

EVENT SCHEDULE

| TIME | Tuesday, July 11, 2017 | | | |
|-----------------------|--|---|--|--|
| |  Business Management |  Sales Success |  Social Media & Marketing |  Corporate Gifts & Incentives |
| 8:15 a.m.-8:45 a.m. | How to Get the Most Out of Your Trade Show Experience ⑤ Timothy M. Andrews, ASI N228 | | | |
| 9:00 a.m.-9:50 a.m. | Converter Acquisition Secrets: Convert Total Strangers to Clients ① David Blaise, Top Secrets of Promotional Products Sales N226 | Turn It Up a Notch: Get in the Millionaire Mindset ① Gary Michels, Southwestern Consulting N227b | Generations and Gender: Understand and Reach Each Group Online ① Amanda Johns Vaden, Southwestern Consulting N231 | Expand Your Business: How Gifts and Incentives Help Distributors Prosper ① Sean Roark, The Incentive Marketing Association N230a |
| 10:00 a.m.-10:50 a.m. | Referral Basics: Strengthen Your Sales Network Today ① Lisa Peskin, Business Development University N226 | Interpret Buyer Behavior: How Their Personality Impacts Your Strategy ① David Blaise, Top Secrets of Promotional Products Sales N227b | Use LinkedIn and Facebook as Your Selling Platforms ① Marki Lemons Ryhal, Marki Lemons Unlimited, Inc. N231 | Get Ready to Sell: Become a Gifts and Incentives Expert ① Sean Roark, The Incentive Marketing Association N230a |
| 11:00 a.m.-11:50 a.m. | Crush Your Competition: Beat Websites, Local Distributors and Price-Cutters ① David Blaise, Top Secrets of Promotional Products Sales N226 | 25 Mistakes Salespeople Make and How to Avoid Them ① Gary Michels, Southwestern Consulting N227b | Retire Your Rolodex: Use Social Media to Find Prospects and Grow Your Business ① Amanda Johns Vaden, Southwestern Consulting N231 | Incentive Success Stories: Distributors Share Their Secrets ① Andy Cohen, ASI, and Panel N230a |
| Noon-1:00 p.m. | Meet the Experts Lunch ① (Ticket Required) Co-Sponsored by: A+ Career Apparel & Image-Wear, asi/84835; ADG Promotional Products, asi/97270; Aunt Beth's Cookie Keepers, asi/37465; Best Promotions USA LLC, asi/40344; Budgetcard, Inc., asi/42393; Custom Color Solutions, asi/47905; Landway, asi/66238; LarLu, asi/66390; Medalcraft Mint, Inc., asi/70130; Riteline, asi/82498; SanMar, asi/84863; Showdown Displays, asi/87188; Snugz/USA, Inc., asi/88060; Webb Company, asi/95838 N228 | | | |
| 1:00 p.m.-1:50 p.m. | Overcome Objections and Close More Sales Now ① Lisa Peskin, Business Development University N226 | The Art of the Sales Pitch: Perfect Your Techniques ① Marki Lemons Ryhal, Marki Lemons Unlimited, Inc. N227b | The Customer Experience Is Everything: Stand Out Online or in Person ① Danny Friedman, DANNY, Inc. N231 | |
| 2:00 p.m.-2:50 p.m. | The \$100K Workshop: Grow From Zero to Six Figures Fast ⑬ David Blaise, Top Secrets of Promotional Products Sales (Ends at 3:30 p.m.) N226 | The Closing for Champions Workshop: Win the Sales Game ⑬ Gary Michels, Southwestern Consulting (Ends at 3:30 p.m.) N227b | The Social Media Success Workshop: Discover Today's Best Tools and Sites ⑬ Amanda Johns Vaden, Southwestern Consulting (Ends at 3:30 p.m.) N231 | |
| 3:00 p.m.-3:50 p.m. | | | | |



FAMILY BUSINESS RECEPTION: 8 Ways to Improve Your Family Dynamics

3:30 p.m. - 4:30 p.m. | N228 

① Hosted by Dr. Steve Treat, Council for Relationships



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

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

Education Day



Sparking Ideas & Mastering Niche Markets



Discovering ESP



Graphic Design & Product Decoration



Supplier-Distributor Brainstorming



Mastering Niche Markets: Healthcare and Education

1 Danny Friedman, DANNY, Inc.

N230b

ESP Overview

1 Michael D'Ottaviano, ASI

N229

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

2 Steve Oswald, ASI

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

Mastering Niche Markets: Finance and Technology

1 Danny Friedman, DANNY, Inc.

N230b

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

1 Peter Knappenberger, ASI

N229

N139

Mastering Niche Markets: Trade Shows and Sporting Events

1 Danny Friedman, DANNY, Inc.

N230b

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

1 Carmine Rauso, ASI

N229

CorelDRAW Insider: Designing and Decorating Tips and Tricks

15 Jay Busselle, Printa Systems

(Ends at 12:30 p.m.)

