



THE INDUSTRY'S BIGGEST SHOW OF THE SUMMER



ASISHOW
CHICAGO™

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// Why come to ASI Show Chicago? Because, it's your LAST CHANCE to source the latest products for the fourth quarter and holiday season! //

Kick off a successful fourth quarter at the industry's biggest show of the summer, *ASI Show*® Chicago! In 2015, attendance was up, 114 new suppliers exhibited and over 90% of attendees found new products to present to their clients. With more distributors than ever benefiting from a show perfectly timed for the holiday season, the 2016 *ASI Show* Chicago is your chance to:

- | Attend a dedicated day of education to earn your BASI/MASI and increase your industry/business knowledge
- | Meet with approximately 700 exhibitors ready to debut products for the fourth quarter
- | Visit our dedicated Corporate Gifts and Decorating Pavilions providing you a place to meet the leading suppliers in these growing sectors
- | Watch political power couple, Mary Matalin and James Carville, go head-to-head on liberal vs. conservative during the keynote
- | Build business during networking events like the Gala Celebration at Buddy Guy's Legends

Before you arrive, here are a few friendly tips to help you prepare for *ASI Show* Chicago:

- | NEW for 2016, we've launched a matchmaking system — embedded in the registration process! It matches you with suppliers based on product categories of interest to you, so you can request a meeting with them on site at the show before you arrive. Now, you will be able to create a specific schedule and really maximize your time and the opportunity that *ASI Show* Chicago represents  MEMBER ONLY BENEFIT
- | Before you hit the show floor, visit the Product Showcase for a preview of the hottest items
- | Don't just scan and go, talk to each exhibitor about how to best sell their product and come prepared with a list of your current projects
- | Don't carry catalogs and samples — use the free *ASI Show* Catalog Courier service. You can even ship your catalogs for free when you participate in the Passport Plus program  MEMBER ONLY BENEFIT
- | Extend your stay and take advantage of your hotel room reimbursement for July 13  MEMBER ONLY BENEFIT
- | And, if you have any questions while at the show, feel free to stop an *ASI Show* staff member — just look for the red hat or red hat pin!

I hope you'll join me and the thousands of distributors and decorators from across the country, and internationally, who prepare for the end of the sales season at the *ASI Show*.

Rita Ugianskis-Fishman
Senior Vice President and General Manager
ASI Show

Schedule at a Glance

Tuesday, July 12, 2016

Registration Open	7:45 a.m.-5 p.m.
<i>Sponsored by Next Level Apparel, asi/73867</i>	
How to Get the Most Out of Your Trade Show Experience	8:20 a.m.-8:50 a.m.
Concurrent Education Programs	9 a.m.-4:20 p.m.
Explorers Club (paid registration required)	10 a.m.-Noon
Distributor Networking Lunch: Brainstorm with the Experts	Noon-1:20 p.m.
<i>Co-sponsored by A+ Career Apparel & Image Wear, asi/84835; Fields Mfg., asi/54100; Hotline, asi/61960; Showdown Displays, asi/87188 and STAHL'S, asi/88984</i>	
ASI's Minute to Win It	4:30 p.m.-5:30 p.m.

Wednesday, July 13, 2016

Runners Club (paid registration required)	6:30 a.m.
Registration Open.....	7:45 a.m.-5 p.m.
<i>Sponsored by Next Level Apparel, asi/73867</i>	
Sell To Win – Hot Markets! New Products!	8:30 a.m.-9:45 a.m.
Exhibits Open.....	10 a.m.-5 p.m.
Decorating Education Sessions.....	11 a.m.-3:45 p.m.
Happy Hour on the Show Floor	3 p.m.-5 p.m.
<i>Sponsored by alphabroder, asi/34063</i>	
Gala Celebration at Buddy Guy's Legends (ticket required)	6:30 p.m.-9:30 p.m.
<i>Product Sponsors: Ad Bands, asi/34345; AlightPromos.com, asi/34194; Logo Mats, asi/67849; Next Level Apparel, asi/73867 and Tranter Graphics, asi/91880</i>	
Counselor Awards (ticket required)	6:30 p.m.-10:30 p.m.

Thursday, July 14, 2016

Registration Open.....	7:15 a.m.-3:30 p.m.
<i>Sponsored by Next Level Apparel, asi/73867</i>	
BASI/MASI Breakfast (Invitation only for those who have earned their ASI certification)	7:30 a.m.-8:15 a.m.
Keynote: All's Fair in Love, War and Politics: A Conversation with Mary Matalin and James Carville	8:30 a.m.-9:45 a.m.
Exhibits Open.....	10 a.m.-3:30 p.m.
Decorating Education Sessions.....	11 a.m.-2:30 p.m.
Closing Celebration/Passport Plus Drawing	3:30 p.m.-4 p.m.

Schedule subject to change.

Show Sponsors

Without sponsors, ASI Show couldn't put on all of the value-driven – and free – programs that help you to create meaningful relationships and grow professionally. Make sure to stop by our valued sponsors' booths and thank them for their participation!

