

EVENT SCHEDULE

TIME	Wednesday, February 1, 2017		
	 Business Management	 Sales Success	 Social Media & Marketing
	Sponsored by Fields		
8:15 a.m.- 8:45 a.m.	How to Get the Most Out of Your Trade Show Experience Matthew Cohn, ASI ⁵ D221		
9:00 a.m.- 9:50 a.m.	Customer Acquisition Secrets: Convert Total Strangers to Clients David Blaise, ¹ Top Secrets of Promotional Products Sales D170	Turn It Up a Notch: Get in the Millionaire Mindset Gary Michels, ¹ Southwestern Consulting D162	Generations and Gender: Understand and Reach Each Group Online Amanda Johns Vaden, ¹ Southwestern Consulting D167
10:00 a.m.- 10:50 a.m.	Referral Basics: Strengthen Your Sales Network Today Lisa Peskin, ¹ Business Development University D170	Interpret Buyer Behavior: How Their Personality Impacts Your Strategy Chris Vanderzyden, ¹ Chris Vanderzyden Global D162	Use LinkedIn and Facebook as Your Selling Platforms Marki Lemons Ryhal, ¹ Marki Lemons Unlimited, Inc. D167
11:00 a.m.- 11:50 a.m.	Crush Your Competition: Beat Websites, Local Distributors and Price-Cutters David Blaise, ¹ Top Secrets of Promotional Products Sales D170	25 Mistakes Salespeople Make and How to Avoid Them Gary Michels, ¹ Southwestern Consulting D162	Retire Your Rolodex: Use Social Media to Find Prospects and Grow Your Business Amanda Johns Vaden, ¹ Southwestern Consulting D167
Noon Noon	Noon-12:50 p.m. Meet the Experts Lunch Co-Sponsored by: A+ Career Apparel & Image Wear, asi/84835; ADG Promo, asi/97270; Aunt Beth's Cookie Keepers, asi/37465; LarLu, asi/66390; Riteline, asi/82498; Showdown Displays, asi/87188 and Snugz/USA, Inc, asi/88060 (First come, first served) ¹ D221		
	12:20 p.m.-1:10 p.m. Maximize Your Company's Value: Merge, Acquire or Sell Chris Vanderzyden, ¹ Chris Vanderzyden Global D170		
1:00 p.m.- 1:50 p.m.	1:20 p.m.-2:10 p.m. Overcome Objections and Close More Sales Now Lisa Peskin, ¹ Business Development University D170	1:20 p.m.-2:10 p.m. The Art of the Sales Pitch: Perfect Your Techniques Marki Lemons Ryhal, ¹ Marki Lemons Unlimited, Inc. D162	1:20 p.m.-2:10 p.m. Branding in the Digital Age: The Customer Experience Is Everything Chris Vanderzyden, ¹ Chris Vanderzyden Global D167
2:00 p.m.- 2:50 p.m.	2:20 p.m.-3:50 p.m. The \$100K Workshop: Grow From Zero to Six Figures Fast David Blaise, ¹⁵ Top Secrets of Promotional Products Sales D170	2:20 p.m.-3:50 p.m. The Closing for Champions Workshop: Win the Sales Game Gary Michels, ¹⁵ Southwestern Consulting D162	2:20 p.m.-3:50 p.m. The Social Media Success Workshop: Discover Today's Best Tools and Sites Amanda Johns Vaden, ¹⁵ Southwestern Consulting D167
3:00 p.m.- 3:50 p.m.			
4:00 p.m.- 5:00 p.m.	Cocktail Networking Reception Sponsored by STAHL'S, asi/88984 & Transfer Express, asi/91804  D221		



Get full course descriptions and create your personal schedule in the *ASI Show Dallas* mobile app.

Go to the app store and search for *ASI Show*.

Education Day



Corporate Gifts & Incentives



Discovering ESP



Graphic Design & Product Decoration



Factory Tour



Sponsored by

STAHL'S
IDENTITY START TO FINISH

TRANSFER EXPRESS
The Custom Transfer People

ESP Overview

Ryan Law, **1**
ASI

D166

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

Steve Oswald, **2**
ASI

D165



Factory Tour

This exclusive tour is sponsored by RiteLine LLC. Meet at the Education Booth on Level 1.

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

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Expand Your Business: How Gifts and Incentives Help Distributors Prosper

Sean Roark, **1**
The Incentive Marketing Association

D161

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

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

D166

Get Ready to Sell: Become a Gifts and Incentives Expert

Sean Roark, **1**
The Incentive Marketing Association

D161

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

Joan Miracle, **1**
ASI

D166

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

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

MEET AT EDUCATION BOOTH

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

Jamie Tumas, **1**
ASI

D166

D165

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

Ryan Law, **1**
ASI

D166

Become a Heat-Press Pro and Accelerate Your Profits

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

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

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

D166

D165

Master Your Digital Marketing Strategy

Jamie Tumas, **1**
ASI

D166

Where Versatility Meets Profitability: Master Full-Color Digital Printing

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

D165

EVENT SCHEDULE

Thursday, February 2, 2017 • Exhibit Day 1



8:30 a.m.-
9:45 a.m.

Motivational Breakfast with Afterburner (Ticket required) | 1.5 | Sponsored by: Terry Town, asi/90913



BALLROOM D

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

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 aisle 100.

5:30 p.m.-
8:30 p.m.

ASI Show Bash at Eddie Deen's Ranch (Ticket required) |   | Co-Sponsored by: Cooler Graphics, asi/80345; LogoMats, asi/67849; Next Level Apparel, asi/73867 and Tranter Graphics, asi/91880

Friday, February 3, 2017 • Exhibit Day 2

7:30 a.m.-
8:15 a.m.

BASI/MASI Breakfast Reception (Invitation only) | 1 | Hosted by Timothy M. Andrews |  **MEMBER ONLY BENEFIT**

D221



8:30 a.m.-
9:45 a.m.

John Mackey Keynote: Conscious Capitalism and Conscious Leadership | 1.5

BALLROOM D

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

3:30 p.m.-
4:00 p.m.

Closing Celebration (Passport Plus drawing at 3:45 p.m.) |  

REGISTRATION LOBBY

Discover More



INTERACTIVE ESP DEMO

11:00 a.m., 1:00 p.m., 3:00 p.m.

Search, find and order faster than ever within ESP.® Learn how new features will simplify your workweek.



Local SEO



Social Boost



Pay-Per-Click



ESP Websites Custom Built



Company Reviews

DIGITAL MARKETING DEMO

12:00 p.m., 2:00 p.m., 4:00 p.m.*

Build your brand and drive traffic to your business through a variety of services, including custom websites, search engines and social media.

Visit the ASI® booth to discover more.

*4:00 p.m. presentation on Thursday only



EVERY STEP OF THE WAY™