven't been getting the results you want out of yours, don't miss this essential seminar.

Cyber-Selling Strategies: Close Orders Using Email and Social Media

Speaker: Don Sanders | 2:30 p.m.-3:25 p.m. | INTERMEDIATE ①

Email and social media are invaluable selling tools to close orders with today's busy, tech-savvy clients. In this session, you'll learn how a successful distributor, with 33 years of industry sales experience and who once carried 10 pounds of catalogs on sales calls, now closes 95% of his orders through email and social media. You'll leave knowing how to:

- **Use email to overcome buyer objections**
- **Create videos that pitch products in the best light**
- **Follow up with clients in an effective manner**
- **Limit product choices to speed up the order process**
- **Use LinkedIn to increase sales by 30%**
- **Find buyers who are willing to pay full price.**

The Facebook Formula: Reach 1 Billion Buyers

Speaker: Heather Lutze | 3:30 p.m.-4:25 p.m. | INTERMEDIATE ①

Facebook has been called the marketing window to the world, with 50% of users logging in every day and engaging on the site for an average of 20 hours a week. If you want to have your content and message viewed and shared by millions of potential clients, don't miss this information-packed session. You'll learn how to implement simple, practical Facebook strategies that make good business sense. And you'll find out how keyword research, a well-optimized page and a simple marketing plan – combined with genuine engagement with your fans – can combine to bring you new leads and clients. You'll leave knowing how to:

- **Set up and optimize your Facebook business page and business profile**
- **Understand the what, where, when, why and how of Facebook posts**
- **Get real business with Facebook**
- **Maximize the effectiveness of Facebook ads.**

Get Your Company on the Fast Track!

Turn Obstacles Into Opportunities: Increase Performance and Profits

Speaker: Ford Saeks | 9 a.m.-9:55 a.m. | EXECUTIVE ①

Imagine achieving incredible results again and again. Get ready to fast-track your company and your life to the next level with breakthrough strategies for business owners and executives. Ford Saeks, who has sold millions of products in various industries, understands how to look at success, innovation and life a bit differently. He unravels the core to achieving greatness, freeing the optimal "you" and unlocking the hidden potential of your team so that you can increase performance and profits. Saeks' "Signature You" blueprint is a self-discovery process that demonstrates how to instantly improve your mental agility, optimize critical thinking and elevate leadership performance levels. In this unique and dynamic session, you'll learn how to turn obstacles into opportunities, and gain straightforward insights to produce better, smarter and lasting results.

Get Your Company on the Fast Track! continued...

Top-Level Branding: Tactics to Market Your Business Online

Speaker: Bobby Lehew | 10 a.m.-10:55 a.m. | EXECUTIVE ①

The world of online marketing is rich with opportunity, but how do you decide which platforms and tactics work best for your company's overarching branding and marketing goals? By starting with a powerful strategy. In this session for C-suite executives, you'll learn how to create a game plan to communicate your company's unique brand (including selecting the right target market), how to decide on the most effective platforms to deploy your distinct message and which tactics have proven to be the most successful for connecting to and converting customers online. You'll also see real-world examples from industry superstars and super brands in the business-to-business marketing arena.

Sales Superstars: Get the Most Out of Your Team

Speaker: Lisa Peskin | 11 a.m.-11:55 a.m. | EXECUTIVE ①

In order to significantly grow and scale your company, it's necessary to have a highly effective sales team. Lisa Peskin, founder and CEO of Business Development University, has spent the past 20 years managing, leading and developing strong, effective salespeople and teams. In this session she'll share the best practices for structuring and growing a highly effective sales team, and discuss ways to find and develop organized, motivated and effective sales superstars. You'll leave knowing:

- **The best ways to set clear expectations with your sales team**
- **How to hold them accountable to their goals without micromanaging**
- **The three areas that can be improved to have the biggest impact on the team's success.**

Serious SEO Strategies: Dominate the Search Engines

Speaker: Heather Lutze | 1:30 p.m.-2:25 p.m. | EXECUTIVE ①

As a leader in your company, you know the importance of getting your website found by customers who are ready to buy. In this session, you'll learn the tools of the trade for online marketing strategies that create huge visibility and bottom-line growth for businesses of all sizes. You'll also gain access to data that was historically only available to marketing "SEO geeks." This session will pull back the curtain and give you real numbers on your competitors and customers, allowing you to create a website, social media and blogging strategy that ranks everywhere, connects and converts for real sales results.

