

Our Business is
Helping YOUR
Business Grow



The BIGGEST Show in the Southwest!



ASI!
SHOW
DALLAS
www.asishow.com

Education: February 9 | Exhibits: February 10-11 | Kay Bailey Hutchison Convention Center, Halls E & F





// It's almost time for the first and biggest show in the Southwest and we're ready to help you prepare for your best sales year ever! //

Another sales year is underway and the opportunity for greater success in 2016 is just beginning at ASI Show® Dallas! In 2015, attendance was up 6.4% and 90% of attendees found new products and services that met their clients' needs. With more distributors than ever benefiting from the biggest industry event in the Southwest, the 2016 ASI Show Dallas is your chance to be among the first in the industry to:

- | Attend a dedicated day of education to earn your BASI/MASI and increase your industry/business knowledge
- | Meet with over 500 exhibitors ready to debut products for the new year
- | Visit our dedicated Incentive Pavilion, providing a place to meet the leading suppliers in this growing promotional products industry
- | Attend a Keynote led by actor, best-selling author and wounded U.S. Army veteran, J.R. Martinez
- | Network and have fun at the Gala Celebration at Eddie Deen's Ranch

Before you arrive, here are a few friendly tips to help you prepare for ASI Show Dallas:

- | Come prepared with a list of projects you are working on
- | Before you hit the show floor, visit the Product Showcase for the hottest items
- | Avoid the crowd – start in the center of the exhibit hall instead of following others to the left or right of the show floor
- | Don't just scan and go, talk to each exhibitor about how to best sell their product
- | Build business relationships during daily networking events
- | Participate in as many education sessions as possible and earn points toward your ASI Certification
- | Don't carry catalogs and samples – use the free Catalog Courier service. You can even ship your catalogs for free when you participate in the Passport Plus program  MEMBER ONLY BENEFIT
- | Extend your stay and take advantage of your hotel room reimbursement for February 10  MEMBER ONLY BENEFIT
- | And, if you have any questions while at the show, feel free to stop an ASI Show staff member – just look for the red hat!

I hope you'll join me and the thousands of distributors and decorators from across the country at the first and largest show in the Southwest.

Rita Ugianskis-Fishman
Vice President and General Manager

Schedule at a Glance

Tuesday, February 9, 2016

Registration Open.....	7:45 a.m.-5:30 p.m.
How to Get the Most Out of Your Trade Show Experience.....	8:20 a.m.-8:50 a.m.
Concurrent Education Programs.....	9 a.m.-4:20 p.m.
Factory Tour of BEST Promotions USA	9 a.m.-11:50 a.m.
Distributor Networking Lunch: Brainstorm With the Experts	12 p.m.-1:20 p.m.
<i>Co-sponsored by A+Career Apparel and Image-Wear, asi/84835; ADG Promotional Products, asi/97270; Fields Mfg., asi/54100; LarLu, asi/66390; Showdown Displays, asi/87188 and STAHLs', asi/88984</i>	
ASI's Minute to Win It	4:30 p.m.-5:30 p.m.

Wednesday, February 10, 2016

Registration Open.....	7:45 a.m.-5 p.m.
Sell To Win – Hot Markets! New Products!	8:30 a.m.-9:45 a.m.
Exhibits Open.....	10 a.m.-5 p.m.
Celebrate Dallas Reception	5 p.m.-6 p.m.
Gala Celebration at Eddie Deen's Ranch (ticket required)	6:30 p.m.-9:30 p.m.
<i>Co-sponsored by Caro-line/Bandanna Promotions, Div. of Springs Creative, asi/44020; Logo Mats, asi/67849 and Next Level Apparel, asi/73867</i>	

Thursday, February 11, 2016

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.
J.R. Martinez Keynote: Facing Adversity With Optimism and Resilience.....	8:30 a.m.-9:45 a.m.
Exhibits Open.....	10 a.m.-3:30 p.m.
Closing Celebration/Passport Plus Drawing	3:30 p.m.- 4 p.m.

Schedule subject to change.



Show Sponsors

Without sponsors, 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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Food Court Sponsor



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Product Co-Sponsor at the Gala Celebration

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asi/40480 – Sticky Note Sponsor



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asi/84835 – Distributor Networking Lunch Co-Sponsor



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asi/44020 – Product Co-Sponsor at the Gala Celebration



asi/66390 – Distributor Networking Lunch Co-Sponsor

Association Sponsors



2016 Dallas Exhibitor List

At ASI Show Dallas, you'll see approximately 500 exhibitors ready to have meaningful conversations with you to help fulfill your clients' needs. In 2016, over 50 exhibitors will be NEW to Dallas and 70 will not be at PPAI – and the list keeps growing.

2016 Exhibitor List as of 11/23/2015.

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

350Swag asi/91152	ASI Computer Systems Inc. asi/30238	CardPlant..... asi/43823
3M/Promotional Markets Dept asi/91240	AST Sportswear, Inc. asi/30244	Caro-line/Bandanna Promotions, Div. of Springs Creative..... asi/44020
A P Specialties..... asi/30208	Atlantis Time-Line..... asi/37385	Castelli Div of The Magnet Group asi/44305
A T Cross Company asi/47520	Atlas Atlantis Match Company..... asi/37390	Cedar Crest Manufacturing..... asi/44368
A+ Career Apparel & Image-Wear asi/84835	Atlas Embroidery & Screen Printing asi/37245	Century, Mfg., Inc. asi/44460
Acehigh Tech Corp. asi/30537	Atlas Flags, Inc. asi/37421	Century Place Apparel asi/85988
Action Illustrated asi/12310	Augusta Sportswear..... asi/37461	CFS Promotional Products asi/42989
ADCAPITOL Aprons, Bags, Banners, Flags & Wearables..... asi/31260	Aunt Beth's Cookie Keepers asi/37465	CGNPromotions.com asi/46531
ADG Promotional Products..... asi/97270	Auto-Sun-shade/Intertek..... asi/37586	Charles River Apparel..... asi/44620
Admints & Zagabor..... asi/31516	B C G Creations..... asi/37693	Cherokee Cap Creations asi/44749
Admore asi/32050	B J Crystal, Inc. asi/37757	Chill Skinz, Inc. asi/44817
Ads On Magnets asi/31061	Badger Sportswear..... asi/37876	Chocolate Chocolate asi/44897
Advertising Spec Inst. (ASI) asi/33020	Bag Makers, Inc. asi/37940	Claire Chase, Inc. asi/45252
Ahead, LLC..... asi/33220	Bagworld asi/37980	Cliff Hix Eng./First Edition Screen Printing, Inc. asi/45466
Alexa Springs Inc. asi/34037	BamBams..... asi/38228	Clothpromotions Plus..... asi/45513
Alexander Mfg Co. asi/34040	Banaka, Inc. asi/38243	Coaster Factory..... asi/43677
AlightPromos.com..... asi/34194	Baru Sports..... asi/38689	CoasterStone..... asi/60965
All Color Badge & Awards asi/34264	BAW Athletic Wear LP asi/37689	Cobra Cap..... asi/45575
Allcasion Travelware Co. asi/34046	Bear With Me asi/39351	Coleman, Co., Inc. asi/45647
Allen Company/The asi/34330	Bebco asi/39395	Color Legends asi/53458
ALL-IN-ONE asi/34256	Bella-Alo asi/39590	Coloring Book Solutions asi/45815
alphabroder..... asi/34063	Berne Apparel asi/40260	Colortone asi/45581
Alpi International LTD. asi/34415	Berney-Karp, Inc. asi/40261	Comp Brands, LLC. asi/46160
Ameramark..... asi/53455	Best Way Promotions asi/40348	Concap Sportswear, LLC asi/46187
American Accents asi/35375	Better Life Line asi/40390	Continental Mktng Svc, Inc. asi/46420
American Ad Bag Co. asi/35290	BIC Graphic USA asi/40480	Cooler Graphics, Ltd. asi/80345
American Apparel asi/35297	BigBang Corporate Apparel asi/92883	Corry Enterprises asi/46509
American Greenwood Inc. asi/35500	BizPins, Inc. asi/40595	Cosmo Fiber, Corp. asi/46755
American Zebra Line/AZL asi/35745	Blanks Plus asi/40642	CounterPoint® asi/46767
Americanna Co. asi/35730	Bloomin Promotions..... asi/40646	CPS..... asi/43051
Aminco International..... asi/35850	Blue Frog Printing asi/85950	Creative Brands asi/47653
AnaJet, Inc. asi/16000	Blue Generation asi/40653	CredentialExpress asi/47204
Antigua Group, Inc. asi/36320	Bodek and Rhodes asi/40788	Cross Canvas Company, Inc. asi/47541
Apani Southwest asi/36490	BookWear..... asi/41044	Crown Products..... asi/47700
Apogee Commemoratives, Inc. asi/36533	BottleBand asi/41272	Curto Toy, Mfg., Co., LTD asi/47897
Apollo Playing Card, Co., Inc. asi/36543	Brighter Promotions, Inc. asi/42016	Custom Color Solutions asi/47905
Ariel Premium Supply Inc. asi/36730	Cajun-Connections..... asi/90539	Custom Printing II, LTD asi/47971
ArmyCamo USA, Inc. asi/36745	California Tattoos asi/43530	Cutter & Buck..... asi/47965
Ashlin Bpg Marketing..... asi/37138	Cap America, Inc. asi/43792	Dacasso asi/48125
	Caravan Canopy, Intl., Inc. asi/43806	

Exhibitor List continued...

