

# EVENT SCHEDULE

TIME	Wednesday, January 18, 2017			
	 <b>Business Management</b>	 <b>Sales Success</b>	 <b>Social Media &amp; Marketing</b>	 <b>Corporate Gifts &amp; Incentives</b>
	Sponsored by <b>Fields</b>	Sponsored by <b>Fields</b>		
8:15 a.m.-8:45 a.m.	<b>How to Get the Most Out of Your Trade Show Experience</b>   Matthew Cohn, ASI <sup>5</sup> <span style="float:right">N210B</span>			
9:00 a.m.-9:50 a.m.	<b>Customer Acquisition Secrets: Convert Total Strangers to Clients</b> David Blaise, <sup>1</sup> Top Secrets of Promotional Products Sales <span style="float:right">N330A</span>	<b>Turn It Up a Notch: Get in the Millionaire Mindset</b> Gary Michels, <sup>1</sup> Southwestern Consulting <span style="float:right">N230A</span>	<b>Generations and Gender: Understand and Reach Each Group Online</b> Amanda Johns Vaden, <sup>1</sup> Southwestern Consulting <span style="float:right">N330C</span>	<b>Expand Your Business: How Gifts and Incentives Help Distributors Prosper</b> Sean Roark, <sup>1</sup> The Incentive Marketing Association <span style="float:right">N210E</span>
10:00 a.m.-10:50 a.m.	<b>Referral Basics: Strengthen Your Sales Network Today</b> Lisa Peskin, <sup>1</sup> Business Development University <span style="float:right">N330A</span>	<b>Interpret Buyer Behavior: How Their Personality Impacts Your Strategy</b> Chris Vanderzyden, <sup>1</sup> Chris Vanderzyden Global <span style="float:right">N230A</span>	<b>Use LinkedIn and Facebook as Your Selling Platforms</b> Marki Lemons Ryhal, <sup>1</sup> Marki Lemons Unlimited, Inc. <span style="float:right">N330C</span>	<b>Get Ready to Sell: Become a Gifts and Incentives Expert</b> Sean Roark, <sup>1</sup> The Incentive Marketing Association <span style="float:right">N210E</span>
11:00 a.m.-11:50 a.m.	<b>Crush Your Competition: Beat Websites, Local Distributors and Price-Cutters</b> David Blaise, <sup>1</sup> Top Secrets of Promotional Products Sales <span style="float:right">N330A</span>	<b>25 Mistakes Salespeople Make and How to Avoid Them</b> Gary Michels, <sup>1</sup> Southwestern Consulting <span style="float:right">N230A</span>	<b>Retire Your Rolodex: Use Social Media to Find Prospects and Grow Your Business</b> Amanda Johns Vaden, <sup>1</sup> Southwestern Consulting <span style="float:right">N330C</span>	<b>Incentive Success Stories: Distributors Share Their Secrets</b> Andy Cohen, <sup>1</sup> ASI, and panel <span style="float:right">N210E</span>
Noon	<b>Noon-12:50 p.m.</b> <b>Meet the Experts Lunch</b> - Co-Sponsored by A+ Career Apparel & Image Wear, asi/84835; ADG Promo, asi/97270; Brand O' Guitar, asi/41461; CPS, asi/43051; Landway, asi/66238; Medalcraft Mint, asi/70130; Riteline, asi/82498; Showdown Displays, asi/87188; Tiger Hill Atlanta, asi/88060 and Webb Company, asi/95838 (First come, First served) <span style="float:right">N210B</span>			
	<b>12:20 p.m.-1:10 p.m.</b> <b>Maximize Your Company's Value: Merge, Acquire or Sell</b> Chris Vanderzyden, <sup>1</sup> Chris Vanderzyden Global <span style="float:right">N330A</span>	<b>Noon-1:10 p.m.</b> <b>Unlock Your Potential: 12 Keys to Supercharge Your Sales Growth</b> Greg Muzzillo, <sup>1,5</sup> Proforma <span style="float:right">N230A</span>		
1:00 p.m.-1:50 p.m.	<b>1:20 p.m.-2:10 p.m.</b> <b>Overcome Objections and Close More Sales Now</b> Lisa Peskin, <sup>1</sup> Business Development University <span style="float:right">N330A</span>	<b>1:20 p.m.-2:10 p.m.</b> <b>The Art of the Sales Pitch: Perfect Your Techniques</b> Marki Lemons Ryhal, <sup>1</sup> Marki Lemons Unlimited, Inc. <span style="float:right">N230A</span>	<b>1:20 p.m.-2:10 p.m.</b> <b>Branding in the Digital Age: The Customer Experience Is Everything</b> Chris Vanderzyden, <sup>1</sup> Chris Vanderzyden Global <span style="float:right">N330C</span>	
2:00 p.m.-2:50 p.m.	<b>2:20 p.m.-3:50 p.m.</b> <b>The \$100K Workshop: Grow From Zero to Six Figures Fast</b> David Blaise, <sup>1,5</sup> Top Secrets of Promotional Products Sales <span style="float:right">N330A</span>	<b>2:20 p.m.-3:50 p.m.</b> <b>The Closing for Champions Workshop: Win the Sales Game</b> Gary Michels, <sup>1,5</sup> Southwestern Consulting <span style="float:right">N230A</span>	<b>2:20 p.m.-3:50 p.m.</b> <b>The Social Media Success Workshop: Discover Today's Best Tools and Sites</b> Amanda Johns Vaden, <sup>1,5</sup> Southwestern Consulting <span style="float:right">N330C</span>	
3:00 p.m.-3:50 p.m.				
4:00 p.m.-5:00 p.m.	<b>Cocktail Networking Reception</b> - Registration Lobby - Sponsored by STAHL'S, asi/88984 & Transfer Express, asi/91804 			