Platinum Sponsors



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Product Co-Sponsor at the Gala Celebration
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Distributor Networking Lunch Co-Sponsor
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Association Sponsors



2016 Chicago Exhibitor List

At *ASI Show Chicago*, you'll see approximately 700 exhibitors ready to have meaningful conversations with you to help fulfill your clients' needs. In 2016, nearly 40 exhibitors will be NEW to Chicago and 85 were not at PPAI – and the list keeps growing!

2016 Exhibitor List as of 3/24/2016.

All companies in red are NEW exhibitors to *ASI Show Chicago*.

3M/Promotional Markets Dept asi/91240	Ariel Premium Supply, Inc. asi/36730	Brighter Promotions, Inc. asi/42016
A T Cross Company asi/47520	ArmyCamo USA, Inc. asi/36745	California Tattoos asi/43530
A Z X Sport America asi/30250	Aroma Wrap asi/36856	Canon Solutions America asi/14976
A+ Career Apparel & Image-Wear asi/84835	ASI Computer Systems, Inc. asi/30238	CardPlant asi/43823
A4 Moshay, Inc. asi/30121	AST Sportswear, Inc. asi/30244	Caro-line/Bandanna Promotions, Div. of Springs Creative asi/44020
Aardvark Strawsasi/79347	Atlantis Time-Line asi/37385	Castelli Div of The Magnet Group asi/44305
Abbasoft Technologiesasi/1361923	Atlas Atlantis Match Company asi/37390	Cedar Crest Manufacturing asi/44368
Acehigh Tech Corp asi/30537	Atlas Embroidery & Screen Printing asi/37245	Century Mfg., Inc. asi/44460
Action Illustrated asi/12310	Aunt Beth's Cookie Keepers asi/37465	Century Place Apparel asi/85988
Ad Bands asi/34345	Avis Budget Group asi/10631302	Certified Marketing Consultants .. asi/44526
ADCAPITOL Aprons, Bags, Banners, Flags & Wearables asi/31260	B J Crystal, Inc. asi/37757	CFS Promotional Product asi/42989
ADG Promotional Products asi/97270	Bag Makers, Inc. asi/37940	CHAMPRO Sportsasi/44612
Admatch Corporation asi/31490	Bag4less asi/37893	Charles River Apparel asi/44620
Admint's & Zagabor asi/31516	BAGGO, Inc. asi/38028	Chill Skinz, Inc. asi/44817
Admore asi/32050	Ball Pro, Inc. asi/38120	Chocolate Chocolate asi/44897
Advance ID asi/32187	BamBams asi/38228	Chocolate Inn/Taylor & Grant asi/44900
Advertising Spec Inst. (ASI) asi/33020	Banaka, Inc. asi/38243	Chop Chop asi/72795
Aero Rubber Company, Inc. asi/33103	Baru Sports asi/38689	Claire Chase, Inc. asi/45252
Ahead LLCasi/33220	BCG Creations asi/37693	CleaRush Prints, Inc. asi/45395
Alexa Springs, Inc. asi/34037	Beacon Promotions, Inc. asi/39250	CleggPromo asi/45450
ALightPromos asi/34194	Bear With Me asi/39351	Clothpromotions Plus asi/45513
Allcasion Travelware Co. asi/34046	Bebco asi/39395	Coaster Factory asi/43677
Allen Company/The asi/34330	Behrens Manufacturing asi/39512	CoasterStone asi/60965
ALL-IN-ONE asi/34256	BELLA+CANVAS asi/39590	Codet Newport Corporation asi/45605
alphabroder asi/34063	Berne Apparel asi/40260	Coleman Co., Inc. asi/45647
Alpi International LTD asi/34415	Berney-Karp, Inc. asi/40261	Coloring Book Solutions asi/45815
Ameramark asi/53455	Best Plush, Inc. asi/40299	Colortone asi/45581
American Accents asi/35375	Beyond Mfg (B M F G) Int'l asi/37783	Compass Industries, Inc. asi/46170
American Ad Bag Co. asi/35290	BIC Graphic USA asi/40480	Concap Sportswear LLC asi/46187
American Apparel asi/35297	Bishop®, The Garment Co. asi/40585	Continental Mktng Svc., Inc. asi/46420
American Greenwood, Inc. asi/35500	BizPins, Inc. asi/40595	Cooler Graphics Ltd asi/80345
American Made Cutlery asi/35560	Blanks Plus asi/40642	Co-Rect Productsasi/46700
American Zebra Line/AZL asi/35745	Bloomin Promotions asi/40646	Corry Enterprises asi/46509
Aminco International asi/35850	Blue Frog Printing asi/85950	Cosmo Fiber Corp asi/46755
AnaJet, Inc. asi/16000	Blue Generation asi/40653	Cotton Heritage asi/46778
Anico Intl (Plush Animals) asi/36230	Bodek and Rhodes asi/40788	CounterPoint® asi/46767
Antigua Group, Inc. asi/36320	BookWear asi/41044	CPS asi/43051
Apogee Commemoratives, Inc. ... asi/36533	BottleBand asi/41272	Crawford Industries asi/78952
Apollo Group asi/73392	Boxercraft asi/41325	Crazy Aaron's Puttyworld asi/47056
	Brainstorm Logistics asi/41515	

Exhibitor List continued...