Dard Products, Inc.	asi/48500	Golden Pacific, Intl.	asi/55549	Landway	asi/66238
Datamax International, Inc.	asi/48575	Graphco Line	asi/57956	LarLu	asi/66390
Debbie Does Freight, Inc.	asi/1328446	Gweepromo	asi/58487	Leashables By Oralabs	asi/66715
Debco	asi/48885	H T T Apparel & Headwear	asi/58842	Liberty	asi/67340
Delta Apparel, Inc.	asi/49172	Haas-Jordan Umbrellas	asi/58860	Limitless Innovations, Inc.	asi/67563
DEVARA	asi/49470	Halls & Company	asi/59080	Lion Circle, Corp.	asi/67620
Devon Corporation	asi/49500	HandStands	asi/59525	Liqui-Mark, Corp.	asi/67675
DFS	asi/47991	Hanes/Champion	asi/59528	Logo Mats, LLC	asi/67849
Dicar Manufactura en Piel e Imitación		High Caliber Line USA	asi/43442	Logoincluded, Inc.	asi/67837
S.A. de C.V.	asi/49657	Hilasal	asi/60820	Logomark, Inc.	asi/67866
Digital Art Solutions	asi/14970	Hirsch Gift, Inc.	asi/61005	Lorente, LLC	asi/67961
Digital Imports	asi/51010	Hit Promotional Products	asi/61125	MAC Specialties, Ltd.	asi/68207
Discount Labels	asi/49890	Holloway Sportswear, Inc.	asi/61430	Mad Dasher, Inc.	asi/68400
Dixie Seal & Stamp, Co., Inc.	asi/50120	Hospitality Mints, LLC	asi/61820	Maglite Promo	asi/68449
Dixieland Emblematics, Inc.	asi/50123	Hotline Products	asi/61960	Magnet America	asi/68519
DollarDays, Inc.	asi/50287	Howard Miller	asi/61943	Manhattan Line, LLC	asi/68621
Dri Duck Traders, Inc.	asi/50835	Hub Pen, Co.	asi/61966	Marathon Mfg & Supply, Co.	asi/68707
Drum-Line	asi/50873	Idea Custom Solutions	asi/33149	Max Apparel USA, LLC	asi/69706
Dunbrooke	asi/50930	Ideamax	asi/62135	Medalcraft Mint, Inc.	asi/70130
Dyenomite	asi/51185	Identification Plates, Inc.	asi/62150	Metropak	asi/70830
Edwards Garment, Co.	asi/51752	Idol Memory	asi/62222	Mi Line by Fey	asi/71032
Emblematics, Inc.	asi/52280	Iline (The Innovative Line)	asi/62677	Minya International, Corp.	asi/71370
EMT	asi/52263	Illini	asi/62190	Moderne Glass Company, Inc.	asi/71920
Epilog Laser	asi/14981	Illinois Glove, Co.	asi/62192	ModernLine®	asi/65910
Epoly, Corp.	asi/52541	IMARK/American Nat'l Supply, Inc.		MSL Line, Inc.	asi/68314
Essef Distributors, Inc.	asi/52710	asi/35579	MV Sport/Weatherproof	asi/68318
ETS Express, Inc.	asi/51197	Impact Advertising, Inc.	asi/62293	National Banner, Co., Inc.	asi/73280
Eurmax Canopy, Inc.	asi/52829	Impact Canopies USA	asi/62302	Nationwide Pennant & Flag, Mfg.	
Evans Manufacturing	asi/52840	imprintID	asi/73651	asi/73450
Expert Brand	asi/53404	In Your Face Apparel	asi/62494	Navitor, Inc.	asi/81500
Express-A-Button	asi/53408	Indigo	asi/62560	NEP Promotions	asi/72805
Expro Direct Line, LLC.	asi/53417	Innovation Line	asi/62660	Next Level Apparel	asi/73867
Eyevertising, LLC.	asi/57371	iPlus USB, Inc.	asi/62853	Next Products, LLC	asi/73871
F & H Ribbon, Co., Inc.	asi/53470	IRIS Ltd., Inc.	asi/62860	Nordic, Co., Inc.	asi/74245
Fastbadge, Inc.	asi/53744	J America	asi/62977	North America Display Corporation	
Fey Promotional Products Group		J Charles Crystalworks, Inc.	asi/62985	asi/74250
.....	asi/54040	JBob's Designs, Inc.	asi/63006	North Attleboro Jewelry Company	
Fields Manufacturing, Inc.	asi/54100	Jetline	asi/63344	asi/94245
Finn Graphics, Inc.	asi/54290	Jornik Manufacturing, Corp.	asi/63549	Norwood US	asi/74400
Flash Direct	asi/54582	Kati Sportcap	asi/64140	Novelty Crystal, Corp.	asi/74406
Folder Express	asi/54896	KC Caps	asi/58760	NT Sourcing, Inc.	asi/72915
Formgraphics	asi/55100	Kellmark, Corp.	asi/64190	Nucom/Burk's Bay	asi/74600
Fossa Apparel, Inc.	asi/55141	Key Largo Adirondack Company		Numo	asi/74710
Fossil Corporate Markets	asi/55145	asi/64661	Omni Apparel, Inc.	asi/99550
Fox Laminating Company	asi/55230	Keya USA	asi/64602	One Up Bands	asi/75108
Galaxy Balloons, Inc.	asi/55675	Kitchen Markit	asi/64949	OrigAudio	asi/75254
Gemini, Inc.	asi/56061	Knobby Krafters, Inc.	asi/65485	Otto, Intl., Inc.	asi/75350
Gemline	asi/56070	KTI Networks, Inc.	asi/63776	Ouray Sportswear	asi/75402
Gill Studios, Inc.	asi/56950	Label Specialties, Inc.	asi/66361	Outdoor Cap, Co.	asi/75420
GO PUCK	asi/57717	Label Works	asi/66040	Pacific Apparel Manufacturing, Inc.	
Gold Bond Worldwide	asi/57653	Lanco Corporation	asi/66224	asi/75638

PAJ (Prime Art & Jewel) asi/75645
 Panther Vision asi/75825
 Paul K Guillow, Inc. asi/58630
 Payne Publishers, Inc. asi/76575
 PCA Calendars, Planners & Notebooks
 asi/80000
 Pentel Of America, LTD..... asi/77240
 Pepco Poms asi/77280
 Perfect Line (A Division of The Magnet Group)
 asi/77350
 Perry Blackburne, Inc. asi/40610
 Perry Ellis International..... asi/77715
 Piel Leather, Inc. asi/78073
 Pilot Corporation Of America asi/78110
 Plastek Cards, Inc. asi/78307
 PMGOA..... asi/79982
 Power Sales And Advertising asi/79083
 Precision Laser Art..... asi/79337
Preferred Nation, Inc. asi/79384
 Premier Canopies..... asi/79604
 Price Chopper, Inc. asi/79500
 Prime Line® (USA)..... asi/79530
Principle Business Enterprises Inc.
..... asi/79568
 Print Appeal, Inc. asi/79541
 Pro Golf Premiums, Inc. asi/79680
 Pro Towels asi/79750
 Prodigy Embroidery asi/79686
 PromoPayment..... asi/8297245
 Promotional PSI..... asi/81465
 Puremco Fun & Games asi/80084
 PWS..... asi/75731
 Qpromo asi/47962
 Quake City Caps asi/80129
 Quality Incentive Company asi/80200
 Quick Point, Inc. asi/80150
 Quikey Mfg., Co., Inc. asi/80210
 Radius Display Products asi/49916
 Rainkist Umbrella, Co. asi/80490
 Ready 4 Kits..... asi/80882
 Redline asi/81133
 Reflectix by Fey asi/81233
 Regal Poly-Pak..... asi/81350
Riptaw Graphics asi/700538
 Riteline, LLC asi/82498
 Rockpoint Apparel asi/63751
 Rugged Outfitters, Inc. asi/84143
RuMe, Inc. asi/82700
 Rustico LLC..... asi/84264
 S & S Activewear asi/84358
 Sacs and Boxes 2..... asi/84430