Improve Your Workplace Dynamics: Use Body Language to Hire and Train

Speaker: Lillian Glass | 2:30 p.m.-3:25 p.m. | EXECUTIVE ①

There's a lot that people aren't telling you – unless you really read and understand body language. In this can't-miss session taught by a communication and body language expert, you'll discover how to become skilled in recruiting, hiring and training your staff by using the power of non-verbal communication. You'll learn how to choose the best candidate from your interview pool, ways to communicate effectively, and how to build relationships and inspire employees at all levels to excel. By the time you leave, you'll know how to:

- **Interview candidates both verbally and non-verbally**
- **Avoid hiring "toxic" people and zero-in the best hires**
- **Build a harmonious team based on staffers' personal characteristics**
- **Interact with your team and give feedback in a charismatic way**
- **Create a positive corporate culture from the top down**
- **Project your own positive body language.**

Bridge the Age Gap: Succeed at Generational Marketing

Speaker: Ford Saeks | 3:30 p.m.-4:25 p.m. | EXECUTIVE ①

As you lead your company, make sure your marketing messages don't get lost in the generational buying frenzy. In this information-packed session, you'll learn how to identify the diversities of younger demographics, capitalize on untapped opportunities and communicate more effectively with today's younger buyer. You'll leave knowing how to:

- **Understand why the same old marketing messages don't apply in today's marketplace**
- **Craft compelling value propositions that appeal to different generations**
- **Make customers, from Baby Boomers to Millennials, cling to your every word**
- **Harness the power of generational marketing for the long term.**

Adobe Illustrator: Understand Vector Graphics and Drawing Tools

Speaker: Steve Oswald | 9 a.m.-10:55 a.m. | INTRODUCTORY 2

In this hands-on session, you'll become familiar with Illustrator's graphical user interface and the workspace, including the Tools panel, the Menu bar and the Art board where you craft your artwork. You'll explore the basic elements that make up vector graphics: paths, strokes, fills and typography. You'll also learn how to use each of the program's powerful drawing tools, including tracing bitmap images. Finally, you'll create a company logo and set it up to easily print the color separations for decorating almost any product.

Adobe Illustrator: Use Color to go Beyond the Basics

Speaker: Steve Oswald | 11 a.m.-12:25 p.m. | INTERMEDIATE 1.5

Once you've mastered the basics, it's time to discover the power and versatility of Illustrator's vector artwork. In this project-based, hands-on session, you'll explore color blending modes, trapping colors for print, manipulating typography and creating color separations. You'll build complex gradients with transparency and dynamic effects, then apply these features to paths and text to create professional-quality artwork. We'll also highlight some of the most popular features in Illustrator: Live Paint and all the Pathfinder operations.

CorelDRAW: Essential Skills for Apparel Decoration

Speaker: Craig Mertens | 12:30 p.m.-1:25 p.m. | INTERMEDIATE 1

CorelDRAW is a highly effective graphics tool for apparel decorators. Whether you're creating virtual samples or you're involved in production, there is a set of vital skills required to succeed. This class will outline those skills and provide you with a comprehensive overview of the process of creating apparel graphics in CorelDRAW. Topics will include:

- Customizing the CorelDRAW workspace for apparel decoration
- Working with Pantone colors and creating color separations
- Color-correction techniques for digital printing and sublimation
- Creating dynamic effects in text and graphics
- Effectively using clipart and design templates
- Maximizing productivity using third-party add-on software
- Creating and securing virtual samples using PDF technology.

CorelDRAW: Master the Top 10 Tools in X7

Speaker: Jay Busselle | 1:30 p.m.-3:25 p.m. | INTRODUCTORY 2

CorelDRAW is a powerful graphics suite known for being affordable and easy to learn. In this session you'll begin to master the basics and learn the essential CorelDRAW skills you need to successfully manage your clients' graphics and logos. In addition to the basic CorelDRAW tools, you'll be introduced to new industry-specific features. Topics will include:

- I opened up CorelDRAW – now what do I do?
- Which tools in the tool box will I really use?
- Working with text properties
- Importing clients' files
- Creating a PDF document.