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## Education Day



Sparkling Ideas & Mastering Niche Markets



Discovering ESP



Graphic Design & Product Decoration



Supplier-Distributor Brainstorming

Sponsored by

### ESP Overview

Ryan Law, **1**  
 ASI

N220A

### Adobe Illustrator: Master the Fundamentals, Plus Power Tips and Tricks

Steve Oswald, **2**  
 ASI

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

N210D

### Sparkling Ideas Talks: Sales and Communication

Hosted by Jake Krolick, **1**  
 ASI

N220C

### Streamline Your Business with the All-New ESP Order Management System

Michael D'Ottaviano and Peter Knappenberger, **1**  
 ASI

N220A

### Sparkling Ideas Talks: Social Media and Storytelling

Hosted by Jake Krolick, **1**  
 ASI

N220C

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

Joan Miracle, **1**  
 ASI

N220A

### 11:00 a.m.-12:30 p.m. CorelDRAW Insider: Designing and Decorating Tips and Tricks

Jay Busselle, **1,5**  
 Printa Systems

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

N210D

### Noon-12:50 p.m. Master Your Digital Marketing Strategy

Jamie Tumas, **1**  
 ASI

N220A

### Mastering Niche Markets: Healthcare and Education

Danny Friedman, **1**  
 DANNY, Inc.

N220C

### How to Increase Revenue: Simple Sales Techniques That Will Drive New Sales and Secure Repeat Business

Ryan Law, **1**  
 ASI

N220A

### Become a Heat-Press Pro and Accelerate Your Profits

Josh Ellsworth, Bob Robinson and Jenna Sackett, **2**  
 STAHL'S'

### Mastering Niche Markets: Finance and Technology

Danny Friedman, **1**  
 DANNY, Inc.

N220C

### Streamline Your Business with the All-New ESP Order Management System

Michael D'Ottaviano and Peter Knappenberger, **1**  
 ASI

N220A

### Mastering Niche Markets: Trade Shows and Sporting Events

Danny Friedman, **1**  
 DANNY, Inc.

