

Attendee Guide

Important information to make your trade show experience a success!

**Important Dates, Times &
Reminders**

**Travel
Information**

**Networking
Events**

**Source &
Learn**

**Chances to Win
Big**

Important Dates, Times & Reminders

Address

Orange County Convention Center

West Building, Halls A3-B2
9800 International Drive,
Orlando, FL 32819

Venue Phone Number

(407) 685-9800

Education Day:

Saturday, January 4

Registration Open: 7:45 a.m. - 5:30 p.m.
Education Sessions: 9 a.m. - 5 p.m.
New Product Preview Reception: 5 p.m. - 6 p.m.
Dutch Treat Dinner: 6 p.m.

Exhibit Days:

Sunday, January 5

Registration Open: 7:45 a.m. - 5 p.m.
Sessions/Events: 8:30 a.m. - 5 p.m.
Exhibits Open: 10 a.m. - 5 p.m.
Counselor Distributor Choice Awards: 5 p.m. - 6 p.m.
ASI Show Bash: 7 p.m. - 10 p.m.

Monday, January 6

Registration Open: 7:15 a.m. - 3:30 p.m.
Sessions/Events: 8:30 a.m. - 4 p.m.
Exhibits Open: 10 a.m. - 3:30 p.m.
Closing Celebration: 3:30 p.m. - 4 p.m.

Available soon! ASI Show Orlando Mobile App

Make your experience easier. Visit the App Store or Google Play, search for "ASI Show" and download the new ASI Show mobile app.



Exhibitor List

See the complete exhibitor list of over 500 companies, including 60+ new to Orlando!



Invite a Colleague

Forward this email to a colleague (no end-buyers, please) and invite them to **register**. If your invited colleagues register and join you at the show, you'll be eligible to win a Visa gift card.



Collect & Ship It Service

FREE for ASI® distributor members!

Don't lug your catalogs and samples around – just sign up for the Collect & Ship It: Attendee Catalog & Sample Courier Service in Registration. Then, look for balloons on the show floor for convenient drop-off points.

Plus, you can ship one box of catalogs and samples home for **FREE** – up to \$30 or 70 lbs. in weight (any boxes over 70 lbs. may carry a surcharge) – when you participate in the Ask It to Win It: Passport to Products Program.*



Travel Information



For directions to Orange County Convention Center, West Building, use this address:

9800 International Drive,
Orlando, FL 32819

General Parking Information

For attendees who plan on driving to the Orange County Convention Center, there are designated parking areas at the West Building. Event-specific parking areas will be listed on overhead electronic signage on International Drive.

\$17.00 parking fee will apply to passenger vehicles.

\$25.00 parking fee will apply to oversized vehicles.

Golf Cart Shuttles

Please follow the directional walking signs from the West Building parking lot to the front of the Convention Center, where the ASI Show® registration lobby is located. The walk will take approximately 15 minutes.

For those that need extra assistance, please use the free ADA priority shuttle service available throughout the day. The shuttle is an orange open-air golf cart that seats up to 8 people.

The ADA priority shuttle service schedule is as follows:

Date	Times
Saturday, January 4	7:30-11:30 am; 1:30-6:00 pm
Sunday, January 5	8:00-12:00 pm; 1:30-5:30 pm
Monday, January 6	8:00-11:30 am; 1:00-5:30 pm

Hotel Shuttles

Complimentary shuttle service is provided between the Convention Center and the following hotels:

Hotel	Pick-up Location
Embassy Suites International Dr.	Front of Hotel on International Drive
Hilton Orlando	Group Lobby Entrance
Hyatt Place Convention Center	Portico Near Fountain Area
Hyatt Regency Orlando	No Shuttle, Walkable to Convention Center (For Bash Transport – Tower 1 Entrance)
Residence Inn Convention Center	Portico Near Fountain Area
Rosen Centre Hotel	No Shuttle, Walkable to Convention Center (For Bash transport- Signature One Entrance)
Rosen Inn at Point Orlando	Front of Hotel on International Drive
Rosen Plaza	Front of Hotel on International Drive
SpringHill Suites Convention Center	Portico Near Fountain Area

Date	Times	Service
Saturday, January 4	7:00 a.m. - 11:00 a.m. 3:30 p.m. - 7:00 p.m.	Service every 15-20 minutes.
Sunday, January 5	7:00 a.m. - 11:30 a.m. 3:30 p.m. - 6:30 p.m.	Service every 15-20 minutes.
Monday, January 6	7:00 a.m.-11:30 a.m. 2:30 - 5:30 p.m.	Service every 15-20 minutes.