Samsill Promo asi/84790
 Sanders Mfg Company (Samco Line)
 asi/84820
 Sanford Business-To-Business asi/84833
 SanMar asi/84863
 Sarge Knives..... asi/84875
Scalable Press asi/87178
 Scrub Authority asi/86018
 Seville Gear asi/86565
 Shepenco/Shelbyville Pencil, Co., Inc.
 asi/86850
 Shoefly Designs..... asi/87150
SHOLDIT asi/87197
 ShopWorks asi/10254870
 Showdown Displays asi/87188
Signs2Trade.com..... asi/87246
 SIMBA..... asi/87296
Simplex Apparel asi/86592
Slight Worlds, Inc. asi/87656
 Snugz/USA, Inc. asi/88060
 Sourcing Dept - BRENTWOOD asi/88245
Spec Cast..... asi/88564
 Specialising, Intl., Inc. asi/88584
 Specialty Graphics..... asi/88596
 Spector & Co. asi/88660
Spectra Apparel..... asi/88633
 Spectrum Uniforms asi/88680
 Sportula..... asi/88882
Squire Boone Village asi/88971
 STAHL'S' asi/88984
 Starline USA, Inc. asi/89320
 Staton Corporate and Casual..... asi/89380
 Steven Smith/Stuffed Animals, Inc.
 asi/87849
 STOPNGO Line asi/57655
 Storm Creek asi/89879
 Stouse, Inc. asi/89910
Strike Promo..... asi/67451
 Stuffed Tees..... asi/79662
 Sunscope asi/90075
 Superex asi/90231
 Sweda Company, LLC asi/90305
 Tekweld asi/90807
 Terry Collection asi/90912
 Terry Town asi/90913
 Tervis Tumbler, Co. asi/90914
 The Bencil Company asi/39850
 The Chest asi/44830
 The Dooley Company asi/50410
 The Leslie Company, Inc. asi/67120
 The Magnet Group..... asi/68507

The Page Seed, Co. asi/75760
 The Premium Line asi/79370
 The Stadium Chair Company asi/79912
 The United States Playing Card Company
 asi/92845
Timbuk2 asi/91272
 Time Products International asi/91320
Tingley Rubber Corporation..... asi/91222
 TK Cups-Sorg's..... asi/88200
 Tomax USA..... asi/91435
 Tonix Corporation asi/91440
 Top Secrets Of Promotional Products Sales
 asi/6000250
 Towel Specialties asi/91605
 Trademarks Embroidery asi/91755
 Tranter Graphics, Inc. asi/91880
 Tri-Mountain asi/92125
TRITON Poker Chip Company ...asi/92048
 Tropico Imports, LTD asi/92245
 TSF Sportswear asi/90522
 T-Shirt Tycoon Solutions, Inc. asi/87000
 U P S asi/828240
 Uniflex asi/92480
 Universal Auto Frames asi/92940
 Universal Laser Systems asi/541235
 US Poly Enterprise, Inc. asi/92868
 USAprons, Inc. asi/93121
 Utica Cutlery/Kutmaster..... asi/93130
 Vantage Apparel asi/93390
 Ventura, Inc. asi/93520
 Via! For Travel and More asi/93757
 Victorinox Swiss Army, Inc..... asi/93755
 Visions/Awardcraft asi/93986
VisionsXtra asi/93980
 Visstun asi/93975
 Visual Promotions..... asi/93997
 Visual Textile Resource asi/94105
 Vitronic asi/93990
VKM Sports/ Venus Knitting Mills, Inc.
..... asi/94111
 Water Promotions, Inc..... asi/95395
 Webb Company asi/95838
 Webjaguar asi/6255416
 Whispering Pines Sportswear asi/97027
 Wolfmark asi/98085
 WOV-IN® asi/92980
 WOWLine asi/98360
WR Case & Sons Cutlery, Co. asi/44260
Xpedite Fulfillment..... asi/10563324
 Xpres, LLC asi/52475
YMLabs..... asi/67636

Special Events

Tuesday, February 9, 2016

How to Get the Most Out of Your Trade Show Experience

8:20 a.m.-8:50 a.m. | FREE!

With so many great events taking place at *ASI Show Dallas*, 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* Vice Chairman, Matthew Cohn, 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 Dallas*.

Factory Tour of BEST Promotions USA

9 a.m.-11:50 a.m. | FREE!

See what all the buzz is about by joining us for a guided tour of BEST Promotions USA. You'll dive into the culture and processes behind this young 5 Star Supplier that offers American-made promotional products. You'll also see their digital printing operations, experience screen printing first hand, see their cut and sewing abilities, and discover their new expansion into screen-printed and dye-sublimated ceramics and glassware.

To begin the tour, please meet at the *ASI Show Information Booth* at 9 a.m.

**Please wear closed-toe shoes; sandals or flip-flops are not permitted.*

Distributor Networking Lunch: Brainstorm With the Experts (First come, first served – Distributors only)

Co-sponsored by A+Career Apparel and Image-Wear, asi/84835; ADG Promotional Products, asi/97270; Fields Mfg., asi/54100; LarLu, asi/66390; Showdown Displays, asi/87188 and STAHL'S, asi/88984

Noon-1:20 p.m. | FREE!

In this fast-paced lunch session, you'll discuss hot topics with our popular *ASI Show Dallas* 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 2016, when you spend one-on-one time with other promotional product 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 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 contestant will win a prize! Don't miss this exciting new way to network with other show attendees and end your Education Day experience on a high note.

Wednesday, February 10, 2016

Sell to Win – Hot Markets! New Products!

8:30 a.m.-9:45 a.m. | FREE!

Ready to learn about the industry's hottest markets, the best way to incorporate them into your sales plan and walk away with the best tips on how to sell the hottest products in these markets? Then this high-energy, interactive Keynote, Sell To Win – Hot Markets! New Products!, is the best way to kick off your *ASI Show* experience. Join host Dave Vagnoni as he presents the industry's hottest markets, and suppliers' top selling products within those markets, and then will ask for audience participation to go head-to-head with the host of the popular web series, *The Joe Show*, Joe Haley, and see who can give the best product pitch. Audience members will be asked to clap the loudest for who they thought had the best sales pitch. If you're able to beat Joe Haley, you'll walk away with a \$50 cash prize!

Celebrate Dallas Reception

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

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

Gala Celebration at Eddie Deen's Ranch

Co-sponsored by Caro-line/Bandanna Promotions, Div. of Springs Creative, asi/44020; Logo Mats, asi/67849 and Next Level Apparel, asi/73867

6:30 p.m.-9:30 p.m. | Ticket Required (Purchase soon as we are almost sold out!)

Back by popular demand, ASI Show Dallas is taking over the renowned Eddie Deen's Ranch. During this exclusive party combining the best in fun, food and flair, you will enjoy a true down-home Texas barbeque bonanza. Eddie Deen's Ranch is the ultimate place to party in downtown Dallas, featuring what is regarded as the best barbeque in Texas, including tender brisket, smoked sausage, smoked turkey, ribs and more!

Thursday, February 11, 2016

BASI/MASI Breakfast

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

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

J.R. Martinez Keynote: Facing Adversity with Optimism and Resilience

8:30 a.m.-9:45 a.m. | FREE!

J.R. Martinez is an actor, best-selling author, motivational speaker and wounded U.S. Army veteran. His life path has been incredible, and even a bit improbable. In this inspiring Keynote, Martinez will share his life story, and what he discovered he was capable of achieving when faced with tough and unexpected challenges.

Early Admission and Meet and Greet tickets available for purchase.  MEMBER ONLY BENEFIT

Closing Ceremony/Passport Plus Drawing

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

The best way to end your ASI Show Dallas 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 Plus drawing, taking place at 3:45 p.m.



The Networking Clubs

With the success in 2016, *ASI Show* is continuing our 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 promotional products industry. At *ASI Show Dallas*, you can be a part of:

The Explorers Club

Tuesday, February 9 | 1 p.m.-4 p.m. | \$70 | Registration required

Join host Jake Krolick of ASI and other risk taking industry professionals for a thrill-packed experience at Zero Gravity. Try out all five high-intensity attractions, like the 16-story drop of Nothin' but Net free-fall and rocketing straight up at 70 mph with the Texas Blastoff. **Maximum 10 people.**



The Diners Club

Tuesday, February 9 | 7 p.m. | \$25 | Registration required

Join ASI hosts Joe Haley, Nate Kucsma and fellow show-goers at Urban Taco, a lively Mexican restaurant known for the best guacamole, tacos and margaritas in Dallas! Dinner includes chips, salsa, your choice of entrée, and one margarita, beer or glass of wine. **Maximum 15 people.**



The Runners Club

Wednesday, February 10 | 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 Computer Systems Jamie Fens. **Maximum 50 people.**



Register today at www.asishow.com.