Cross Canvas Company, Inc.	asi/47541	Frame This	asi/93971	Impact Advertising, Inc.	asi/62293
Crown Matting Technologies	asi/47700	Frame USA	asi/55281	Impact Canopies USA	asi/62302
Crown Products	asi/47700	Fruit of the Loom	asi/84257	imprintID	asi/73651
Crusher	asi/47752	Funky Chunky LLC	asi/55536	In Your Face Apparel	asi/62494
Curto Toy Mfg. Co. LTD	asi/47897	Galaxy Balloons, Inc.	asi/55675	Incentive Concepts LLC	asi/62536
Custom Color Solutions	asi/47905	Gamehide	asi/46701	Independent Folders	asi/62554
Custom Printing II LTD	asi/47971	Garyline	asi/55990	Indigo	asi/62560
Cutter & Buck	asi/47965	Gemaco, Inc.	asi/56080	Innovation Line	asi/62660
Dacasso	asi/48125	GEMINI	asi/56061	IRIS Ltd., Inc.	asi/62860
Da Vinci Imports	asi/48639	Gemline	asi/56070	J America	asi/62977
Dacasso	asi/48125	Ghirardelli Chocolate Co.	asi/56726	J Charles Crystalworks, Inc.	asi/62985
Dard Products, Inc.	asi/48500	Gill Studios, Inc.	asi/56950	Jetline	asi/63344
Debco	asi/48885	Global Products	asi/700208	Johnson Diaries Limited	asi/63404
Delko USA	asi/49145	GMG Pen	asi/55583	K & R Precision Corporation	asi/63770
Delta Apparel, Inc.	asi/49172	Gold Bond Worldwide	asi/57653	KC Caps	asi/58760
DEVARA	asi/49470	Golden Pacific Intl	asi/55549	Kellmark Corp	asi/64190
Devon Corporation	asi/49500	GoodHopeBags, Inc.	asi/57702	Kelvin Tools	asi/64202
DFS	asi/47991	Gordon Sinclair	asi/57800	Keya USA	asi/64602
Diamond Cosmetics, Inc.	asi/49640	Gotham Textile	asi/57861	KEY-BAK Promotional Products ...	asi/64635
Digital Art Solutions	asi/14970	Graphco Line	asi/57956	KTI Networks, Inc.	asi/63776
Digital Imports	asi/51010	Graphik Business Accessories	asi/58040	Kutmaster/Utica Cutlery Co.	asi/93130
Discount Labels	asi/49890	Guild Line	asi/43425	Label Art	asi/66020
Dixie Seal & Stamp Co., Inc.	asi/50120	H T T Apparel & Headwear	asi/58842	Label Specialties, Inc.	asi/66361
DollarDays, Inc.	asi/50287	Halls & Company	asi/59080	Label Works	asi/66040
Dunbrooke	asi/50930	Hampden Corp	asi/59473	Lancer Label	asi/66220
Dyenomite	asi/51185	HandStands	asi/59525	Lanco Corporation	asi/66224
Edwards Garment Co.	asi/51752	Hanna's Candle Company	asi/59488	Landway	asi/66238
Emblematics, Inc.	asi/52280	HC Miller	asi/58769	LarLu	asi/66390
EMT	asi/52263	Headwear USA	asi/60282	Leader Sportswear	asi/66650
Enduraline	asi/52480	Helping Hand Partners	asi/60465	Leashables By Oralabs	asi/66715
Epilog Laser	asi/14981	Heritage Sportswear	asi/60582	Liberty	asi/67340
Epoly Corp	asi/52541	High Caliber Line USA	asi/43442	Limelight Ent	asi/67557
Essential Accessories	asi/52711	High Performance	asi/60723	Limitless Innovations, Inc.	asi/67563
ETS Express, Inc.	asi/51197	Hilasal	asi/60820	Lion Circle Corp	asi/67620
Eurmax Canopy, Inc.	asi/52829	Hirsch Gift, Inc.	asi/61005	Liqui-Mark Corp	asi/67675
Evans Manufacturing	asi/52840	Hit Promotional Products	asi/61125	Logo Mats LLC	asi/67849
Executive Products	asi/53427	Holloway Sportswear, Inc.	asi/61430	LogoIncluded, Inc.	asi/67837
Expert Brand	asi/53404	Hot Sauce Harry's, Inc.	asi/61826	Logomark, Inc.	asi/67866
Express-A-Button	asi/53408	Hotline Products	asi/61960	MAC Specialties Ltd	asi/68207
Expro Direct Line LLC	asi/53417	Howard Miller	asi/61943	Mad Dasher, Inc.	asi/68400
Eyevertising LLC	asi/57371	Hub Pen Co.	asi/61966	Maglite Promo	asi/68449
Fairytales Brownies	asi/53518	Huetone Imprints, Inc.	asi/700487	Magna-Tel, Inc.	asi/68480
Fey Promotional Products Group ...	asi/54040	iClick, Inc.	asi/62124	Magnet America	asi/68519
Fields Manufacturing, Inc.	asi/54100	Idea Custom Solutions	asi/33149	Manhattan Line LLC	asi/68621
Finn Graphics, Inc.	asi/54290	Ideamax	asi/62135	Maple Ridge Farms, Inc.	asi/68680
Fisher Space Pen Co.	asi/54423	Idol Memory	asi/62222	Marathon Label	asi/68699
Folder Express	asi/54896	iline PROMO (The Innovative Line)	Marathon Mfg & Supply Co.	asi/68707
Formgraphics	asi/55100	asi/62677	Mass Marketing Insurance Consultants
Fossa Apparel, Inc.	asi/55141	Illini	asi/62190	asi/6000249
Fossil Corporate Markets	asi/55145	Illinois Glove Co.	asi/62192	Max Apparel USA LLC	asi/69706