Shuttles for the ASI Show Bash at Universal Studios Florida:

Date	Time	Service
Sunday, January 5	6:45 p.m.	Departure from all official ASI hotels and the Convention Center to Universal Studios Soundstage 33.
	6:45 - 10:15 p.m.	Pick up and return service from Universal Studios Soundstage 33 to all official ASI hotels and Convention Center. The last shuttle departs from Universal Studios Soundstage 33 at 10:15 p.m.

Networking Events

Meet the Experts Lunch*

First come, first served or purchase a \$10 ticket for a guaranteed seat!

Saturday, January 4 – 1:00 - 2:30 p.m.

Room W307

Enjoy lunch and join your distributor peers, supplier sponsors and subject matter experts for a roundtable discussion on relevant industry topics. [Register here.](#)

Participating Supplier Sponsors: 3M/Promotional Markets Dept., asi/91240; Best Promotions USA LLC, asi/40344 iClick Inc., asi/62124; Field's Manufacturing Inc., asi/54100; Label Specialties Inc., asi/66361; Lortu, asi/66390; Litewave - Revella LLC, asi/65421; Magnet America, asi/68519; Orbus Exhibit & Display Group, asi/75209; Orrefors Kosta Boda, asi/75256; Pocket Folder Fast, asi/78810; RiteLine LLC, asi/82498; Showdown Displays, asi/87188; Sideline Gear, asi/89375; SIMBA, asi/87296; Snuggs/USA Inc., asi/88060; Sunburn Alert - JADS International, asi/90187; SunMar, asi/84863; The Magnet Group, asi/68507; Vice Sporting Goods, asi/93763

Distributor Sponsor: Universal/Unilink, asi/526000 - (Lunch)

**Note: This event is FREE to ASI distributor members on a first come, first served basis, with a limited number of seats available. Reserve your spot early. Space is limited and \$10 tickets are only available until sold out.*

Dutch Treat Dinner*

Each diner pays their own tab.

Saturday, January 4 – 6:00 - 8:00 p.m.

Maggiano's Little Italy, 9101 International Dr., Orlando, FL 32819 (0.7 miles or 15 minute walk from The Orange County Convention Center)

Enjoy a night of casual networking and dining with fellow ASI Show Orlando suppliers and distributors. Upon arrival, look for the ASI Show staff person out front wearing a red hat. ASI Show staff will seat you with other ASI Show attendees.

**Note: This dinner is not hosted by ASI Show and will be first come, first served. Seating is subject to availability. Dutch Treat = Pay Your Own Way*

ASI Show Bash

Get your ticket online in advance or at the registration desk

Sunday, January 5 – 7:00 - 10:00 p.m.

Universal Studios Florida

6000 Universal Studios Plaza, Orlando, FL 32819

Enjoy access to both the New York and San Francisco street sets at Universal Studios Florida! See shuttle information above. [Click here for more information.](#)



**Note: If driving, taking a taxi or Uber, it will be a 15 minute walk from the parking garage to the entrance of Universal Studios. Follow posted signs to get to the Universal Studios entrance. When you arrive at the entrance, look for Universal Studios staff members with signs that say ASI. These staff members will guide you to the function area located within the San Francisco and New York street sets.*

Note: Please wear your ASI Show Badge.

Upon arrival at the Bash, attendees will receive red LED bracelets identifying you as an ASI Show attendee and giving you access to the express lines on the attractions.

In Partnership With: AlightPromos, asi/34194; Caro-Line, asi/44020; Custom Printing II LTD, asi/47971; Logo Mats, LLC, asi/67849; Max Apparel, asi/69706; Next Level Apparel, asi/73867

Networking Events

Connect It: Connect, Refresh & Recharge

Booth #253

Recharge your mind, body and phone! Pick up free samples and join us for refreshments and a Q&A session with ASI Chairman Norman Cohn.

ASK Norman - Booth #253

Sunday, January 5 - 1 -1:30 p.m.

Monday, January 6 - 11:30 a.m. - 12 p.m.

Refreshment Co-Sponsors: Alexa Springs Inc., asi/34037; DEVARA, asi/49470; Logomark, asi/67866; Pioneer Line, asi/78200; Shepenco/Shelbyville Pencil Co., asi/86850; Webb Company, asi/95838



Selfies With Promo - Booth #253

Sunday, January 5

12:40-1 p.m. and 2:10-2:30 p.m.