CorelDRAW: Create Rich Design Effects in X7

Speaker: Jay Busselle | 3:30 p.m.-4:25 p.m. | INTERMEDIATE 1

Now that you have a strong foundation in using CorelDRAW, it's time to move past the basics. The tips and techniques presented in this class are designed to help increase your creativity using intermediate graphic design skills and time-saving shortcuts. Topics will include:

- Popular keyboard shortcuts
- Professional text effects
- Specific design techniques to add visual value
- Power clipping and other special effects.

Get Decorating!

Decorate More to Sell More: Any Quantity, Any Colors, Any Fabric

Speaker: Carleen Gray | 9 a.m.-11:55 a.m. | ALL LEVELS 3

A company's logo is its brand – and good logo decoration has a powerful effect on how the logo and the company are perceived. New decorating technology, materials and equipment have made it possible to create and apply logos in full color, with special effects and on virtually any material. Is your client's loud and bold, or sleek and fast, or warm and fuzzy? In this hands-on session, you'll explore decorating techniques that allow you to produce any type of logo to truly represent a brand or company. Plus, you'll discover ways to provide your customers with decorated promotional samples that feature their logo.

The Elements of Good Embroidery

Speaker: Colleen Hartigan | 12:30 p.m.-1:25 p.m.

ALL LEVELS 1

What makes one left-chest, cap or jacket-back embroidery design stand out from the rest? In this session, new embroiderers and distributors who sell decorated apparel will learn the difference between average and above-average embroidery designs. In this interactive course, you'll discover:

- The elements of excellent embroidery designs and how to achieve them
- How to handle requests for complex embroidery designs
- How to answer the most common questions clients ask about embroidery
- How to choose the right design tools, supplies and equipment to achieve optimal embroidered designs and avoid downtime.



Hands-On Workshop: Rhinestone Multi-decoration Using a Vinyl Cutter

Speaker: Craig Mertens | 1:30 p.m.-2:25 p.m. | ALL LEVELS 1

Craig Mertens invented the process of creating a rhinestone heat transfer with a vinyl cutter in 2007. Since then, Craig and his company, Digital Art Solutions, have helped thousands of companies succeed in the business of rhinestone multi-decoration. Rhinestone multi-decoration is the process of combining rhinestone heat transfer with a variety of production processes, including vinyl-cut heat transfers, screen printing, embroidery, applique, direct-to-garment printing and sublimation. This class will provide a broad overview of the process of designing, creating and outputting rhinestone heat transfers and vinyl-cut graphics. Topics will include:

- What you need in order to get started in rhinestone multi-decoration
- An overview of the processing of designing a multi-decoration rhinestone pattern
- An overview of the physical process of creating a rhinestone heat transfer and heat-press vinyl graphic with a cutter
- The markets and opportunities for selling rhinestone multi-decoration
- The opportunity to create your own rhinestone heat transfer.

Increase Profits with Full-Color Digital and Direct-to-Garment Printing

Speaker: Carleen Gray | 2:30 p.m.-5:30 p.m. | ALL LEVELS 3

Whether you decorate wearables in-house or contract the jobs out, in order to grow your business it's vital to understand the full-color print methods available. In this hands-on workshop, we'll show you all the possibilities of digital and direct-to-garment printing; no matter if your job requires one piece or 1,000, there's no limit with these decorating methods. You'll discover the recent advancements in both technologies that have made it easy to offer full-color decorations on apparel, hats, bags and much more. You'll leave knowing how to profit from decorating, and with the confidence to never turn away another job because it has "too many colors" or "too low quantity."

Screen Printing Basics: Your Crash Course to Run a T-Shirt Business

Speaker: Terry Combs | 9 a.m.-11:55 a.m. | ALL LEVELS ③

During this intensive workshop, you'll learn everything you need to know to understand the entire screen-printing process and launch (or improve!) a profitable garment-printing operation. Taught by a professional trainer with 35 years of experience, this session is perfect whether you're simply planning to enter the industry or you're a newer screen printer who wants to be sure you're "doing it right."

Topics will include:

- The costs of getting started
- Equipment and supplies you'll need
- The importance of the screen
- Art programs and customer artwork
- Film output and screen exposure
- Preparing screens for the press
- Hands-on setup of a four-color job in just five minutes.