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

N139

Master Your Digital Marketing Strategy

1 Liz Ferrence, ASI

N229

Email Marketing: Create Sales Easily with ASI's New Email Marketing Platform

1 Ryan Law and Monica Ostolaza, ASI

N229

Become a Heat-Press Pro and Accelerate Your Profits

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

N139

Sparking Ideas Talks: Inspiring Your Success

15 Hosted by Jake Krolick, ASI

(Ends at 3:30 p.m.)

N230b

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

1 Peter Knappenberger, ASI

N229

Where Versatility Meets Profitability: Master Full-Color Digital Printing

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

N139

Brainstorming Solutions to the Industry's Hottest Issues

1 Hosted by Mary Sells, ASI
(Suppliers, distributors and decorators welcome)

N230a

EDUCATION DAY NETWORKING RECEPTION

4:00 p.m. - 5:00 p.m. | Level 2 - Meeting Room Lobby

Sponsored by STAHL'S', asi/88984 & Transfer Express, asi/91804



EVENT SCHEDULE

TIME Wednesday, July 12, 2017 • Exhibit Day 1

| | | |
|-----------------------|---|-------|
| 8:30 a.m. - 9:45 a.m. | Motivational Breakfast with Coach Ken Carter (Ticket required) 1.5 Co-Sponsored by: Bodywell USA, Inc., asi/40791; Charles River Apparel, asi/44620 | S100a |
|-----------------------|---|-------|

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 #2539 |
| Noon - 12:50 p.m. | Digital Appliqué and Multimedia: Combine the Best of Both Worlds 1 Jimmy Lamb, Sawgrass Technologies | BOOTH #2539 |
| 1:30 p.m. - 2:20 p.m. | Discover Today's Headwear Styles and Decorating Trends 1 Colleen Hartigan, Madeira USA | BOOTH #2539 |
| 2:30 p.m. - 3:20 p.m. | Sublimation Workshop: Grow Your Bottom Line 1 Jimmy Lamb, Sawgrass Technologies | BOOTH #2539 |
| 3:00 p.m. - 5:00 p.m. | Cocktail Reception in the Corporate Gifts & Incentives Pavilion (Cash Bar) Location: 1800 - 2200 aisles | |
| 3:00 p.m. - 5:00 p.m. | Happy Hour on the Show Floor with Alternative Apparel, asi/34850 (FREE) | BOOTH #2411 |
| 6:30 p.m. - 9:30 p.m. | ASI Show Bash at I O Godfrey (Ticket required) Co-Sponsored by: Ad Bands, asi/34345; ALightPromos, asi/34194; Beback Promotions, Inc., asi/39387; Logo Mats, LLC, asi/67849; Next Level Apparel, asi/73867; Ohio Art Company, asi/74870; Radius Display Products, asi/49916; Tranter Graphics, Inc., asi/91880 | |
| 6:30 p.m. - 10:00 p.m. | Counselor® Awards (Ticket required) Location: Morgan Manufacturing | |

TIME Thursday, July 13, 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 N230b |
|-----------------------|--|------------------------------|

| | | |
|-----------------------|---|-------|
| 8:30 a.m. - 9:45 a.m. | Daymond John's Keynote: Fundamentals for Success in Business and Life 1.5 | S100a |
|-----------------------|---|-------|

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. | Add Print and Heat Transfers to Your Embroidery Shop Today 1 Jimmy Lamb, Sawgrass Technologies | BOOTH #2539 |
| Noon - 12:50 p.m. | Pump Up Your Embroidery Profits With Safety and Special Effects 1 Colleen Hartigan, Madeira USA | BOOTH #2539 |
| 1:30 p.m. - 2:20 p.m. | For Embroiderers and Digital Printers: Build a Profitable Pricing Sheet 1 Jimmy Lamb, Sawgrass Technologies | BOOTH #2539 |
| 3:30 p.m. - 4:00 p.m. | Closing Celebration (Passport Plus drawing at 3:45 p.m.) | REGISTRATION LOBBY |

Indicates the number of points you will receive toward your BASI/MASI certification