Monday, January 6

10:40-11 a.m. and 1:05-1:25 p.m.

Bring your smile and your cell phone to take photos with Promo, the ASI Show mascot!



Closing Celebration

FREE!

Monday, January 6 - 3:30 - 4:00 p.m.

In Product Showcase near Show Floor Entrance

Wrap up your ASI Show experience in style. Make some last minute connections while enjoying music, drinks and snacks. Plus, be on hand for the **Ask It to Win It: Passport to Products** prize drawing at 3:45.

Distributor Sponsor: The Vernon Company, asi/351700 - Reception (Bar, Food & Band)



Source & Learn

Education Day

FREE to ASI Members!

Saturday, January 4

Focus on up-to-the-minute business topics during new tracks and courses. [Check out the complete schedule](#), find out what's new and plan what to attend!

Education Sponsors: Fields Manufacturing Inc., Xpedite Fulfillment, Stahls' & Transfer Express, Digital Art Solutions



How to Get the Most Out of Your Trade Show Experience

FREE to ASI Members!

Saturday, January 4 – 9:00 - 9:50 a.m.

Room W102

Join ASI's Vice Chairman, Matthew Cohn, as he shares tips for working the show more effectively, and hear about all the free show services and amenities available to ASI members. [Click here for more information.](#)

Sponsor: Lungsol, asi/68190



New Product Preview Reception

FREE to ASI distributor members, participating suppliers and speakers.

Saturday, January 4 – 5:00 p.m.-6:00 p.m.

Room W308

Get a preview of the new products suppliers will highlight in their booths during both exhibit days. Plus, network with your industry colleagues over light snacks, beer and wine. [Click here for more information.](#)



Contributing Supplier Sponsors: 3M/Promotional Markets Dept., asi/91240; Acehigh Tech Corp., asi/30537; AdCapital, Aprons, Bags, Banners, Flags & Wearables, asi/31260; Alexa Springs Inc., asi/34037; Alpi International, asi/34415; A.T. Designs, asi/30239; AWDIs, asi/45222; Axe Heaven, asi/36985; Bastian Company Inc., asi/38780; California Tattoos, asi/43530; ChicoBag Company, asi/44811; Crystal D, asi/47759; Devara, asi/49470; Digital Art Solutions, asi/14970; Field's Manufacturing Inc., asi/54100; FlyWithWine, asi/23058300; IDEX International Inc., asi/62138; Label Specialties Inc., asi/66361; Logo Mats, LLC, asi/67849; Nucom/Burk's Bay, asi/74600; Orrefors Kosta Boda, asi/75256; Otto Intl. Inc., asi/75350; Pocket Folder Fast, asi/78810; Safety Made, asi/84514; Showdown Displays, asi/87188; Sideline Gear, asi/89375; SIMBA, asi/87296; Snugs/USA Inc., asi/88060; Stahls', asi/88984; Stuffed Tees, asi/79662; Terry Town, asi/90913; The Magnet Group, asi/68507; Totally Bamboo, asi/91565; Tuckahoe Hardwoods, asi/92317; Vice Sporting Goods, asi/93763; Webb Company, asi/95838; Wonkyware, asi/98115

Distributor Sponsors: AIM Smarter, asi/; Geiger, asi/202900 - Reception (Bar)

The Joe Show Live

FREE to ASI Members!

Sunday, January 5 – 8:30 - 9:45 a.m.

Room W311

This high-energy, interactive program is the best way to kick off your ASI Show experience. Join host Joe Haley as he and participating suppliers present the industry's hottest, top-selling products. [Click here for more information.](#)

Contributing Supplier Sponsors: AZK Sport, asi/30250; Dri Duck Traders Inc., asi/50835; Hexa Custom, asi/60557; Libenave, asi/65421; Otto Int'l Inc., asi/75350; Pro Towels, asi/79750; RiteLine LLC, asi/82498; Snuggly/USA Inc., asi/88060; Webb Company, asi/95838



Keynote With Madeleine K. Albright – Negotiation, Diplomacy & Service

FREE to ASI members!

Monday, January 6 – 8:30 - 9:45 a.m.