Grow Your Business: All About Large-Format Digital Printing

Speaker: Darek Johnson | 1:30 p.m.-4:25 p.m. | ALL LEVELS ③

In this can't-miss session, Darek Johnson, *Signs of the Times* magazine's senior technology editor and analyst, will present a real world view of large-format digital printing. You'll discover practical advice for whether your business is a sign company, a print shop, a promotional-product decoration or distributorship, or you're just thinking of getting into large-format digital printing. This interactive session will include practical information and discussions on:

- Why you should become involved in large-format digital printing, with an overview of the market, cost and controls, markets and client sources
- Understanding the technology, including how to understand the digital language
- Creating and processing the image, covering image types and image editing software and processes, RIPs, color basics, and light sources
- Selecting an inkjet printer, with overviews of machine types, print quality, and print permanence
- Consumables, specifically inks and media (including textiles)
- Other digital print choices for print-service providers, including small-format and promotional-item printing.

Become a Star Supplier!

Lunch and Learn: How Safe Are Your Products?

Host: Michele Bell | Noon-1:15 p.m.

ALL LEVELS (For Suppliers Only) 1.5

With product-safety recalls dominating the 24-hour news cycle and a voluminous amount of ever-changing rules and regulations that can make even the most well-intentioned manufacturer feel overwhelmed, being a responsible supplier in today's marketplace is a Herculean task. Distributors and their customers expect suppliers to be product-safety experts, and more daunting, to have ultimate culpability should there be a compliance issue. In this engaging, interactive panel discussion, suppliers can enjoy a complimentary lunch while learning about new regulations and legislation that are sure to impact industry businesses, plus eight strategies to keep their supply chain safe and compliant.

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Quality and Safety. Delivered.



Become a Star Supplier! continued...

10 Ways to Improve Distributor Loyalty (For Suppliers Only)

Speaker: Darlene Kirk | 1:30 p.m.-2:25 p.m. | ALL LEVELS 1

Over 3,000 suppliers in a multi-billion dollar industry make for a competitive market for any supplier. How do you make your product line top of mind for 20,000 distributor salespeople? How do you turn the industry's distributor network into a powerhouse sales force for your company? You'll find out how during this can't-miss session, plus you'll leave knowing:

- Tactics to build a brand that will attract the highest-performing distributorships and its top performers
- How to understand the mind of a distributor
- Ways to create a marketing blueprint to build distributor loyalty
- How to craft a sales game plan to build distributor alliances.

Tradeshow Strategies That Deliver Sales (For Suppliers Only)

Speaker: Darlene Kirk | 2:30 p.m.-3:25 p.m. | ALL LEVELS 1

Tradeshow exhibition is one of the most profitable sales strategy investments you can make... if managed properly. Thousands of dollars are wasted every year in failed attempts to exhibit, without seeing the return on investment. During this session, you'll learn marketing and sales strategies you should undertake before, during and after a show to make your product line stand out from the competition. You'll leave knowing:

- Ten tradeshow exhibition errors to avoid
- Pre-event planning tips for sales and marketing teams
- Show floor strategies that drive booth traffic
- Post-show follow-up strategies to capture a solid ROI.

Get Schooled in ESP!

Get Started with ESP Web

Speaker: Jamie Tumas | 9 a.m.-9:55 a.m. | INTRODUCTORY 1

Start your day with an overview of ESP Web, the #1 sales tool in the promotional products industry. During this session, you'll discover how to:

- Use ESP's guided navigation to quickly find products and generate ideas
- "Wow" your clients with Virtual Samples
- Create custom presentations to rapidly respond to client requests
- Utilize ESP presentations to effectively market your business.

ESP Websites: Easy Ways to Enhance Your Site and Boost Your Sales

Speaker: Peter Knappenberger | 10 a.m.-10:55 a.m. | ALL LEVELS 1

Want to increase your sales while presenting a professional image to your customers? ASI's ESP Websites is the industry's leading promotional products website service for distributors, helping buyers find relevant products and ideas. In this session, you'll be introduced to ESP Websites and learn how to create your own website. This step-by-step tutorial will show you how to promote your best-selling products and keep customers coming back to you for new and innovative promotional ideas.

Online Stores Made Simple: Using ESP Stores to Increase Sales, Win Clients, and Strengthen Relationships

Speaker: Heather DiPrato | 11 a.m.-11:55 a.m. | ALL LEVELS 1

Most distributors cite the Internet as their #1 competitor for promotional product sales. Why? They may have a website, but don't have an online sales strategy for their business. In this session, you'll learn how to leverage ASI's multi-million dollar investment in e-commerce technology to help increase your sales, protect existing client relationships, and acquire new customers. You'll discover...