McLaughlin Glazeware asi/69821	Perry Blackburne, Inc. asi/40610	Royal Crest Promotions, Inc. asi/83740
Medalcraft Mint, Inc. asi/70130	Perry Ellis International asi/77715	Rugged Outfitters, Inc. asi/84143
MediaTree asi/70303	PFI Fashions, Inc. asi/75608	RuMe, Inc. asi/82700
Mega Cap, Inc. asi/70434	Phoenix Industries USA asi/77936	Rustico LLC asi/84264
Melissa & Doug LLC asi/70527	Pilgrim Plastic Products, Inc. asi/78100	S & K Manufacturing, Inc. asi/84325
Mi Line by Fey asi/71032	Pilot Corporation Of America asi/78110	S & S Activewear asi/84358
Mi Pen Company asi/71033	Pingline asi/78137	Sabina asi/84470
Micargi Bicycles asi/71052	Pinnacle Designs asi/78140	Sacs and Boxes 2 asi/84430
Micro-Clair International asi/71073	Pioneer Balloon Co. asi/78200	Safehaven Products asi/84495
Millennium Products asi/71223	PMGOA asi/79982	Sanders Mfg. Company (Samco Line)
Mineral Springs Bottling Co. asi/71350	Pop! Promos asi/45657 asi/84820
Minya International Corp asi/71370	Posh Xessories™, Inc. asi/79028	Sanford Business-To-Business asi/84833
MJ Soffe LLC asi/68258	Power Sales And Advertising asi/79083	SanMar asi/84863
Moderne Glass Company, Inc. asi/71920	Precision Laser Art asi/79337	Sarge Knives asi/84875
ModernLine® asi/65910	Preferred Nation, Inc. asi/79384	Savi asi/84986
Mrs Fields Gifts asi/71750	Premco Associates asi/79373	Scalable Press asi/87178
Mrs. Prindables Handmade Confections	Premier Canopies asi/79604	Scully Leather asi/86020
..... asi/71816	Price Chopper, Inc. asi/79500	Seville Gear asi/86565
MSL Line, Inc. asi/68314	Prime Designs asi/79527	Sharprint asi/86621
Murphy Group, The asi/72743	Prime Line asi/79530	ShedRain Corporation asi/86785
MV Sport/Weatherproof asi/68318	Private Design Wear asi/79650	SHOLDIT asi/87197
Navitor, Inc. asi/81500	Pro Golf Premiums, Inc. asi/79680	ShopWorks asi/10254870
Next Level Apparel asi/73867	Prodir S.A. asi/79688	Showdown Displays asi/87188
Next Products LLC asi/73871	Proinnovative, Inc. asi/79840	Signs2Trade.com asi/87246
Nordic Co., Inc. asi/74245	PromoMatting by Americo asi/35750	SIMBA asi/87296
North America Display Corp. asi/74250	PromoPayment asi/8297245	Simplex Apparel asi/86592
North Attleboro Jewelry Co. asi/94245	Promotional Professionals	Skinner & Kennedy Co. asi/87620
Norwood US asi/74400	Association of Chicago, Inc. asi/824881	Sling Grip By DMD Products asi/50164
Novelty Premium asi/74408	Promotional PSI asi/81465	Snugz/USA, Inc. asi/88060
NT Sourcing, Inc. asi/72915	ProOptics LLC asi/79670	Sofia's Cookies asi/88099
Nucom/Burk's Bay asi/74600	Prorose, Inc. asi/79933	Soft Stuff Creations, Inc. asi/88121
Numo asi/74710	PWS asi/75731	Sonoma Promotional Solutions .. asi/88188
Olympus Group asi/75023	Qpromo asi/47962	Southern Plus asi/88367
One Up Bands asi/75108	Quake City Caps asi/80129	Specialty Graphics asi/88596
Oowee Products asi/75126	Quick Point, Inc. asi/80150	Spector & Co. asi/88660
Openers Plus asi/63073	Quikey Mfg. Co., Inc. asi/80210	Spirit Industries, Inc. asi/88740
Orbus Exhibit & Display Group ... asi/75209	R S Owens & Co., Inc. asi/75530	Sports Solutions, Inc. asi/88876
ORCA Coolers asi/75215	Radians, Inc. asi/81549	Sportula asi/88882
OrigAudio asi/75254	Radius Display Products asi/49916	Squire Boone Village asi/88971
Otto Intl., Inc. asi/75350	Raining Rose, Inc. asi/80489	St Regis Crystal asi/84592
Outdoor Cap Co. asi/75420	Rainkist Umbrella Co. asi/80490	STAHL'S' asi/88984
Pacesetter Awards asi/75640	RainStoppers Umbrellas asi/98302	Steven Smith/Stuffed Animals Inc.
Panther Vision asi/75825	Ready 4 Kits asi/80882 asi/87849
Par One, Inc. asi/75912	Redi-Medic/WASIP Ltd. asi/43006	Sticky Jewelry, Inc. asi/89811
Payne Publishers, Inc. asi/76575	Redline asi/81133	STOPNGO Line asi/57655
Penguin Products LLC asi/77074	Reflectix by Fey asi/81233	Storm Creek asi/89879
Pentel Of America LTD asi/77240	Regal Poly-Pak asi/81350	Stormtech USA, Inc. asi/89864
Pepco Poms asi/77280	Replogle Globes, Inc. asi/82050	Stouse LLC asi/89910
Perfect Line (A Division of	Riptaw Graphics asi/700538	Strike Promo asi/67451
The Magnet Group) asi/77350	Riteline LLC asi/82498	Stuffed Tees asi/79662