Room W311

During a conversation with ASI President & CEO Tim Andrews, Dr. Albright will sketch a vivid portrait of her years as Secretary of State and offer examples of how diplomacy served her well when encountering leaders in Washington and overseas. Walk away with tips on negotiation tactics and overcoming adversity that you can apply to your own life and business. [Click here for more information.](#)

Co-Sponsors: Next Level Apparel, asi/73867; Label Specialties Inc., asi/66361; Terry Town, asi/90913;

**Note: Early admission and meet and greet tickets will be available in registration. No photography or autographs allowed.*



Power Sessions

January 5-6 – During exhibit hours

Booth #1951

During both exhibit days, take a break from the exhibit floor and attend a fast-paced Power Session to discover tips, techniques and insight into improving your sales, marketing, decorating and social media skills. [Click here for more information.](#)

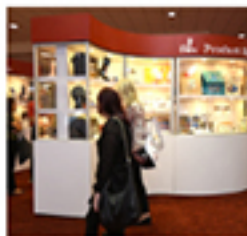


ASI Show Product Showcase

January 5-6 – During exhibit hours

Outside the Exhibit Hall

Source Environmentally Friendly, Made in the USA, Prop 65 compliant, Express Ship and Always in Stock products at the ASI Show Product Showcase. Vote for your favorite products for a chance to win a free trip to a future ASI Show.



Gift It: Brands, Rewards & Recognition Pavilion

January 5-6 – During exhibit hours

End of Aisles 800 & 900

ASI Show, in partnership with the Incentive Marketing Association (IMA)/Incentive Manufacturers and Representative Alliance (IMRA), are proud to announce a dedicated Gift It Pavilion. Visit this pavilion to learn more about this \$90 billion market and how to help your clients add corporate gift programs to their organizations.



Chances to Win Big

Supplier Power Hour Raffles

Raffle entry ticket found in your badge.

Stop by participating supplier booths for your chance to win! Drawing info:

Supplier	Booth	Day	Time
Otto International Inc., asi/75350	825	January 5	3:00 p.m.
		January 6	12:00 p.m.
Gift It	839	January 5	4:00 p.m.
The Magnet Group, asi/68507	1200	January 5	2:30 p.m.
		January 6	2:30 p.m.
Bison Coolers, asi/40588	815	January 5	3:30 p.m.
KTI Networks Inc., asi/63776	1215	January 5	2:00 p.m.
		January 6	2:00 p.m.
Sarge Knives, asi/84875	2021	January 5	1:30 p.m.
		January 6	11:30 a.m.

Gift It Pavilion Raffle

Raffle entry ticket found in your badge holder.

Sunday, January 5 – 3:00 - 5:00 p.m.

Aisles 800 & 900

Booth #893

Join us for a reception in the pavilion (cash bar/drink tickets) for amazing raffles, including:

- Broil King Deep Wok from Incentive Concepts, asi/62536
- Gift Basket from GiftBasket.com, asi/55910
- Dual Wireless Charging Pad from mophie, asi/72151
- Dyson V10 from ABT Electronics, asi/30444
- Luggage from Indigo, asi/62560

Plus, when you attend one of the education sessions during the new **Gift It track** on January 4, or the Gift It Power Session on January 5, you'll get one free drink ticket for the cocktail reception. Or, visit Indigo, asi/62560, in booth #939 for a free drink ticket (limited availability).



Chances to Win Big

Ask It to Win It: Passport to Products Prize Drawing

Your Passport is in your badge holder.

Monday, January 6 – 3:45 p.m.

Show Floor Entrance, Product Showcase Area

Don't just scan – this is your opportunity to learn more about the participating Ask It to Win It exhibitors and their products, and your chance to win amazing prizes. When visiting each participating exhibitor, ask them the question provided on your Passport, fill in the answer and your information, get a sticker, and drop your completed Passport off in Registration or the Collect & Ship It area in the back of the exhibit hall no later than 3:15 p.m. on January 6.

Note: If you are not shipping a box, you can drop off your completed Passport at the Product Showcase booth. Drawing winners will be selected and announced at the Closing Celebration.

ASI Show Product Showcase

January 5-6 – During exhibit hours

Outside of the Exhibit Hall

While at the showcase, make sure to vote for your favorite products in a variety of categories, and be entered to win a free trip to a future ASI Show of your choice!

*Shipments through Collect & Ship It service only ship to the 50 states in the U.S. and Canada. International shipments, and shipments to U.S. territories are not eligible for the free shipping. ASI Show and ASI are not responsible for any loss of damaged catalogs or samples.