- One 10-minute trick that can help you beat the competition to win a key account
- Three simple ideas for increasing sales with current clients using easy-to-access technology
- Five important pitfalls to avoid when developing your Web strategy that can save you thousands each year.

Bonus: Step-by-step instructions to teach you how to use ESP to merchandise and build an online store in just minutes. This session is geared towards industry distributors and sales professionals who want to help service their clients using the Web and begin generating more ad specialty sales online. Each attendee will leave with actionable ideas to help develop or increase online sales for their business. Join us for this fast-paced and informative introduction to ASI's best-kept secret for online promotional product sales and marketing!

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

Speaker: Peter Knappenberger | Noon-1:25 p.m. | ALL LEVELS 1.5

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.

Boost Sales With The ESP Web Presentations Tool

Speaker: Jamie Tumas | 1:30 p.m.-2:25 p.m. | INTERMEDIATE 1

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 customers to shop from them
- Download your presentations to PowerPoint for enhanced customization
- Utilize Virtual Samples to create branded presentations that will "wow" your clients.

ESP Websites: Easy Ways to Enhance Your Site and Boost Your Sales

Speaker: Peter Knappenberger | 2:30 p.m.-3:25 p.m. | ALL LEVELS 1

Want to increase your sales while presenting a professional image to your customers? ASI's ESP Websites is the industry's leading promotional products website service for distributors, helping buyers find relevant products and ideas. In this session, you'll be introduced to ESP Websites and learn how to create your own website. This step-by-step tutorial will show you how to promote your best-selling products and keep customers coming back to you for new and innovative promotional ideas.

Online Stores Made Simple: Using ESP Stores to Increase Sales, Win Clients, and Strengthen Relationships

Speaker: Heather DiPrato | 3:30 p.m.-4:25 p.m. | ALL LEVELS 1

Most distributors cite the Internet as their #1 competitor for promotional product sales. Why? They may have a website, but don't have an online sales strategy for their business. In this session, you'll learn how to leverage ASI's multi-million dollar investment in e-commerce technology to help increase your sales, protect existing client relationships, and acquire new customers. You'll discover...

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Power Sessions

Tame the Social Media Monster: Prepare and Promote With Purpose

Speaker: Bobby Lehew | 11 a.m.-Noon | INTERMEDIATE 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 and delivers a purposeful message that promotes good business. You'll leave this discussion knowing:

- How to use Hootsuite to manage your time
- Ways to cultivate a strong online community
- The importance of recognizing the right audience
- How to choose the right tools to use.

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

Speaker: Peter Knappenberger | 12:15 p.m.-1:15 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.

Use Google AdWords to Dominate Your Niche

Speaker: Dave Burnett | 1:30 p.m.-2:30 p.m. | INTERMEDIATE ① **Get Noticed!**

In this information-packed session, you'll learn the importance of focusing on your online marketing efforts. Ad specialty distributors and suppliers alike are faced with challenges unique to this industry. Millions of products, thousands of competitors and limited end-user customers create interesting opportunities for those who are willing to innovate. If you're willing to invest in driving traffic to your site, this session is for you. You'll learn:

- The importance of establishing a niche
- How to evaluate potential niche markets using AdWords and other tools
- How to set up a landing page (and what a landing page is)
- How each page can have an entire marketing campaign built around it
- The absolute requirement to track your visitors on your site and measure your success.

The Affordable Care Act: How It Will Affect Your Clients' Buying Decisions

Speaker: Ron Williams | 2:45 p.m.-3:45 p.m. | ALL LEVELS ① **Get Selling!**

In this session, you'll learn about details of the Affordable Care Act (commonly known as ObamaCare), its effect on the promotional products industry and the new opportunities it offers distributors. This interactive session, presented by a retired health care provider, will give distributors the facts they need to know about the ACA, along with actionable information they can put into use immediately. You'll leave knowing how the ACA will cause product sales to shift, why your perceived value to your clients might not be what you think it is, and exactly what you can do to take advantage of the opportunities that never existed prior to the ACA becoming law.

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

Speaker: Rob Watson | 4 p.m.-4:30 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.