Education Overview

In such a competitive market, promotional product 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 ASI membership – FREE access to LIVE education on show site. Earn points toward your ASI Certification and get on your way to earning and maintaining your BASI/MASI certification.

Levels of Experience

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

INTRODUCTORY – 0-2 YEARS

If you're new to the promotional products 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 referral techniques, social media best practices and more. Recommended for those with 6-10 years of industry experience.

EXECUTIVE – 10+ YEARS

If you're a C-level exec or the owner of your company, these sessions will address the unique needs you face, including hiring and managing and increasing profits throughout your organization. Recommended for those with 10+ years of industry experience.








ALL LEVELS

Whether you've been in the promotional products industry for 20 days or 20 years, these unique sessions will help you truly understand garment decoration, ESP, visual displays and more.



Dallas Education Schedule

TIME	Tuesday, February 9, 2016 • Education Day				
	 Get Started!	 Get Selling!	 Get Noticed!	 Get Your Company on the Fast Track!	 Get Schooled in ESP!
	Sponsored by Fields				
8:20 a.m.- 8:50 a.m.	How to Get the Most Out of Your Trade Show Experience Matthew Cohn, ASI 5				
9 a.m.- 9:50 a.m.	Start Your Engines: 5 Ways to Grow Your Distributorship Fast INTRODUCTORY 1 David Blaise, Top Secrets of Promotional Products Sales	Sales Boot Camp: Shorten the Selling Cycle and Close More Business Today INTERMEDIATE 2 Ron Marks, Southwestern Consulting	The Lost-Customer Recovery Plan: Creative Tactics to Win Them Back ADVANCED 1 Johnny Campbell, Promotional Product Profits	Strategy for Success: Position Your Business for Innovation and Growth EXECUTIVE 1 Meridith Elliott Powell, MotionFirst	Get Started with ESP Web INTRODUCTORY 1 Peter Knappenberger, ASI
10 a.m.- 10:50 a.m.	Your 24/7 Presence: Hot Digital and Mobile Branding Ideas INTRODUCTORY 1 Patrick Allmond, Focus Digital Marketing Agency		The Power of Connection: Build Your Network and Expand Your Business INTERMEDIATE 1 Meridith Elliott Powell, MotionFirst	Three Big Ideas: How to Increase Your Online Influence and Authority EXECUTIVE 1 Alice Heiman, Alice Heiman LLC	ESP Websites: Easy Ways to Enhance Your Site and Boost Your Sales ALL LEVELS 1 Joan Miracle, ASI
11 a.m.- 11:50 a.m.	7 Steps to Grow Your Sales From Day One INTRODUCTORY 1 David Blaise, Top Secrets of Promotional Products Sales	Go Big: Landing, Servicing and Retaining Million-Dollar Accounts ADVANCED 1 Ron Marks, Southwestern Consulting	Maximize Your Efforts: Top Social Media Productivity Tools INTERMEDIATE 1 Patrick Allmond, Focus Digital Marketing Agency	Lead With Your Strengths: Leverage Your Talents to Be a Better CEO EXECUTIVE 1 Johnny Campbell, Promotional Product Profits	Online Stores Made Simple: Using ESP Stores to Increase Sales, Win Clients, and Strengthen Relationships ALL LEVELS 1 Heather DiPrato, ASI
12 p.m.- 1:20 p.m.	Distributor Networking Lunch: Brainstorm With the Experts <i>(First come, first served)</i> ALL LEVELS 15 Moderated by Joe Haley, ASI				12:15 p.m.-1:15 p.m. Lunch and Learn: Master Your Digital Marketing Strategy With ASI Products <i>(First come, first served)</i> ALL LEVELS 1 Jamie Tumas, ASI
1:30 p.m.- 2:20 p.m.	Take Control of the Sales Process: How to Manage Your Clients INTRODUCTORY 1 Don Sanders, Don Sanders Marketing/ SellPromoProducts.com	Referrals: Capitalize on the Easiest Business You'll Ever Get ADVANCED 1 Alice Heiman, Alice Heiman LLC	Focus on the Customer Experience to Increase Your Success INTERMEDIATE 1 Meridith Elliott Powell, MotionFirst	Working With the Best: Hiring and Managing a Winning Sales Team EXECUTIVE 1 Ron Marks, Southwestern Consulting	Boost Sales With The ESP Web Presentations Tool INTERMEDIATE 1 Peter Knappenberger, ASI
2:30 p.m.- 3:20 p.m.	10 Time-Management Tips to Accomplish More in Less Time INTRODUCTORY 1 David Blaise, Top Secrets of Promotional Products Sales	Relationship-Marketing Secrets: Convert Prospects in 30 Days INTERMEDIATE 1 Johnny Campbell, Promotional Product Profits	Incentives Opportunities: Take Promo Products in a New Direction ALL LEVELS 15 Barb Hendrickson, Visible Communication	Build Your Brand, Tribe and Customer Loyalty Using Digital Marketing EXECUTIVE 1 Patrick Allmond, Focus Digital Marketing Agency	Welcome to the All-New ESP: New Look, New Features, New CRM and Orders ALL LEVELS 1 Rob Watson, ASI
3:30 p.m.- 4:20 p.m.	Rules of Online Engagement: Easy Email and Website Tactics INTRODUCTORY 1 Patrick Allmond, Focus Digital Marketing Agency	Unlock Your Potential: 5 Keys to Building Wealth ALL LEVELS 1 Greg Muzzillo, Proforma	News You Can Use: The Power of Promo Products in the U.S. ALL LEVELS 1 Nathaniel Kucsma, ASI	From 2 Employees to 200: Motivate and Inspire Your Workforce EXECUTIVE 1 Meridith Elliott Powell, MotionFirst	ESP Websites: Easy Ways to Enhance Your Site and Boost Your Sales ALL LEVELS 1 Joan Miracle, ASI
4:30 p.m.- 5:30 p.m.	ASI's Minute to Win It 1				

 Get Designing!	 Get Decorating!	 Signage & Imprinting	 Become a Star Supplier!	 Factory Tour
		Sponsored by 		
Adobe Illustrator: Master Vector Graphics and Drawing Tools INTRODUCTORY 2 Steve Oswald, ASI <small>* We recommend that you bring your own laptop, loaded with Adobe Illustrator software, to this session.</small>	Become a Heat-Press Pro: Imprint Stunning Logos on Almost Anything ALL LEVELS 3 Josh Ellsworth, STAHL'S	9 a.m.-11:30 a.m. Don't Miss the Signs: Expand Your Business With Visual Displays ALL LEVELS 2.5 Kevin Walsh, Showdown Displays	 Factory Tour: This exclusive tour is sponsored by BEST Promotions USA Meet at the Information Booth ALL LEVELS 3 <small>*Please wear closed-toe shoes; sandals or flip flops are not permitted.</small>	
Adobe Illustrator: Moving Beyond the Basics INTERMEDIATE 1 Steve Oswald, ASI <small>* We recommend that you bring your own laptop, loaded with Adobe Illustrator software, to this session.</small>				
		12:15 p.m.-1:15 p.m. How'd They Do That? A Beginner's Guide to Apparel Decoration INTRODUCTORY 1 Jimmy Lamb, Sawgrass Technologies		
CorelDRAW: Master the Essential Tools and Text Effects INTRODUCTORY 2 Jay Busselle, Affinity Express <small>** We recommend that you bring your own laptop, loaded with CorelDRAW software, to this session.</small>	1 p.m.-1:50 p.m. Vinyl Cutter Workshop: Rhinestone Multi-Decoration and Specialty Films ALL LEVELS 1 Craig Mertens, Digital Art Solutions	How Much Should I Charge? Decorating Pricing Demystified INTERMEDIATE 1 Jimmy Lamb, Sawgrass Technologies	Exhibition Expertise: 10 Tips to Improve Your Tradeshow ROI ALL LEVELS 1 (For Suppliers Only) Darlene Kirk, THINK LIMITLESS Promotional Products	
	2 p.m.-3:20 p.m. Print-and-Cut Technology: Imprinting With Full-Color Digital Processes ALL LEVELS 1.5 Josh Ellsworth, STAHL'S	Be the First Call for First Responders: Embroider Patches and Emblems ALL LEVELS 1 Colleen Hartigan, Madeira	20,000 New Sales Reps Instantly: Make Distributors Want Your Products ALL LEVELS 1 (For Suppliers Only) Darlene Kirk, THINK LIMITLESS Promotional Products	
CorelDRAW: Moving Beyond the Basics INTERMEDIATE 1 Craig Mertens, Digital Art Solutions <small>** We recommend that you bring your own laptop, loaded with CorelDRAW software, to this session.</small>	Logo Conversion Demo: 10 Techniques for Embroidery Success INTRODUCTORY 1 Jay Busselle, Affinity Express	Sublimation, DTG and More: Explore the Possibilities of Digital Printing INTERMEDIATE 1 Jimmy Lamb, Sawgrass Technologies		

Dallas Education Schedule

TIME Wednesday, February 10, 2016 • Exhibit Day One

8:30 a.m.-
9:45 a.m. Sell To Win – Hot Markets! New Products! 1.5

EXHIBIT FLOOR OPEN • 10 a.m.-5 p.m.