Exhibitor List continued...

SunGraphix	asi/90125	Visual Promotions	asi/93997
Sunjoy Group, Inc.	asi/90154	Visual Textile Resource	asi/94105
Sunscope	asi/90075	Vitronic	asi/93990
Sweda Company LLC	asi/90305	VKM Sports/ Venus Knitting Mills, Inc.	asi/94111
TARGETLINE	asi/90640	W C Bunting Co.	asi/42440
Tattoo Factory, Inc.	asi/90650	Ward/Kraft, Inc.	asi/94225
Team Concept	asi/90713	Warwick Publishing Co.	asi/95280
Tekweld	asi/90807	Webjaguar	asi/6255416
Terry Collection	asi/90912	Whispering Pines Sportswear	asi/97027
Terry Town	asi/90913	Windbrella™ Products Corp	asi/97247
Tervis Tumbler Co.	asi/90914	Wolfmark	asi/98085
The Chest	asi/44830	Woodrow Engineering Company	asi/98160
The Leslie Company, Inc.	asi/67120	WOV-IN®	asi/92980
The Magnet Group	asi/68507	WS Display	asi/98415
The Page Seed Co.	asi/75760	Xpedite Fulfillment	asi/10563324
The Premium Line	asi/79370	Xpres LLC	asi/52475
The Stadium Chair Company	asi/79912	Ymlabs	asi/67636
The United States Playing Card Company	asi/92845	ZOOMcatalog	asi/6401407
Timbuk2	asi/91272		
Time Products International	asi/91320		
Tingley Rubber Corporation	asi/91222		
TK Cups-Sorg's	asi/88200		
Toddy Gear	asi/91411		
Top Secrets Of Promotional Products Sales	asi/6000250		
Torn Ranch, Inc.	asi/91543		
Totally Bamboo	asi/91565		
Towel Specialties	asi/91605		
Tower Ribbons	asi/91630		
TPK, Inc.	asi/90511		
Tranter Graphics, Inc.	asi/91880		
Tri-Mountain	asi/92125		
Tropico Imports LTD	asi/92245		
Truebite, Inc.	asi/92275		
Tumbling Towers	asi/92315		
U P S	asi/828240		
U.S. Toy Company	asi/92439		
Uniflex	asi/92480		
Union Line/Graybear	asi/92508		
Universal Auto Frames	asi/92940		
Vantage Apparel	asi/93390		
Ventura, Inc.	asi/93520		
Vertical Imprints	asi/93635		
Via! For Travel and More	asi/93757		
Victory	asi/93765		
Virtual Images	asi/30021		
Visions/Awardcraft	asi/93986		
VisionsXtra	asi/93980		
Visstun	asi/93975		



SAVE THE DATES 2017

Registration opens later this summer!

ASI Show® Orlando

EDUCATION DAY: January 18

EXHIBIT DAYS: January 19-20

Orange County Convention Center



ASI Show® Dallas

EDUCATION DAY: February 1

EXHIBIT DAYS: February 2-3

Kay Bailey Hutchison Convention Center



ASI Show® Chicago

EDUCATION DAY: July 11

EXHIBIT DAYS: July 12-13

McCormick Place

Special Events

Tuesday, July 12, 2016

How to Get the Most Out of Your Trade Show Experience

8:20 a.m.-8:50 a.m. | FREE!

With so many great events taking place at *ASI Show Chicago*, it can be a daunting task trying to fit everything in. As a new attendee, we know how important it is to get the most out of the time you have – but where do you start? Join ASI's Vice Chairman, Matthew Cohn, as he shares great tips for working the show more effectively, and hear about all the free services and amenities available to distributors/decorators while at *ASI Show Chicago*.

Distributor Networking Lunch: Brainstorm With the Experts (First come, first served – Distributors only)

Co-sponsored by A+ Career Apparel & Image Wear, asi/84835; Fields Mfg., asi/54100; Hotline, asi/61960; Showdown Displays, asi/87188 and STAHL'S, asi/88984

Noon-1:20 p.m. | FREE!