Get Decorating on the Show Floor

Popular Decoration Methods Explained in 30 Minutes

Speaker: Jimmy Lamb | ALL LEVELS 5 Credit each

11 a.m.-11:30 a.m. – Sublimation

11:45 a.m.-12:15 p.m. – Direct-to-Garment Printing

2 p.m.-2:30 p.m. – Embroidery and Digitizing

In such a competitive decorating marketplace, you can level the playing field and even take the lead by offering certain key imprinting services in-house. Embroidery, digitizing, direct-to-garment printing, heat-applied graphics and sublimation are all viable processes that can be defined as short-run or on-demand solutions. This means that it's quick and easy for distributors and small decorators to fill those small orders. Plus, you can instantly create spec samples for every sales presentation, which will significantly increase your chances of closing wearables and other promo products sales on the first visit.

Spark Sales With Today's Hot Styles

Speaker: Holly Rox | 1 p.m.-1:55 p.m. | ALL LEVELS 1

Grow your wearables sales exponentially by connecting your customers with the year's hottest apparel trends, including "athleisure" and metallic accents, to commuter-friendly fabrics and features. When you enhance your garment product knowledge, you'll easily boost your bottom line.

Score More Sales by Using Specialty Threads

Speaker: Colleen Hartigan | 2:45 p.m.-3:45 p.m. | INTERMEDIATE 1

The variety of specialty threads on the market today allows for extreme personalization, cool special effects like metallic or glow-in-the-dark, highlighting small details, contrast shading and even safety, with fire-resistant thread options. If your clients think embroidery consists of simply a traditional left-chest logo, employee name or three-letter monogram, get ready to show them the powerful branding opportunities embroidery offers. In this information-packed session, you'll learn about the array of specialty threads available today and how they can help you set yourself apart from the competition.

Graphics Central on the Show Floor

Apparel Decoration Basics

Speaker: Terry Combs | 11 a.m.-11:30 a.m. | ALL LEVELS 5

For a promotional products distributor, having a solid understanding of the garment-decoration process can be a competitive advantage. By being an educated buyer, you'll be better equipped to choose good contractors, pay a fair price, and get the quality you expect. In this session, an experienced decorating veteran will walk you through screen printing, direct-to-garment inkjet printing and other decoration methods, concentrating on the things that a distributor needs to know. You'll leave the session with a much better knowledge of your contract decorators, how to evaluate their competencies, and how to keep them honest. Areas covered will include:

- Making sense of setup charges
- Providing contract decorators with everything they need
- Understanding the capabilities and limitations of different decoration techniques
- Providing for spoilage allowances
- Interviewing and finding the right contract decorators.



Graphics Central on the Show Floor continued...

Apparel Special Effects

Speaker: Greg Gaardbo | 11:45 a.m.-12:15 p.m. | ALL LEVELS 5

Tired of the same, boring screen-printed and embroidered shirts? You can show your customers an almost endless variety of creative options by combining different special effects in the same job. Learn how multiple-effect orders can enable you to charge a high price, in addition to making your company and your garments stand out. In this session, you'll see plenty of samples, including one you can take home with you. Techniques to be covered will include:

- Embroidery with 3-D sewing effects
- Screen printing combined with embroidery
- Screen printing with multiple specialty inks, including blister base, foil, discharge and clear base
- Sublimation combined with heat-applied sequins
- Sublimation on dark fabrics

Discharge Printing

Speaker: Dave Gehrich | 1:15 p.m.-1:45 p.m. | ALL LEVELS 5

Discharge printing has become increasingly popular with consumers because of the soft hand and vivid colors it produces. But the awful smells, mixing powders and waste associated with discharge printing have made it a hassle for many print shops. In this session, you'll learn about a new single-component ink technology that eliminates these problems while still delivering results your customers will pay extra to get. You'll learn how to produce and market this exciting technology and gain an advantage over your competitors. This session will cover:

- Understanding the different types of discharge inks used to screen print garments
- Creating designs that capitalize on the feel and vivid color that are unique to discharge printing
- Marketing the technology to your customers and showing them what it can do
- Learning how to produce great discharge prints
- Finding out what production modifications may be required to get the best results.

Find Customers via Social Media

Speaker: Aaron Montgomery | 2 p.m.-2:30 p.m. | ALL LEVELS 5

Designed for social media novices, this session will give you compelling information about why you should get involved, how to do it, and what tools are available to make the puzzle easier to solve. You'll learn the basics, plus you'll discover how to build a social media plan and test to see what works. You'll find out:

- Which social media platforms are right for you
- How to make the social media process less time-consuming
- What you can understand about your customers through social media
- How often you should be posting for social media success.

