

ASI SHOW EVENTS

SELL MORE IN 2016



Personal relationships are the backbone of the ad specialty industry. Complete your marketing strategy by leveraging live events that build your brand and generate leads. **Our business is helping YOUR business grow.**

ASI SHOW ORLANDO (D)



Where the industry meets to kick-off the new sales year.

2015 SUMMARY:

Quality Attendees

- **6,066** distributor attendees, up 8.2% over 2014
- **2,266** attending companies, up 5.2% over 2014
- Attendees from **49 U.S. states & 22 countries**
- **\$3.9 billion** of industry sales (up \$200M from 2014) were represented by attendees

Distributor Meetings On-Site

26 big-name distributor companies brought in reps for meetings, including: AIA Corporation, American Solutions for Business, Brown & Bigelow, EmbroidMe, Geiger, HALO, iPROMOTEu, Kaeser & Blair, Press-A-Print, Proforma and Vernon.

Valuable Leads

- 199,044 total scans were collected in 2015
- Each exhibitor averaged 359 scans

Huge Sales Opportunity

94% of attendees found products that meet their clients' needs
89% of attendees are more likely to present products they found at the show

Proven ROI for Exhibitors

- **96%** achieved success launching a product
- **94%** focused on networking achieved their goal
- **92%** who wanted to educate attendees met their objectives

"We had a great show in Orlando! We have an unusual product, so we need people to stop and understand it, and these attendees were doing their homework. We're definitely returning – we already signed up for all the 2016 shows!"
-Jack G., BookWear®, asi/41044

RATE: \$2,529 per 10 x 10 booth space

ASI SHOW DALLAS (D)



The first and biggest industry show in the Southwest.

2015 SUMMARY:

Quality Attendees

- **3,540** distributor attendees, up 6.4% over 2014
- **1,540** attending companies, up 21.3% over 2014
- Attendees from **49 U.S. states & 19 countries**
- **\$3.5 billion** of industry sales (up \$800M from 2014) were represented by attendees

Distributor Meetings On-Site

20 big-name distributor companies brought in reps for meetings, including: AIA Corporation, Brown & Bigelow, EmbroidMe, Geiger, HALO, iPROMOTEu, Kaeser & Blair, Press-A-Print, Proforma and Vernon.

Valuable Leads

- 92,928 total scans were collected in 2015
- Each exhibitor averaged 269 scans

Huge Sales Opportunity

95% of attendees found products that meet their clients' needs
90% of attendees are more likely to present products they found at the show

Proven ROI for Exhibitors

- **95%** achieved success in launching a product
- **95%** reached their branding goals
- **89%** met their lead-generation goals

"Discount Labels has been exhibiting at ASI Shows for many, many years. These shows give us opportunities to introduce new product categories and to distribute new information to ASI* partners. Where else can you have 300+ sales calls in a 2-day period?" -Melissa M., Discount Labels, asi/49890

RATE: \$2,529 per 10 x 10 booth space

ASI SHOW CHICAGO ^(D)



The biggest industry show of the summer.

2014 SUMMARY:

Quality Attendees

- **4,318** distributor attendees, up 5% over the previous year
- **1,797** attending companies, up 3.8% over the previous year
- Attendees from **43 U.S. states & 14 countries**
- **\$4.4 billion** of industry sales were represented by attendees

Distributor Meetings On-Site

22 big-name distributors brought in reps for meetings, including: American Solutions for Business, EmbroidMe, Geiger, HALO, iPROMOTEu, Kaeser & Blair, Press-A-Print, Proforma and Vernon.

Huge Sales Opportunity

95% of attendees found products that meet their clients' needs

90% of attendees are more likely to present products they found at the show

Proven ROI for Exhibitors

- **96%** met their objective to educate attendees
- **87%** were successful in increasing awareness of their brand

"We've had a fantastic experience. Over 500 people came today and we gave out over 3,000 samples – we had to have more overnighted! We're impressed with the quantity, but also quality – these are people who have been with ASI a long time and are selling products that build brands. They are more serious professionals. A show is a great way to reach a new crowd and get face time, which is irreplaceable."

- Sterling W., Pop! Promos, asi/45657

RATE: \$2,529 per 10 x 10 booth space

Keynote for ASI Show Chicago to be announced. Please check www.asishow.com for details.

*Above statistics are from 2014 attendance. At time of printing, 2015 ASI Show Chicago had not yet taken place. 2015 statistics will be available in August 2015.

fASIlitate™ (D)



fASIlitate is ASI's hosted buyer event, fostering profitable partnerships between the industry's elite: top-caliber suppliers and million-dollar sales producers. There will be six events this year.