In this fast-paced, not-to-be missed lunch session only for distributors, you'll discuss hot topics with our popular *ASI Show Chicago* speakers, subject-matter experts and your distributor peers. Want to know how other industry members are dealing with a top business challenge? Or what hot markets others are finding success with? You'll get the answers to all of your burning questions, along with fresh ideas for doing business, when you spend one-on-one time with other promotional product professionals during this unique networking opportunity.

ASI's Minute to Win It

4:30 p.m.-5:30 p.m. | FREE!

Join us for drinks, snacks, and lots of fun with the industry's hottest game show, "ASI's Minute To Win It!" At this fast-paced event, we'll pick audience volunteers to compete in quick, easy games that will leave them – and you – laughing out loud. Plus, every contestant will win a prize! Don't miss this exciting new way to network with other show attendees and end your Education Day experience on a high note.

Wednesday, July 13, 2016

Sell to Win – Hot Markets! New Products!

8:30 a.m.-9:45 a.m. | FREE!

Ready to learn about the industry's hottest markets, the best way to incorporate them into your sales plan and walk away with the best tips on how to sell the hottest products in these markets? Then this high-energy, interactive event, Sell To Win – Hot Markets! New Products!, is the best way to kick off your *ASI Show* experience. Join host Dave Vagnoni as he presents the industry's hottest markets, and suppliers' top selling products within those markets, and then asks for audience participation to go head-to-head with the host of the popular web series, *The Joe Show*, Joe Haley, and see who can give the best product pitch. Audience members will be asked to clap the loudest for who they thought had the best sales pitch. If you're able to beat Joe Haley, you'll walk away with a \$50 cash prize!

Counselor Awards

6:30 p.m.-10:30 p.m. | Ticket Required

The *Counselor Awards* are presented annually to the select few individuals whose contribution in the preceding 12 months has been far-reaching and of significance to the industry as a whole. The *Counselor Awards* program also includes honoring the outstanding sales achievement of the Top 40 distributors and Top 40 suppliers in the industry. All award winners and their guests are invited to attend this black-tie optional event, featuring dinner, reception and the awards ceremony. A limited number of tickets are available to ASI members for \$250. For questions about the event, email counselorawards@asicentral.com.

Gala Celebration at Buddy Guy's Legends

Product Co-Sponsors: Ad Bands, asi/34345; AlightPromos.com, asi/34194; Logo Mats, asi/67849; Next Level Apparel, asi/73867 and Tranter Graphics, asi/91880

6:30 p.m.-9:30 p.m. | Ticket Required

Owned by six-time Grammy Award-winning and Rock and Roll Hall of Fame Bluesman Buddy Guy, Buddy Guy's Legends had become Chicago's premier blues club. Come enjoy a great dinner featuring recipes from Buddy's childhood years growing up in Baton Rouge. Plus, network with industry colleagues while enjoying some of the best blues music known over a state-of-the-art audio system. The evening also includes open bar, pool tables and a warm and friendly ambiance.

Thursday, July 14, 2016

BASI/MASI Breakfast

7:30 a.m.-8:15 a.m. | Invitation Only  **MEMBER ONLY BENEFIT**

Network with peers and Top 40 suppliers at this invitation-only breakfast for those that have recently earned their BASI/MASI. Plus, you can be pinned by ASI President and CEO Timothy Andrews during a special ceremony.

Keynote: All's Fair in Love, War and Politics: A Conversation with Mary Matalin and James Carville

8:30 a.m.-9:45 a.m. | FREE!

Join highly respected political power couple, Mary Matalin and James Carville, as they discuss the 2016 race for the White House and take a look at current events and how they are shaping the business world for entrepreneurs.

Early Admission and Meet and Greet tickets available for purchase.  **MEMBER ONLY BENEFIT**

Closing Ceremony/Passport Plus Drawing

3:30 p.m.-4 p.m. | FREE!

The best way to end your ASI Show Chicago experience is at the Closing Celebration, where you can collect new friends' business cards or maybe even close a last-minute deal. Relax before heading home over free beer, wine and other beverages while enjoying snacks and music. Exciting prizes will also be given away during the Passport Plus drawing, taking place at 3:45 p.m., including the ultimate prize of \$5,000 CASH!



The Networking Clubs

With the success in 2015, *ASI Show* is continuing our specialized networking clubs, being held at some of the locals' favorite settings in each show city. Bringing together suppliers and distributors alike, enjoy taking part in fun activities with fellow members of the promotional product industry. At *ASI Show Chicago*, you can be a part of:

The Explorers Club

Tuesday, July 12
10 a.m.-Noon | \$70
Registration required

Join host Jake Krolick of ASI and other industry professionals and experience the unique sport of Stand Up Paddleboarding, a hybrid of surfing and kayaking. Cost includes instruction and equipment rental. **Maximum 6 people.**



The Runners Club

Wednesday, July 13
6:30 a.m. | \$10
Registration required

Get a jump on your day and meet fellow running enthusiasts on this morning fun run, hosted by ASI Computer Systems' Jamie Fens. **Maximum 50 people.**



Register today at www.asishow.com

Education Overview

In such a competitive market, promotional product distributors like you need the skills to out-think, outperform and out-service the competition. When you attend the *ASI Show*, take advantage of one of the greatest benefits of your ASI membership – FREE access to LIVE education on show site. Earn points toward your ASI Certification and get on your way to earning and maintaining your BASI/MASI certification.