5 p.m.-
6 p.m. Celebrate Dallas Reception

6:30 p.m.-
9:30 p.m. Gala Celebration at Eddie Deen's Ranch (Ticket required)
Co-sponsored by Caro-line/Bandanna Promotions, Div. of Springs Creative, asi/44020; Logo Mats, asi/67849 and Next Level Apparel, asi/73867

GALA CELEBRATION at

EDDIE DEEN'S Ranch

Co-sponsored by
CaroLine
Bandanna Promotions
Logo Mats, LLC
NL NEXT LEVEL

Wednesday, February 10 | 6:30 p.m.-9:30 p.m. | Ticket Required
Co-sponsored by Caro-line/Bandanna Promotions, Div. of Springs Creative, asi/44020;
Logo Mats, asi/67849 and Next Level Apparel, asi/73867

Join us at the Gala Celebration at Eddie Deen's Ranch for a true down-home Texas barbeque bonanza. The renowned Eddie Deen's Ranch is the ultimate place to party in downtown Dallas. Add tickets to your registration today at www.asishow.com.



Thursday, February 11, 2016 • Exhibit Day Two

7:30 a.m.-
8:15 a.m. BASI/MASI Breakfast Reception (Invitation only) | Hosted by Timothy M. Andrews 1 **MEMBER ONLY BENEFIT**

8:30 a.m.-
9:45 a.m. J.R. Martinez Keynote: Facing Adversity With Optimism and Resilience 1.5

J.R. MARTINEZ

Facing Adversity With Optimism and Resilience

Thursday, February 11 | 8:30 a.m.-9:45 a.m. | FREE

J.R. Martinez is an actor, best-selling author, motivational speaker, winner of *Dancing with the Stars* and a wounded U.S. Army vet. Join us as he shares his life story, and what he discovered he was capable of achieving when faced with tough and unexpected challenges. Visit www.asishow.com to see if Early Admission or Meet and Greet tickets are still available.



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

3:30 p.m.-
4 p.m. Closing Celebration (Passport Plus drawing at 3:45 p.m.)

Education Speakers



1. **Patrick Allmond**
Focus Digital Marketing Agency
NEW for 2016
2. **David Blaise**
Top Secrets of Promotional Products Sales
3. **Jay Busselle**
Affinity Express
4. **Johnny Campbell**
Promotional Product Profits
NEW for 2016
5. **Matthew Cohn**
ASI's Vice Chairman
6. **Heather DiPrato**
ASI
7. **Meridith Elliott Powell**
MotionFirst
NEW for 2016

8. **Josh Ellsworth**
STAHL'S
NEW for 2016
9. **Joe Haley**
ASI
10. **Colleen Hartigan**
Madeira
11. **Alice Heiman**
Alice Heiman LLC
NEW for 2016
12. **Barb Hendrickson**
Visible Communication
NEW for 2016
13. **Darlene Kirk**
THINK LIMITLESS Promotional Products
14. **Peter Knappenberger**
ASI
15. **Nathaniel Kucsma**
ASI
16. **Jimmy Lamb**
Sawgrass Technologies

17. **Ron Marks**
Southwestern Consulting
NEW for 2016
18. **Craig Mertens**
Digital Art Solutions
19. **Joan Miracle**
ASI
NEW for 2016
20. **Greg Muzzillo**
Proforma
21. **Steve Oswald**
ASI
22. **Don Sanders**
Don Sanders Marketing/SellPromoProducts.com
23. **Jamie Tumas**
ASI
24. **Kevin Walsh**
Showdown Displays
NEW for 2016
25. **Rob Watson**
ASI

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 time-management tips 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 online dominance, you're sure to discover new ways to succeed when you attend these sessions.

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, ESP Stores and digital marketing tools can help you boost your sales and grow your bottom line.

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 promotional products. 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.

Signage & Imprinting



This specialized track is ideal for signage, decoration and graphics professionals – or anyone who wants to grow their promotional product business in these areas. You'll learn from experts in these fields, and discover what you need to know to offer digital printing, how you can expand your business with visual displays, 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 how you can get 20,000 distributors to sell your products today. So take a break from building your booth, and earn some points toward your ASI certification, too!

Course Descriptions

Tuesday, February 9 | Education Day

Get Started! | Sponsored by Fields, asi/54100

Start Your Engines: 5 Ways to Grow Your Distributorship Fast

Speaker: David Blaise | 9 a.m.-9:50 a.m. | INTRODUCTORY 1

Many new distributorship owners lack momentum due to not structuring their businesses with sales and growth in mind. If you want to accelerate your results and leave your competition in the dust, you need to streamline your business and connect the right solutions for the right clients at the right time. In this seminar, you'll learn the five ignition points you need to grow your business fast, including:

- | Identifying high-dollar buyers
- | Positioning yourself as the only viable solution
- | Getting your first order from a new client
- | Converting one-time buyers into repeat buyers
- | Multiplying your client base through referrals, testimonials and case studies.

Your 24/7 Presence: Hot Digital and Mobile Branding Ideas

New for 2016 | Patrick Allmond | 10 a.m.-10:50 a.m. | INTRODUCTORY 1

The digital world is no longer an optional or experimental platform for your marketing efforts. In this interactive session, you'll learn about how to build a 24/7 presence that puts your best brand image in front of the right prospects, including the mindset, planning and tools you need to start using today. Plus, you'll discover the longer-range strategies you can implement to keep your business relevant in 2017 and beyond. You'll leave armed with:

- | The definition of a brand and brand components
- | Tactics to start building the components of a brand
- | A list of low-cost tools that can be used to build components
- | Tips for staying in communication with your business advocates and past customers
- | Ways to keep your brand top of mind with your potential and current clients.

7 Steps to Grow Your Sales From Day One

Speaker: David Blaise | 11 a.m.-11:50 a.m. | INTRODUCTORY 1

Sales growth is directly impacted by your daily activities, so without a plan and a series of actions proven to produce results, you'll never achieve your full potential. In addition, your approach must allow you to clearly see what's working and what's not. In this session, you'll discover seven simple steps that will boost your success day in and day out, including how to:

- | Choose your market approach (for example, will you sell geographically or by industry?)
- | Identify three vertical markets to target
- | Qualify each contact and segment according to interest
- | Follow up accordingly and tally your results.

Distributor Networking Lunch: Brainstorm With the Experts (First come, first served)

Co-sponsored by A+Career Apparel and Image-Wear, asi/84835; ADG Promotional Products, asi/97270; Fields Mfg., asi/54100; LarLu, asi/66390; Showdown Displays, asi/87188 and STAHL'S, asi/88984

Moderator: Joe Haley | 12 p.m.-1:20 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 2016, when you spend one-on-one time with other promotional product professionals during this unique networking opportunity.

Get Started! continued...

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

Speaker: Don Sanders | 1:30 p.m.-2:20 p.m. | INTRODUCTORY ①

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 she 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
- | Overcome almost any objection
- | Sell without samples
- | Upsell successfully every time
- | Stop price-shoppers in their tracks.

10 Time-Management Tips to Accomplish More in Less Time

Speaker: David Blaise | 2:30 p.m.-3:20 p.m. | INTRODUCTORY ①

If you find you rarely have enough hours in a day to finish your work, this session is for you. Contrary to popular belief, excellent time management isn't about getting more done in less time – it's about focusing your time, attention and resources on accomplishing the smallest number of vitally important activities that actually need to be completed. In this session, you'll learn 10 tested time-management tips that will allow you to focus on the vital few, rather than the trivial many, including how to:

- | Bullet-journal your daily activities
- | Create a "to-don't" list
- | Identify your highest-value tasks
- | Schedule your availability and close your door.