Taking place at luxurious resort venues across the country, fASIlitate features:

- Private, pre-scheduled meetings with 30+ top-selling distributors
- Three days of lucrative conversations with the distributors you want to know
- In-depth profiles and contact details for all participants, delivered for you to keep
- 10 BASI™/MASI™ certification points

LOCATIONS FOR 2016

Las Vegas, NV
March 29-April 1, 2016
The Signature at MGM Grand
Resort & Casino

Huntington Beach, CA
April 6-9, 2016
Hyatt Regency Huntington
Beach Resort & Spa

Nashville, TN
June 14-17, 2016
Gaylord Opryland Resort &
Convention Center

Ft. Lauderdale, FL
August 8-11, 2016
The W Ft. Lauderdale

Park City, UT
September 26-29, 2016
Montage Hotels & Resorts,
Park City

A 6th location will be added.
Check www.fasilitate.com
for updates.

"The format was solid and allowed for a free flow of conversation that led to countless sales opportunities and increased business for all."
—Brian P., Logomark, Inc., asi/67866

Contact your ASI Show Account Manager for information about rates and availability.

ENGAGE ^(D)



Introducing Engage, our NEW hybrid event for 2016, replacing *ASI Show* Long Beach and New York.

Combining the best of a private hosted buyer event, traditional trade show and our traveling roadshows, *ASI Show* is reimagining live events to enhance engagement and build relationships between distributors and suppliers.

DAYS 1 & 2: ENHANCED ENGAGEMENT

Limited to just 75 suppliers and 200 invited, pre-qualified distributors per event for enhanced engagement. Participation options for suppliers are designed to fit your needs and preferences, and include Presentation Engagement or Roundtable Engagement. The all-inclusive two-day packages include:

- Light & healthy breakfast & lunch
- Cocktail receptions
- Hotel
- Material handling
- And much more

DAY 3: EXHIBIT

Additional suppliers can participate on the third day, but space is limited. It's open to all regional distributors, who can escort their key clients (identities will remain confidential). This creates more opportunity for suppliers, all while showing end-buyers the vast array of products.



ENGAGE WEST: March 14-16, 2016

Anaheim Marriott
Anaheim, CA

engage 
west



ENGAGE EAST: May 9-11, 2016

Marriott Marquis
New York, NY

engage 
east

This is your chance to do more than show off your products – sell your company as a true partner to success!

RATES:

All-Inclusive Packages:

Presentation Engagement (SOLD OUT): \$15,000 per event

Roundtable Engagement: \$12,000 per event

Exhibition Only:

Exhibit Day 3 Only: \$1,750 per event*

**Limited availability.*

ASI ROADSHOW™



ASI Roadshow

We call the ASI Roadshow the Super Sales Call, because it gives you a chance to meet with many more distributors much more quickly than you could by making traditional sales calls for the same amount of time. Visiting top cities across the U.S. and Canada at strategic times of the year, where you will meet with regional distributors who you can't see elsewhere. And, distributors can escort their clients to the show, giving you access to end-buyers.

- See approximately 100 distributors per city, in just 4 hours a day
- Build relationships with a unique audience – 90% of ASI Roadshow attendees don't attend other industry events
- Present your products to escorted end-buyers, and show them items they didn't even know existed
- Benefit from a high level of service with our van and cargo program and helpful event staff

Target the regions that are most important to you!

DATES*
1/25-1/28
2/22-2/25
3/30-4/1
4/11-4/15

REGIONS
Southeast Week
Pacific Northwest Week
Canada East Week
Midwest Week I

CITIES
Raleigh, Charlotte, Atlanta, Nashville
Seattle, Portland, Sacramento, San Jose
Toronto, Burlington, London
Minneapolis, Des Moines, Omaha,
Kansas City, St. Louis
Detroit, Cleveland, Indiana, Chicago
Salt Lake City, Denver, Albuquerque, Phoenix
Vancouver, Calgary, Edmonton
Boston, Long Island, NY/NJ, Philadelphia,
Baltimore
Orlando, Tampa, Sarasota, Ft. Lauderdale
San Antonio, Houston, Baton Rouge,
New Orleans

4/25-4/28
5/23-5/26
6/6-6/9
8/29-9/2

Midwest Week II
Great West Week
Canada West Week
Northeast Week

9/12-9/15
9/26-9/29

Florida Week
South Week

**Schedule is subject to change. Visit www.asiroadshow.com for the most up-to-date listing.*

Contact your ASI Show Account Manager for information about rates and availability. Early bird rates are available.