Levels of Experience

You'll find workshops for every level of experience at *ASI Show Chicago*. We're committed to helping our members grow professionally, whether you're new to the business or an industry veteran. Follow this simple key to choosing the courses at your skill level:

INTRODUCTORY – 0-2 YEARS

If you're new to the promotional products industry, our introductory sessions will bring you up to speed and give you a strong foundation to build on. Recommended for those with 0-2 years of industry experience.

INTERMEDIATE – 3-5 YEARS

Once you have a few years of experience under your belt, these sessions will help you further develop the sales, marketing and other skills that are vital to your success. Recommended for those with 3-5 years of industry experience.

ADVANCED – 6-10 YEARS

Industry veterans will benefit from our advanced sessions, which allow you to dig deeper into referral techniques, social media best practices and more. Recommended for those with 6-10 years of industry experience.

EXECUTIVE – 10+ YEARS

If you're a C-level exec or the owner of your company, these sessions will address the unique needs you face, including hiring and managing and increasing profits throughout your organization. Recommended for those with 10+ years of industry experience.

ALL LEVELS

Whether you've been in the promotional products industry for 20 days or 20 years, these unique sessions will help you truly understand garment decoration, ESP, visual displays and more.



Chicago Education Schedule

TIME	Tuesday, July 12, 2016 • Education Day				
	 Get Started!	 Get Selling!	 Get Noticed!	 Incentives & Corporate Gifts	 Get Your Company on the Fast Track!
8:20 a.m.- 8:50 a.m.	How to Get the Most Out of Your Trade Show Experience Matthew Cohn, ASI 5				
9 a.m.- 9:50 a.m.	Start Your Engines: 5 Ways to Grow Your Distributorship Fast INTRODUCTORY 1 David Blaise, Top Secrets of Promotional Products Sales	Sales Boot Camp: Shorten the Selling Cycle and Close More Business Today INTERMEDIATE 2 Ron Marks, Southwestern Consulting	The Lost-Customer Recovery Plan: Creative Tactics to Win Them Back ADVANCED 1 Johnny Campbell, Promotional Product Profits	Incentive Opportunities: Diversify Your Business and Grow Your Bottom Line ALL LEVELS 1 Barb Hendrickson, Visible Communication	Strategy for Success: Position Your Business for Innovation and Growth EXECUTIVE 1 Meridith Elliott Powell, MotionFirst
10 a.m.- 10:50 a.m.	Your 24/7 Presence: Hot Digital and Mobile Branding Ideas INTRODUCTORY 1 Patrick Allmond, Focus Digital Marketing Agency		Point and Shoot: Create Powerful Videos for Your Marketing Efforts ALL LEVELS 1 Joe Haley, ASI	Incentive Boot Camp: How to Build Your Business With Incentive and Corporate Gift Programs ALL LEVELS 2 Incentive Marketing Association	6 Steps to Dominate the Social Media Sphere EXECUTIVE 1 Dave Burnett, AOK Marketing
11 a.m.- 11:50 a.m.	7 Steps to Grow Your Sales From Day One INTRODUCTORY 1 David Blaise, Top Secrets of Promotional Products Sales	Go Big: Landing, Servicing and Retaining Million-Dollar Accounts ADVANCED 1 Ron Marks, Southwestern Consulting	Maximize Your Efforts: Top Social Media Productivity Tools INTERMEDIATE 1 Patrick Allmond, Focus Digital Marketing Agency		Lead With Your Strengths: Leverage Your Talents to Be a Better CEO EXECUTIVE 1 Johnny Campbell, Promotional Product Profits
Noon- 1:20 p.m.	Distributor Networking Lunch: Brainstorm With the Experts (First come, first served) ALL LEVELS 1.5 Moderated by Joe Haley, ASI				
1:30 p.m.- 2:20 p.m.	25 Productivity Hacks to Get Things Done INTRODUCTORY 1 David Blaise, Top Secrets of Promotional Products Sales	Turn Your Website Into Your 24/7 Salesperson ADVANCED 1 Dave Burnett, AOK Marketing	Create Sticky Content: Win Clients and Grow Profits Online ADVANCED 1 Jake Krolick, ASI		Working With the Best: Hiring and Managing a Winning Sales Team EXECUTIVE 1 Ron Marks, Southwestern Consulting
2:30 p.m.- 3:20 p.m.	10 Time-Management Tips to Accomplish More in Less Time INTRODUCTORY 1 David Blaise, Top Secrets of Promotional Products Sales	Relationship-Marketing Secrets: Convert Prospects in 30 Days INTERMEDIATE 1 Johnny Campbell, Promotional Product Profits	Get Better Search Results With Pay-Per-Click INTERMEDIATE 1 Dave Burnett, AOK Marketing		Build Your Brand, Tribe and Customer Loyalty Using Digital Marketing EXECUTIVE 1 Patrick Allmond, Focus Digital Marketing Agency
3:30 p.m.- 4:20 p.m.	Rules of Online Engagement: Easy Email and Website Tactics INTRODUCTORY 1 Patrick Allmond, Focus Digital Marketing Agency	Sell More Today: Proven Ways to Raise Your Profit Margins INTERMEDIATE 1 Don Sanders, Don Sanders Marketing/ SellPromoProducts.com	News You Can Use: The Power of Promo Products in the U.S. ALL LEVELS 1 Nathaniel Kucsma, ASI		From 2 Employees to 200: Motivate and Inspire Your Workforce EXECUTIVE 1 Meridith Elliott Powell, MotionFirst
4:30 p.m.- 5:30 p.m.	ASI's Minute to Win It 1				

= Indicates the number of points you will receive toward your certification



Get Schooled in ESP!