Rules of Online Engagement: Easy Email and Website Tactics

New for 2016 Patrick Allmond | 3:30 p.m.-4:20 p.m. | INTRODUCTORY ①

The digital world is ready and willing to give you business – if you understand the rules and use them to your advantage. In this session, you'll learn the 10 cardinal rules for creating your digital empire, including how to find the right prospects online and filter out the wrong ones. After this session, you'll feel confident in building a digital marketing schedule that will funnel in business on a regular basis. You'll know how to:

- | Understand "must not" and "should not" ground rules
- | Build components into your website to encourage sharing
- | Start and grow a new email list
- | Test, measure and improve your website for maximum ROI.

Get Selling!

Sales Boot Camp: Shorten the Selling Cycle and Close More Business Today

New for 2016 Ron Marks | 9 a.m.-10:50 a.m. | INTERMEDIATE ②

If your clients constantly put off making decisions about their advertising and branding needs, mark your calendar for this can't-miss session. Many salespeople don't realize how much time and effort it saves when you close a deal during the initial meeting with a client. When you have to visit a client again and again to make the sale, you're wasting resources that could otherwise be invested in new opportunities. In this session, we'll focus on tactics to close a sale on the first appointment, plus:

- | Setting up for success by getting all parties involved earlier
- | Moving your customer out of "quote" mode and into buying mode
- | Asking for the business and respond to stalling and obstacles
- | Negotiating a "win-win" agreement with your client.

Get Selling! continued...

Go Big: Landing, Servicing and Retaining Million-Dollar Accounts

New for 2016 Ron Marks | 11 a.m.-11:50 a.m. | **ADVANCED** ①

Today, clients do extensive online research before they ever reach out to you. This signals a possible end to a traditional “solutions-based” selling model and requires a significant change in the way salespeople work with customers. While this is true about almost every selling environment, when you’re dealing with larger accounts, it has even more impact on your ability to land the account. In larger and more complex sales cycles, a major-account sales strategy with an effort to develop a “challenger” sales behavioral pattern is often the most effective method to generate business. If you are a serious “big game” hunter, you don’t want to miss this training. By attending this powerful session, you’ll understand how to:

- | **Work within a complex selling environment with multiple decision-makers and influencers**
- | **Have confidence in “challenging” your prospects more constructively**
- | **Work through different buyer behavioral styles to build rapport in the selling environment**
- | **Elevate the value of your products and experience to eliminate the “commoditization” of your offerings.**

Referrals: Capitalize on the Easiest Business You’ll Ever Get

New for 2016 Alice Heiman | 1:30 p.m.-2:20 p.m. | **ADVANCED** ①

Research shows that 80% of satisfied buyers would give a referral if asked; the problem is, no one is asking them! In this session, you’ll learn how to capitalize on the loyalty of your best customers by asking for – and making the most of – referrals. Sales expert Alice Heiman’s five-step referral process will show you how simple it is to build referrals into a main source of business for your company.

Relationship-Marketing Secrets: Convert Prospects in 30 Days

New for 2016 Johnny Campbell | 2:30 p.m.-3:20 p.m. | **INTERMEDIATE** ①

One of the toughest challenges distributors face is the large amount of time they spend trying to attract new prospects. But when your prospecting efforts are focused on relationships, your campaigns can be productive and profitable. In this seminar, you’ll learn relationship-marketing strategies that will help you stop chasing prospects and start attracting your ideal clients, including how to:

- | **Profile and identify the right prospects**
- | **Attract and sell to your ideal customers**
- | **Set up a referral campaign.**

Unlock Your Potential: 5 Keys to Building Wealth

Speaker: Greg Muzzillo | 3:30 p.m.-4:20 p.m. | **ALL LEVELS** ①

The promotional products industry offers limitless potential for success, whether you’re a sales rep or a business owner. In this session, you’ll discover the five keys that will help you earn a larger share of the market and increase your sales. Don’t miss this session, where you’ll leave knowing:

- | **The true wealth-building attitudes and activities that can increase your success**
- | **How to identify and eliminate the common barriers to success**
- | **How you can achieve \$1 million in sales every year**
- | **And more.**

Get Noticed!

The Lost-Customer Recovery Plan: Creative Tactics to Win Them Back

New for 2016 Johnny Campbell | 9 a.m.-9:50 a.m. | **ADVANCED** ①

You likely spend a good deal of time and resources attracting new customers. However, there may be sales opportunities hidden in your customer base that could increase your profits by 20% to 30%; the untapped reservoir of revenue is your lost customers. In this dynamic session, you’ll learn methods for winning back clients who haven’t bought from you in a while, including:

- | **How to identify and determine the value of your lost customers**
- | **Creative marketing strategies that will bring back former clients**
- | **How to set up a successful customer-recovery campaign**
- | **Ways to bring in a flood of sales from those customers without cutting your price.**

Get Noticed! continued...

The Power of Connection: Build Your Network and Expand Your Business

New for 2016 Meridith Elliott Powell | 10 a.m.-10:50 a.m. | INTERMEDIATE ①

In today's overly connected world, power lies in making real client connections that can build your business and enhance your bottom line. Mastering the art of networking will dramatically decrease your stress while increasing your results. In this high-energy, hands-on session, you'll discover how to build a network that produces a strong ROI, and leave knowing:

- | **Why networking is critical for success in today's economy**
- | **What successful networkers do differently than the rest of us**
- | **The three strategies you need to build a powerful network and enjoy the process**
- | **A new, innovative approach that takes the "edge" off the networking process.**

Maximize Your Efforts: Top Social Media Productivity Tools

New for 2016 Patrick Allmond | 11 a.m.-11:50 a.m. | INTERMEDIATE ①

The amount of online information about using social media is overwhelming. In this seminar, we'll cut through the "noise about the noise" to help you build a strategic social media plan. You'll learn about the tools that help you make the most impact – with the least amount of effort – and discover the essentials of social media productivity, including:

- | **Knowing how to measure your social media effectiveness**
- | **Understanding the difference between free and paid social media components**
- | **Utilizing a basic toolset to plan and execute a social media strategy.**

Focus on the Customer Experience to Increase Your Success

New for 2016 Meridith Elliott Powell | 1:30 p.m.-2:20 p.m. | INTERMEDIATE ①

Businesses operate in the trust and value economy, where the path to profitability is through your customers' experience with your company and how you sell to them. Success today requires a new set of strategies that impacts every interaction your customers have with you – in person and online. In this high-energy, interactive session, you'll discover how customer service can move you ahead of your competition, in addition to:

- | **How and why the current economy has changed**
- | **How those changes have impacted your customer including how and why they buy**
- | **The specific things you must do to make customer service the driver in your business**
- | **Your ramped up, over-the-top, customer-experience strategy.**

Incentives Opportunities: Take Promo Products in a New Direction

New for 2016 Barb Hendrickson | 2:30 p.m.-3:20 p.m. | ALL LEVELS 1.5

Companies spend more than \$100 billion annually on incentive programs for one simple reason: because they work. In fact, the majority of U.S. businesses use some form of incentive program to attract, retain, engage and reward their employees and customers. The question you need to ask yourself is, are you getting your share of that lucrative business? In this dynamic, information-packed session, incentives-program expert Barb Hendrickson will:

- | **Explain the basics of incentive programs, and why promotional products are a perfect fit**
- | **Debunk the myths about selling incentive programs and products**
- | **Offer case studies about the many types of incentive programs**
- | **Review effective incentive-program pitches that will get your clients to buy**
- | **Show you how to take pricing off the table and offer solutions instead of merchandise**
- | **Give you 10 steps to guide your customer through strategies to improve their business.**

News You Can Use: The Power of Promo

Speaker: Nathaniel Kucsma | 3:30 p.m.-4:20 p.m. | ALL LEVELS ①

In this powerful session, you'll delve into ASI's newest market research findings on end-users' thoughts and opinions about promotional products. ASI's research team surveyed consumers in all 50 states to discover which products they prefer and which ones have the biggest impact with advertisers. You'll leave with a better understanding of the items that consumers really want, and with the confidence to help your clients achieve a healthy ROI on their marketing campaigns.

Get Your Company on the Fast Track!

Strategy for Success: Position Your Business for Innovation and Growth

New for 2016 Meridith Elliott Powell | 9 a.m.-9:50 a.m. | EXECUTIVE ①

Today's buyers have changed, and those changes impact how they buy and who they buy from. To succeed, you need to understand how customers make decisions – and you need a strategy to move ahead of competitors and retain your clients. In this innovative and highly interactive seminar for business owners and other C-level executives, you'll learn:

- | How the economy, your customers and the buying cycle have shifted
- | How those changes impact your business and how you sell
- | Which sales strategies work in today's economy, and which ones don't
- | The elements of an effective business-growth strategy.