Thursday, July 16 | Exhibit Day 2

Power Sessions

Point and Shoot: Create a 30-Second Video on the Show Floor

Speaker: Joe Haley | 11 a.m.-Noon

ALL LEVELS 1 **Get Noticed!**

Being out of town for business doesn't mean you aren't still working hard for your clients. In this hands-on session, you'll learn how to shoot videos from the trade show floor and upload them immediately. You'll interact with suppliers, pick the latest products for specific clients and learn how create a top-notch video. Be sure to bring your camera or smartphone to this one-of-a-kind class!



Manage and Edit Client Logos Like a Pro

Speaker: Jay Busselle | 12:15 p.m.-1:15 p.m. | INTRODUCTORY ①

The client said “yes” and you got the order... but now what? Often the next major obstacle is the artwork or your client’s logo. This session is designed to help you navigate through typical artwork obstacles and challenges you’ll encounter while selling promotional products and decorated apparel. Using real-world examples, you’ll learn to be a better manager of this graphics process, to avoid the common mistakes and learn how to edit a logo for output for the top five decorating methods: screen printing, embroidery, pad printing, engraving and vinyl cutting. You’ll leave this session knowing:

- Why you must understand what is and what isn’t production-friendly artwork
- Strategies to help you quickly secure production-ready artwork from your clients
- Why your client’s logo may need minor edits in order to be successfully prepared for output.

Take Control of the Sales Process: How to Manage Your Clients

Speaker: Don Sanders | 1:30 p.m.-2:30 p.m. | INTERMEDIATE ① Get Selling!

The old adage that your prospect or customer is always right isn’t always true – especially if that potential buyer is only interested in the lowest possible price, or they just wants to see what you have to offer before purchasing from another distributor. The good news is that there are smart sales strategies you can use to lead your clients in the right direction, counter objections immediately and take back control in the sales process. In this session, you’ll discover easy ways to:

- Find buyers instead of lookers
- Make new connections quickly
- Ensure that prospects and clients return your calls and emails right away
- Handle price shoppers
- Overcome almost any objection
- Sell without samples
- Upsell successfully every time.

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

Speaker: Rob Watson | 2:45 p.m.-3:15 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.

Get Decorating on the Show Floor

Popular Decoration Methods Explained in 30 Minutes

Speaker: Jimmy Lamb | ALL LEVELS ⑤ Credit each

11 a.m.-11:30 a.m. – Sublimation
1:15 p.m.-1:45 p.m. – Direct-to-Garment Printing
11:45 a.m.-12:15 p.m. – Digital Heat Transfers
2 p.m.-2:30 p.m. – Embroidery and Digitizing

In such a competitive decorating marketplace, you can level the playing field and even take the lead by offering certain key imprinting services in-house. Embroidery, digitizing, direct-to-garment printing, heat-applied graphics and sublimation are all viable processes that can be defined as short-run or on-demand solutions. This means that it’s quick and easy for distributors and small decorators to fill those small orders. Plus, you can instantly create spec samples for every sales presentation, which will significantly increase your chances of closing wearables and other promo products sales on the first visit.



Get Decorating on the Show Floor continued...

Graphics Central on the Show Floor

Discover Decoration Methods

Speaker: Aaron Montgomery | 11 a.m.-11:30 a.m. | ALL LEVELS .5

Whether you're looking for a new business venture or another decoration method to add to your current business, this session will give you a good understanding of how garments are decorated. You'll cover most of the current garment-decoration methods, the expertise and capital investment that each method requires, and how you can combine methods to create extra value-added services to increase your profit margins. You'll leave knowing:

- What it takes to be an embroiderer
- What it takes to be involved with direct-to-garment (DTG) inkjet printing
- The pros and cons of screen printing
- The pros and cons of sublimation
- All about heat-transfer decoration.

Expand Your Business with Dye Sublimation

Speaker: David McClaskey | 11:45 a.m.-12:15 p.m. | ALL LEVELS .5

Are you looking for a way to expand your product offerings without a lot of capital investment? Dye sublimation is an incredibly versatile process that can produce spectacular prints on a wide range of garments and promotional products. Screen printers can do short runs of jobs that would otherwise be too costly. Sign shops can offer new product lines to existing customers. Ad specialty distributors can offer (and even produce) goods that stand apart. In this session, you'll learn about the unique qualities of dye sublimation, how it differs from other heat-transfer processes, and how to get excellent results with the technology. You'll leave knowing:

- Which fabrics and other products can and can't be printed through dye sublimation
- How artwork should be prepared for best results
- What you need to know about heat presses and other things you'll need to get started
- Tips for getting good results when applying dye-sub transfers.