N220C

### Master Your Digital Marketing Strategy

Jamie Tumas, **1**  
 ASI

N220A

### Where Versatility Meets Profitability: Master Full-Color Digital Printing

Josh Ellsworth, Bob Robinson and Jenna Sackett, **1**  
 STAHL'S'

N210D

### Brainstorming Solutions to the Industry's Hottest Issues

*Refreshments provided; suppliers, distributors and decorators welcome.*  
 Hosted by Chris Lovell and Mary Sells, **1**  
 ASI

N210E

# EVENT SCHEDULE

## TIME Thursday, January 19, 2017 • Exhibit Day 1

8:30 a.m.-9:45 a.m. **Motivational Breakfast with Coach Ken Carter (Ticket required)** | 1.5 | N320D | Sponsored by: Terry Town, asi/90913

**EXHIBIT FLOOR OPEN • 10:00 a.m.-5:00 p.m.**

 **DECORATION SUCCESS** | Learn about innovative products and cutting-edge decorating techniques, and find out how to position yourself as a decorated-apparel expert.

11:00 a.m.-11:50 a.m. **Avoid the Top 10 Embroidery Mistakes** | 1 | Jimmy Lamb, Sawgrass Technologies | BOOTH 2341

Noon-12:50 p.m. **Digital Appliqué and Multimedia: Combine the Best of Both Worlds** | 1 | Jimmy Lamb, Sawgrass Technologies | BOOTH 2341

1:30 p.m.-2:20 p.m. **Sublimation Workshop: Grow Your Bottom Line** | 1 | Jimmy Lamb, Sawgrass Technologies | BOOTH 2341

2:30 p.m.-3:20 p.m. **Add Print and Heat Transfers to Your Embroidery Shop Today** | 1 | Jimmy Lamb, Sawgrass Technologies | BOOTH 2341

3:00 p.m.-5:00 p.m. **Cocktail Reception in the NEW Corporate Gifts & Incentives Pavilion (Cash Bar)** |  | Location: Corporate Gifts & Incentives Pavilion in the 700 & 800 aisles.

5:00 p.m.-6:30 p.m. **Counselor Distributor Choice Awards** |  | N320D


7:30 p.m.-10:30 p.m. **ASI Show Bash at Universal Orlando™ (Ticket required)** |  | Co-Sponsored by: ALightPromos.com, asi/34194; Ad Bands, asi/ 34345; Caro-Line/Bandanna Promotions, asi/44020; Logo Mats LLC, asi/67849; Max Apparel asi/69706 and Next Level Apparel, asi/73867

## TIME Friday, January 20, 2017 • Exhibit Day 2

7:30 a.m.-8:15 a.m. **MEMBER ONLY BENEFIT**  
**BASI/MASI Breakfast Reception (Invitation only)** | 1 | Hosted by Timothy M. Andrews | N230A

8:30 a.m.-9:45 a.m. **Dan Marino Keynote: Life of a Hall of Famer: On & Off the Field** | 1.5 | N320D | Co-Sponsored by: Prime Line®(USA), asi/87188; Proforma, asi/300094; Showdown Displays, asi/87188; STAHL'S, asi/88984 and Transfer Express, asi/91804

**EXHIBIT FLOOR OPEN • 10:00 a.m.-3:30 p.m.**

 **DECORATION SUCCESS** | Learn about innovative products and cutting-edge decorating techniques, and find out how to position yourself as a decorated-apparel expert.

11:00 a.m.-11:50 a.m. **For Embroiderers and Digital Printers: Build a Profitable Pricing Sheet** | 1 | Jimmy Lamb, Sawgrass Technologies | BOOTH 2341

Noon-12:50 p.m. **Sublimate Apparel Like a Pro** | 1 | Jimmy Lamb, Sawgrass Technologies | BOOTH 2341

3:30 p.m.-4:00 p.m. **Closing Celebration - Registration Lobby (Passport Plus drawing at 3:45 p.m.)**