Three Big Ideas: How to Increase Your Online Influence and Authority

New for 2016 Alice Heiman | 10 a.m.-10:50 a.m. | EXECUTIVE ①

Do you feel you could get more business opportunities if only more people knew about your expertise? In this session geared toward owners and other C-level executives, we'll give you three big ideas for increasing your online influence and authority, allowing you to generate more inbound business on a regular basis. You'll learn:

- | The best marketing channels and strategies to increase your visibility
- | Three top content ideas that will quickly raise your status in the industry
- | Time-saving online marketing tools to easily grow your influence.

Lead With Your Strengths: Leverage Your Talents to Be a Better CEO

New for 2016 Johnny Campbell | 11 a.m.-11:50 a.m. | EXECUTIVE ①

A company can only grow to the size of the CEO's vision. Successful CEOs know that leading based on their talents is the key to a successful, sustainable and profitable business. In this information-packed session, you'll learn how building on your talents can help increase your company's profits and make you a more effective leader. You'll leave knowing how to:

- | Tap into your talents to maximize sales
- | Increase revenue through delegation
- | Inspire each member of your organization.

Working With the Best: Hiring and Managing a Winning Sales Team

New for 2016 Ron Marks | 1:30 p.m.-2:20 p.m. | EXECUTIVE ①

This powerful session focuses on the best ways to recruit salespeople, from traditional methods to radical new ideas, and shows you how to make the smartest, most profitable hiring decisions – whether you're hiring your first employee or your fiftieth. With the right recruiting and training strategies, you can find a constant stream of qualified candidates and steal the best salespeople away from your competitors. And when you understand the unique behavioral styles of your salespeople and how to work with their diverse personalities, you'll build a loyal and effective team. You'll leave knowing how to:

- | Interview candidates to determine the best fit for your team
- | Train new hires to be successful right away (if a salesperson leaves a company in the early stages, it's usually because he didn't make sales quickly)
- | Improve your leadership and communication skills to handle every type of salesperson
- | Motivate individuals and teams, counsel salespeople for improved sales results, and maintain consistent and positive morale.



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

Build Your Brand, Tribe and Customer Loyalty Using Digital Marketing

New for 2016 Patrick Allmond | 2:30 p.m.-3:20 p.m. | EXECUTIVE ①

A good social media plan is the beginning of a great marketing plan. The best part of this? Developing such a potent brand presence online that you'll easily build your tribe – your company's super-fans, who'll stay loyal to your firm. In this powerful session, you'll learn how to bring together multiple marketing components to present your best image and story online, including media production, paid social media and interest-based social media marketing. We'll also review online lead-generation, which helps you build the beginning of your marketing funnel. When you leave this session, you'll understand:

- | The value of building a proactive digital marketing plan
- | How the "big three" real-world components (paper, radio and TV) translate online
- | How to repurpose content to appeal to all consuming styles
- | How to reach former visitors using retargeting strategies.

From 2 Employees to 200: Motivate and Inspire Your Workforce

New for 2016 Meredith Elliott Powell | 3:30 p.m.-4:20 p.m. | EXECUTIVE ①

Business success depends upon your team's engagement and their commitment to achieving your company's goals. In today's competitive world, the relationships you build with your team are as important as those you build with your customers. In this information-packed session, we'll turn traditional leadership- and employee-engagement programs upside-down, and share a new strategy that will inspire your team members to take ownership and drive results. You'll learn:

- | Why a fully engaged workforce is the only real competitive advantage you have
- | Why current employee-engagement programs are failing, and why cultures of employee innovation work
- | The three key strategies you need to design a culture of employee innovation and motivation
- | How to develop a plan that inspires your team to fully engage, take ownership and drive results.

Get Schooled in ESP!

Get Started with ESP Web

Speaker: Peter Knappenberger | 9 a.m.-9:50 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

New for 2016 Joan Miracle | 10 a.m.-10:50 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.



Get Schooled in ESP! continued...

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

Speaker: Heather DiPrato | 11 a.m.-11:50 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 promotional product 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: Jamie Tumas | 12:15 p.m.-1:15 p.m. | ALL LEVELS ①

2016 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: Peter Knappenberger | 1:30 p.m.-2:20 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.



Welcome to the All-New ESP: New Look, New Features, New CRM and Orders

Speaker: Rob Watson | 2:30 p.m.-3:20 p.m. | ALL LEVELS ①

It's here, it's now, and it's all about you. Join us for a demonstration of the all-new ESP – the industry's best-in-class sourcing and sales-generating system. You won't want to miss this exciting overview of ESP's new CRM and Orders features, where you'll discover how one comprehensive system keeps all of your most important business functions together, saving time and eliminating errors. Join Rob Watson, ASI's Senior Vice President of Marketing and User Experience, and learn how to get the most out of the system that gives you the most!

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

New for 2016 | **Joan Miracle** | 3:30 p.m.-4:20 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.

Get Designing!

Adobe Illustrator: Master Vector Graphics and Drawing Tools

Speaker: Steve Oswald | 9 a.m.-10:50 a.m. | INTRODUCTORY ②

In this hands-on session you'll become familiar with Adobe 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, anchor points and typography. You'll also learn how to use each of the program's powerful drawing tools, including the pen tool and drawing curves. Finally, you'll create a logo and set it up to easily print for decorating almost any product.

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

Adobe Illustrator: Moving Beyond the Basics

Speaker: Steve Oswald | 11 a.m.-11:50 a.m. | INTERMEDIATE ①

Once you've mastered the basics, it's time to discover the power and versatility of Adobe Illustrator's vector artwork. In this project-based, hands-on session you'll explore tracing bitmap images, color blending modes and transparency, manipulating typography, trapping colors for print, and creating color separations. You'll build complex gradients with transparency and dynamic effects, and then apply these features to objects and text to create professional-quality artwork. We'll also highlight some of the most popular features in Illustrator, including The Envelope Warp menu and distorting and transforming objects.

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

CorelDRAW: Master the Essential Tools and Text Effects

Speaker: Jay Busselle | 1:30 p.m.-3:20 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 features you can use to successfully manage your clients' logos and graphics. In addition to the basic CorelDRAW features, you'll be introduced to:

- | Understanding your new work environment
- | Learning which tools you will need to master first
- | Working with text properties
- | Creating basic text effects
- | Understanding file formats
- | Creating a PDF document.

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

CorelDRAW: Moving Beyond the Basics

Speaker: Craig Mertens | 3:30 p.m.-4:20 p.m. | INTERMEDIATE ①

Once you're comfortable with CorelDRAW, you can begin to use the software as a true creative tool. This hands-on session will outline fundamental design techniques for adding visual value to graphics. We will explore the process of creating custom graphics from concept through production. Topics will include:

- | Working with text and creating dynamic text effects
- | Working with design templates and editing clipart
- | Preparing custom graphics for popular production processes
- | Creating custom sales flyers and virtual samples.

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

Get Decorating!

Become a Heat-Press Pro: Imprint Stunning Logos on Almost Anything

New for 2016 | Josh Ellsworth | 9 a.m.-11:50 a.m. | ALL LEVELS ③

In today's competitive world of business promotion, a company's logo is as critical to its brand recognition and consumer perception as the products they sell. New decorating technologies, materials and equipment offer exciting new possibilities for applying logos on just about anything – which lets you help your clients reach a broader audience. In this hands-on session, you'll decorate T-shirts, caps, totes, performance wear, jackets and even padfolios. You'll also explore lightweight heat-printing materials that stretch and rebound with the garment, as well as special effects that produce truly unique and stunning logos that are sure to attract attention.

Get Decorating! continued...

Vinyl Cutter Workshop: Rhinestone Multi-Decoration and Specialty Films

Speaker: Craig Mertens | 1 p.m.-1:50 p.m. | ALL LEVELS 1

Combining glitter vinyl, metallic films and rhinestones is the most popular apparel multi-decoration trend in the market today. This interactive workshop will focus on both the design and production process of creating multi-decoration apparel with a vinyl cutter and heat press. You'll see the process from start to finish, and use specialty heat transfer films such as glitter vinyl and metallic films. Digital Art Solutions has helped thousands of companies succeed in the business of rhinestone multi-decoration, and you can benefit from the company's expertise in this unique setting.

