



Attendee Guide

Important information to make your trade show experience a success!

[Print this guide.](#)

Important Dates, Times & Reminders

Address

Fort Worth Convention Center

1201 Houston Street

Fort Worth, TX 76102

Venue Phone Number

(817) 392-6338

Education Day - February 3, 2020:

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 Day 1 - February 4, 2020:

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.

ASI Show Bash: 6 p.m. - 9 p.m.

Exhibit Day 2 - February 5, 2020:

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.

Getting Around Fort Worth

[Get more information here](#) on the ease of getting around Fort Worth, along with a parking map, Molly the Trolley
Worth Savings Show Your Badge Program.

ASI Show® Fort Worth Mobile App

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



Exhibitor List

[See the complete exhibitor list](#) of over 400 companies, including 30+ new to Fort Worth!



Invite a Colleague

Forward this email to a colleague (no end-buyers, please) and invite them to [register](#).



Collect & Ship It Service

FREE for ASI® members!

Don't lug your catalogs and samples around – just sign up for the Collect & Ship It service in Registration. Then, drop catalogs and samples in booth #100 on the show floor or in the Collect & Ship It area (booth #2041).

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. carry a surcharge) – when you participate in the Ask It to Win It: Passport to Products Program. *



Travel Information



For directions to the Fort Worth Convention Center, use this address:

1201 Houston Street
Fort Worth, TX 76102

General Parking Information

For attendees who plan on driving to the Fort Worth Convention Center, [download the Fort Worth parking map.](#)

Shuttle for the ASI Show Bash at Billy Bob's Texas:

Date
Time
Service

Tuesday, February 4

5:45 - 9:00 p.m.

Round trip shuttle service between ASI Show designated hotels and Billy Bob’s Texas. The last shuttle departs from Billy Bob 9:00 p.m.

Networking Events

Meet the Experts Lunch

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

Monday, February 3 • 1 - 2:30 p.m.

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

Participating Suppliers: 3M/Promotional Markets Dept., asi/91240; Aunt Beth's Cookie Keepers, asi/37465; Best Promotional LLC, asi/40344; Clothpromotions Plus, asi/45513 ; L&Q Tactical, asi/65971; Label Specialties Inc., asi/66361; Magnet Advertising, asi/68519; National Banner Co Inc., asi/73280; Navitor Inc., asi/81500; Omega Industrial Inc., asi/75068; Orbus Exhibits Group, asi/75209; RiteLine LLC, asi/82498; SanMar, asi/84863; Showdown Displays, asi/87188; Sideline Gear, asi/8937; Snugz/USA Inc., asi/87296; Snugz/USA Inc., asi/88060; The Magnet Group, asi/68507; Webb Company, asi/95838

Dutch Treat Dinner

Each diner pays their own tab.

Monday, February 3 • Come anytime between 6 - 8 p.m.

Wild Salsa, 300 Throckmorton St, Fort Worth, TX 76102

Enjoy a night of casual networking and dining with fellow ASI Show Fort Worth suppliers and distributors. Each diner pays their own tab and receives a complimentary Rita de Casa *or* appetizer with the purchase of an entrée by showing their ASI badge.

Smoothie Station

February 4 - 5 • During exhibit hours

Near water garden entrance in Hall A

Check out the smoothie station right on the show floor! **And grab a free drink ticket when you visit this participating supplier: Label Works, Booth #920.**



ASI Show Bash

Get your ticket at the registration desk.

Tuesday, February 4 • 6 - 9 p.m.

Billy Bob's Texas

2520 Rodeo Plaza, Fort Worth, TX 76164

Enjoy a true down-home Texas Honky Tonk with the best in fun, food and flair. See shuttle information above. [Get more information here.](#)

Please note: Attendees have the option to start their own tab and take their own transportation after the bash if they stay and enjoy Billy Bob's Texas after 9 p.m.

Co-sponsors: AlightPromos, asi/34194; Custom Printing II LTD, asi/47971; Logo Mats LLC, asi/67849; National Banner Co., asi/73280; Next Level Apparel, asi/73867; Spirit Industries Inc., asi/88740



Closing Celebration

FREE!

Wednesday, February 5 • 3:30 - 4 p.m.

In Product Showcase Area

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



Connect It: Connect, Refresh & Recharge

February 4 - 5 • During exhibit hours

Booth #243

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

Water Sponsor: Alexa Springs, Inc., [asi/34037](#)

Refreshment Co-Sponsors: Devara, [asi/49470](#); Shepenco/Shelbyville Pencil Co, Inc., [asi/86850](#); Webb Company, [asi/958](#)



Selfies With Promo

Booth #243

Tuesday, February 4

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

Wednesday, February 5

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!



Source & Learn

Education Day

Free to ASI Members!

Monday, February 3

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!



How to Get the Most Out of Your Trade Show Experience

Free to ASI Members

Monday, February 3 • 9 - 9:50 a.m.

Ballroom C

Join ASI 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. [Get more information here.](#)

Sponsor: Lungsal, asi/68190



New Product Preview Reception

Free to ASI Distributor Members, Speakers and Participating Suppliers

Monday, February 3 • 5 p.m. - 6 p.m.