Sell to 30 Niche Markets

Speaker: Terry Combs | 1:15 p.m.-1:45 p.m. | ALL LEVELS .5

Whether you're a decorator or a distributor, having the right product to sell is only part of the battle. You also have to be in the right place at the right time. In this fast-paced session, a garment industry veteran will provide a wealth of ideas on new markets to explore, as well as tips on selling to these niche categories. You'll leave knowing about:

- Micro-markets within markets
- Creating your own unfair advantage
- Secret markets right under your nose
- Unique and unusual marketplaces
- New markets emerging for garment resellers
- How to tap into these markets
- Specific ideas on markets to seek out today.



How To Register

ASI members can register for free at www.asishow.com with promo code AS12023. You'll get access to the education conference on July 14 and both exhibit days, July 15-16. Plus, order your tickets to the Gala Celebration at Buddy Guy's Legends, early admission tickets to the Keynote with Peyton Manning, and reserve your spot for one of the NEW Networking Clubs.

Member Benefits

Attending an *ASI Show* couldn't be easier for you as an ASI member. Check out these member-only benefits:

- FREE admission to education day and exhibits – a \$199 value
- FREE live education during all three days of the show
- A manageable show floor to do business with hundreds of suppliers
- FREE Keynote presentation at the start of each exhibit day, including priority seating
- FREE networking activities, including daily receptions and special events
- FREE Catalog Courier service, making carrying samples and catalogs carefree
- FREE shipping of catalogs and samples (as part of the Passport to Winnings program)
- A chance to win thousands of dollars in prizes as part of the Passport to Winnings program
- Travel discounts and a hotel reimbursement program for the first night of exhibits

Shuttle from Show Hotels

Book your hotel room by June 22 at one of the following hotels to secure your room and discounted rates. Plus, as an ASI member, you're entitled to a hotel reimbursement for the evening of July 15. Visit www.asishow.com for complete details.

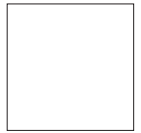
Date	Times	Service
Tuesday, July 14	7:30 a.m.-11:30 a.m.	Service every 30 minutes*
	3:30 p.m.-6:00 p.m.	Service every 30 minutes*
Wednesday, July 15	7:30 a.m.-11:30 a.m.	Service every 10-15 minutes
	4 p.m.-6:30 p.m.	Service every 10-15 minutes
	6:30 p.m.-10 p.m.	Hourly Service to Buddy Guy's
Thursday, July 16	7 a.m.-11a.m.	Service every 10-15 minutes
	2 p.m.-5 p.m.	Service every 30 minutes

*Departs convention center on the hour & half-hour. Schedule may vary due to traffic & weather conditions. Last bus leaves from hotels 60 minutes prior to end time with no return service.

Gala event at Buddy Guy's Legends: Continuous service between the Convention Center and all official ASI hotels and Buddy Guy's Legends: 6:30 p.m.-10 p.m.

Hotel	Pick-Up Location
Hilton Chicago	8th Street Side Entrance
Hyatt Regency McCormick Place	Walk to Convention Center
JW Marriott Chicago	Walk to Corner of LaSalle St. & Adams St.
Palmer House Hilton	Wabash Avenue Door
Renaissance Blackstone Chicago Hotel	Walk to Hilton Chicago – 8th Street Side Entrance

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. For the most up to date information, visit www.asishow.com



ASI SHOW[®] CHICAGO!

Education and Exhibits: July 14-16
McCormick Place, Halls F1 & F2

Register for *ASI Show Chicago* for FREE at
www.asishow.com using promo code AS12023.

Take part in the *ASI Show* experience all year long!



Multi-day trade shows, featuring education and exhibits in Orlando, Dallas and Chicago.



ASI's traveling show, stopping in 40 cities throughout the United States and Canada.



ASI's hosted buyer event, fostering high-level distributor and supplier relationships.



Engage combines the best of traditional trade shows, intimate hosted buyer events and roadshows; launching spring 2016 in Anaheim and New York.

For more information on the full suite of events, visit www.asishow.com.