Print-and-Cut Technology: Imprinting With Full-Color Digital Processes

New for 2016 Josh Ellsworth | 2 p.m.-3:20 p.m. | ALL LEVELS 1.5

Are you looking for decorating versatility? So you want to profit from selling apparel, wall graphics, and everything in between? In this session, you'll learn how full-color digital print/cut technology allows you to become a one-stop shop for all of your customers' needs. Ultimately, you'll possess the knowledge and skill to decorate bags, cases, decals and stickers, or go big by offering banners and wall graphics. You'll also discover that no matter what fabric or material you're printing on – cotton, polyester, canvas, leather, neoprene and more – digital decoration should be your go-to method for detail and flexibility. Don't miss this unique opportunity to learn from decorating-industry experts and find out how you can increase profits right away.

Logo Conversion Demo: 10 Techniques for Embroidery Success

Speaker: Jay Busselle | 3:30 p.m.-4:20 p.m. | INTRODUCTORY 1

Selling decorated apparel is a great way to expand your promotional product business, and embroidery is a fast, easy way to customize wearable items. The process of preparing an art file for sewing is called digitizing – and great digitizing makes great embroidery. This session will take a detailed look at the top techniques professional digitizers use when converting logos to embroidery. Not all artwork translates well into embroidery, and we'll show you how to avoid common mistakes with your clients' art. This session will be an eye-opener for both embroiderers and distributors who sell decorated apparel. You'll learn how to set better sewing expectations and increase your profits, and leave knowing:

- | The limitations that exist when embroidering logos
- | Why stitch counts can vary
- | How to set proper expectations for challenging logos
- | Why digitizers like jump stitches, but your clients may not.

Signage & Imprinting Sponsored by Showdown Displays, asi/87188

Don't Miss the Signs: Expand Your Business With Visual Displays

New for 2016 Kevin Walsh | 9 a.m.-11:30 a.m. | ALL LEVELS 2.5

During this in-depth session, you'll learn about the remarkable sales opportunity that exists in portable, lightweight signs and displays – and how this can translate into profits for your business. You'll discover who's buying these products, what they're used for, and how you can benefit from this important shift in consumer behavior. When you leave this session you'll understand:

- | The markets segments that are perfect for visual displays
- | Which products are consistently popular
- | Countless creative uses for signage in your local markets
- | How to provide your clients with excellent product guidance.

How'd They Do That? A Beginner's Guide to Apparel Decoration

Speaker: Jimmy Lamb | 12:15 p.m.-1:15 p.m. | INTRODUCTORY 1

This scenario might sound all too familiar: Your customer needs logoed polyester performance shirts, so you gladly take the order and send it to your digital printer...who informs you that she doesn't have the ability to print on this fabric. Oops! The moral of the story? You need to really understand embellishment processes before you can sell them. This session will teach you the advantages and limitations of the most popular decorating processes, including sublimation, inkjet, transfers, screen printing, embroidery, sequins, laser and direct-to-garment printing. You'll leave with the knowledge you need to choose the best decorating process for your customers' needs, making the sale quicker and easier for both of you.

Signage & Imprinting continued...

How Much Should I Charge? Decorating Pricing Demystified

Speaker: Jimmy Lamb | 1:30 p.m.-2:20 p.m. | INTERMEDIATE ①

People often struggle when billing their clients for decoration services. The key is to take the big picture into account, so you understand what it truly costs to generate an order – then you can apply marketing strategies for working in appropriate margins that generate the profits you seek. This session will show you how to gather and analyze business data in order to generate a baseline cost for printing, which becomes the foundation for your business's pricing system. You'll leave this session knowing:

- | **What factors must be addressed in setting up a logical pricing system**
- | **How production processes impact your profit margins**
- | **Tips to calculate the cost-savings of multi-piece production and translate it into volume price discounts.**

Be the First Call for First Responders: Embroider Patches and Emblems

Speaker: Colleen Hartigan | 2:30 p.m.-3:20 p.m. | ALL LEVELS ①

Wouldn't you like to grow your business by gaining clients such as firefighters, police, first responders, construction workers, bikers and companies that require employee uniforms? Attend this eye-opening session to learn about new products that help embroidery firms offer patches and emblems, smaller lettering and unique designs. You'll discover:

- | **Patches and emblems.** The Multifunctional Frame System (MFS) enables small and startup embroiderers to create badges and patches instead of having to contract out. This affordable accessory also serves to attach large designs to performance wear, minus bulk and over-penetration.
- | **Fine detail and lettering.** Smaller threads enable detail that once wasn't possible in corporate logos. While 60-weight thread is entering the marketplace as the solution to small lettering and fine detail, 75-weight is available to use in creating "impossible" design elements.
- | **Fire-resistant threads and backing.** Your clients' safety issues can be addressed by using fire-resistant threads and backing materials, and you'll be keeping up with ever-increasing industrial safety concerns.

Sublimation, DTG and More: Explore the Possibilities of Digital Printing

Speaker: Jimmy Lamb | 3:30 p.m.-4:20 p.m. | INTERMEDIATE ①

Do you want to produce and sell printed apparel, but you're not sure it's a good fit for your company? Direct-to-garment, sublimation and digital transfers are all viable solutions for garment printing, plus they're easy to add to a new or existing business. But it's not a case of one-size-fits-all, as each imprinting method has its own unique applications and limitations. In this session you'll learn the differences between the processes, and see how they can be integrated into your operation to expand your offerings and profits.

Become a Star Supplier!

Exhibition Expertise: 10 Tips to Improve Your Tradeshow ROI (For suppliers only)

Speaker: Darlene Kirk | 1:30 p.m.-2:20 p.m. | ALL LEVELS ①

Tradeshow exhibition can be one of the most profitable investments you can make – as long as you're exhibiting the right way. 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 with new knowledge about show floor strategies that drive booth traffic, post-show tips to capture a solid ROI, and the 10 trade show exhibition errors to avoid at all costs.

20,000 New Sales Reps Instantly: Make Distributors Want Your Products (For suppliers only)

Speaker: Darlene Kirk | 2:30 p.m.-3:20 p.m. | ALL LEVELS ①

In today's competitive market, it's vital to make your product line top of mind for the industry's 20,000+ distributor sales force. In this session you'll discover ways to build a brand that will attract the highest-performing distributorships and how to look inside the mind of a distributor. You'll leave confident in your ability to craft a sales game plan that builds distributor alliances, and create a marketing blueprint that cements loyalty to your company.

How To Register

ASI members can register for FREE through January 12 at www.asishow.com with promo code AS12369. You'll get access to the education conference on February 9 and both exhibit days, February 10-11. Plus, order your tickets to the Gala Celebration at Eddie Deen's Ranch, early admission and meet and greet tickets to the Keynote with J.R. Martinez, and reserve your spot for one of our popular 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 for all three days – education day and two exhibit days – a \$199 value
- FREE live education workshops, featuring topics for every level of experience
- 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
- Discounted tickets to the popular Gala Celebration
- FREE Catalog Courier service, making carrying samples and catalogs carefree
- FREE shipping of catalogs and samples (part of the Passport Plus program)
- NEW Passport Plus program with thousands of dollars' worth of prizes available
- Special ASI member travel discounts and a hotel room reimbursement on the first night of exhibits

Shuttle from Show Hotels

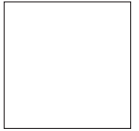
Visit www.asishow.com to book your hotel room by January 25 at one of our host hotels, through the official housing vendor, OnPeak, and secure your room and discounted rates. Shuttle service is provided to and from our host hotels to the Convention Center, making your time at the show easy. Plus as an ASI member, you're entitled to a hotel reimbursement for the evening of February 10 – up to \$199! Visit www.asishow.com for complete details.

Date	Times	Service
Tuesday, February 9	7:30 a.m.-11:30 a.m.	Service every 30 minutes*
	3 p.m.-6 p.m.	Service every 10-15 minutes
Wednesday, February 10	7:30 a.m.-11:30 a.m.	Service every 10-15 minutes
	3 p.m.-6:30 p.m.	Service every 10-15 minutes
	6:15 p.m.-9:30 p.m.	Service to and from the Gala
Thursday, February 11	7 a.m.-11 a.m.	Service every 10-15 minutes
	2 p.m.-5 p.m.	Service every 30 minutes*

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

Hotel	Pick-Up Location
Adolphus Hotel	Near garage entrance
Aloft	Front door
Crowne Plaza Dallas Downtown	Curbside on Griffin
Hyatt Regency Dallas	Trinity Crossings Entrance
Omni Dallas Resort	Walk to Convention Center
Sheraton Dallas Hotel	At Restaurant Entrance just before Bryan Street

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[®] DALLAS!

Education and Exhibits: February 9-11, 2016
Kay Bailey Hutchison Convention Center, Halls E & F

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