Ballroom A

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

Participating Suppliers: 3M/Promotional Markets Dept., asi/91240; Acehigh Tech Corp., asi/30537; Alexa Springs Inc., asi/34037; Alpi International LTD, asi/34415; Aunt Beth's Cookie Keepers, asi/37465; AWDIs, asi/45222; Bastian Company Inc., asi/38780; California Tattoos, asi/43530; Clothpromotions Plus, asi/45513; Cross Canvas Company Inc., asi/47541; Devara, asi/49470; Dri-Duck Traders Inc., asi/50835; HW Ad Pro Inc., asi/73569; Idex International Inc., asi/62138; Kati Sportcap, asi/64140; Knobby Krafters Inc., asi/65485; Label Specialties Inc., asi/66361; Logo Mats, LLC., asi/67849; Lungsal, asi/68190; Omega Industrial Inc., asi/75068; Otto Intl. Inc., asi/75350; Playing Cards on Demand, asi/56080; Pop Pop Shoppe, asi/78967; Ready 4 Kits, asi/80882; Sanford Business to Business, asi/84833; Showdown Displays, asi/87188; Sideline Gear, asi/89375; SIMBA, asi/87296; Snugz/USA Inc., asi/88060; StickerYou, asi/89791; Stuffed Tees, asi/79662; The Magnet Group, asi/68507; Totally Bamboo, asi/91565; Webb Company, asi/95838

Distributor Sponsor: Geiger, asi/202900 - Reception (Bar)



Motivational Breakfast With Richard Montañez

Limited tickets available onsite. Purchase your ticket in advance to guarantee your seat. Ticket includes a hot breakfast.

Tuesday, February 4 • 8:30 - 9:45 a.m.

Ballroom B

Montañez's journey from humble beginnings in a migrant labor camp to Vice President of Multicultural Sales & Community Activation for PepsiCo North America is filled with life-shaping moments. Creator of Flamin' Hot Cheetos, Montañez will challenge the audience to understand the importance in believing in oneself, building confidence and taking risks that some might find crazy. [Get more information here.](#)

Sponsor: Dri-Duck Traders Inc., asi/50835



Jesse Itzler – Build Your "Life Resume" With the Power of Experience

FREE!

Wednesday, February 5 • 8:30 - 9:45 a.m.

Ballroom B

A wildly successful entrepreneur, Itzler has always lived outside the box. With titles including rapper, business owner, ultra-marathon runner, songwriter and bestselling author, he challenges people to harness their experiences to reach their business goals and out-think their competition. [Get more information here.](#)

Co-Sponsors: Label Specialties Inc., asi/66361; Next Level Apparel, asi/73867; OmniPrint International Inc., asi/16008; Terry Town, asi/90913



Power Sessions

February 4 - 5 • During exhibit hours

Booth #2101

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. [Get more information here.](#)

Sponsor: Ameramark, asi/53455



Product Showcase

February 4 - 5 • During exhibit hours

Outside the Exhibit Hall

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



Gift It Pavilion: Brands, Rewards & Recognition

February 4 - 5 • During exhibit hours

End of the 600 and 700 aisles

ASI Show, in partnership with the Incentive Marketing Association (IMA)/Incentive Manufacturers and Representative Alliance (IMRA), is 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 and find out how.

Distributor Bar Sponsor: AIA Corporation, asi/109480



Chances to Win Big

Supplier Power Hour Raffle

Raffle entry ticket is in your badge.

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

Supplier
Booth
Day
Time

Otto Int'l Inc., as/75350

1110

Feb. 4

3:00 p.m.

Otto Int'l Inc., as/75350

1110

Feb. 5

12:00 p.m.

The Magnet Group, asi/68507

817

Feb. 4-5

2:30 p.m.

Bison Coolers, asi/40588

1421

Feb. 4

3:30 p.m.

Sarge Knives, asi/84875

1911

Feb. 4

2:00 p.m.

Sarge Knives, asi/84875

1911

Feb. 5

1:30 p.m.

Gift It Pavilion Raffle

Raffle entry ticket is in your badge.

Tuesday, February 4 • 3 - 5 p.m.

End of 600 and 700 aisles

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

- Mr. Bar-B-Q Popcorn Popper from Incentives Concepts, asi/62536
- Samsonite Silhouette XV Spinner Boarding Bag, three Canton Crossbodies and a watch from Indigo, asi/62560
- Kit with sunscreen, moisturizer, lip balm and sunburn relief jelly from Aloe Up Sun and Skin Care Products, asi/62560
- All-Clad Stainless-Steel Oval Bakers from Zane's Inc., asi/63400
- Gerber multi tool and a nightstick work light from Brand Box USA, LLC, asi/41561

Plus, when you attend one of the education sessions during the new Gift It track on February 3 or the Gift It Power Session on February 4, you'll get one free drink ticket for the cocktail reception. Or, visit Indigo, asi/62560, in booth #733 for a free drink ticket (limited availability).



Ask It to Win It Passport to Products Prize Drawing

Your Passport is in your badge holder.

Wednesday, February 5 • 3:45 p.m.

Product Showcase Area

Don't just scan – this is your opportunity to learn more about the participating Ask It to Win It: Passport to Products exhibitors and their products, and your chance to win amazing prizes. When visiting each participating exhibitor, ask them their questions, fill in the answer and your information, get a sticker, and drop your completed Passport to Products in the Registration. Drawing winners will be announced at the Closing Celebration.

Product Showcase

February 4 - 5 • 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 future ASI Show of your choice!

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