Get Designing!



Get Decorating!



Signage & Imprinting



Become a Star Supplier!

Co-Sponsored by



Sponsored by



Online Stores Made Simple: Using ESP Stores to Increase Sales and Win Clients

ALL LEVELS 1

Joan Miracle, ASI

Adobe Illustrator: Master Vector Graphics and Drawing Tools

INTRODUCTORY 2

Steve Oswald, ASI

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

Become a Heat-Press Pro: Imprint Stunning Logos on Almost Anything

ALL LEVELS 3

Courtney Kubitz, STAHL'S

9 a.m.-11:30 a.m. Don't Miss the Signs: Expand Your Business With Visual Displays

ALL LEVELS 2.5

Kevin Walsh, Showdown Displays

Welcome to the All-New ESP: New Look and Features Including CRM and Order Management System

ALL LEVELS 1

Peter Knappenberger, ASI

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

ALL LEVELS 1

Joan Miracle, ASI

11 a.m.-12:30 p.m. Adobe Illustrator: Moving Beyond the Basics

INTERMEDIATE 1.5

Steve Oswald, ASI

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

12:15 p.m.-1:15 p.m.

Lunch and Learn: Master Your Digital Marketing Strategy

(First come, first served)

ALL LEVELS 1

Jamie Tumas, ASI

12:15 p.m.-1:15 p.m.

How'd They Do That? A Beginner's Guide to Apparel Decoration

INTRODUCTORY 1

Jimmy Lamb, Sawgrass Technologies

Boost Sales With ESP Web Presentations Tool

INTERMEDIATE 1

Peter Knappenberger, ASI

CorelDRAW: Master the Essential Tools and Text Effects

INTRODUCTORY 2

Jay Busselle, Idea Custom Solutions

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

1 p.m.-1:50 p.m. Vinyl Cutter Workshop: Rhinestone Multi-Decoration and Specialty Films

ALL LEVELS 1

Craig Mertens, Digital Art Solutions

How Much Should I Charge? Decorating Pricing Demystified

INTERMEDIATE 1

Jimmy Lamb, Sawgrass Technologies

Exhibition Expertise: 10 Tips to Improve Your Tradeshow ROI

ALL LEVELS 1

(For Suppliers Only)
Darlene Kirk, THINK LIMITLESS Promotional Products

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

ALL LEVELS 1

Michael D'Ottaviano and Peter Knappenberger, ASI

2 p.m.-3:20 p.m. Print-and-Cut Technology: Imprinting With Full-Color Digital Processes

ALL LEVELS 1.5

Courtney Kubitz, STAHL'S

Embroidering Athletic Wear: Pump Up Your Decorating Profits

ALL LEVELS 1

Colleen Hartigan, Madeira

20,000 New Sales Reps Instantly: Make Distributors Want Your Products

ALL LEVELS 1

(For Suppliers Only)
Darlene Kirk, THINK LIMITLESS Promotional Products

ASI Smartbooks: Make Your Office More Efficient

ALL LEVELS 1

Jamie Fens, ASI Computer Systems

CorelDRAW: Moving Beyond the Basics

INTERMEDIATE 1

Craig Mertens, Digital Art Solutions

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

Logo Conversion Demo: 10 Techniques for Embroidery Success

INTRODUCTORY 1

Jay Busselle, Idea Custom Solutions

Sublimation, DTG and More: Explore the Possibilities of Digital Printing

INTERMEDIATE 1

Jimmy Lamb, Sawgrass Technologies


Eight Ways to Save Time and Money When Sourcing Products

ALL LEVELS 1

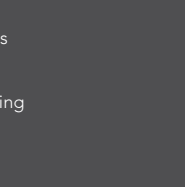
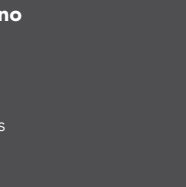
(For Suppliers Only) Beer, wine and soft drinks provided
Moderated by Michele Bell, ASI

Chicago Education Schedule

TIME	Wednesday, July 13, 2016 • Exhibit Day One
8:30 a.m.-9:45 a.m.	Sell To Win – Hot Markets! New Products! 1.5
EXHIBIT FLOOR OPEN • 10 a.m.-5 p.m.	
Get Decorating on the Show Floor!	
11 a.m.-11:30 a.m.	Sublimation: Your Ultimate Personalization Tool ALL LEVELS 5 Jimmy Lamb, Sawgrass Technologies
11:45 a.m.-12:15 p.m.	Heat Pressing for Profit ALL LEVELS .5 Jimmy Lamb, Sawgrass Technologies
1:15 p.m.-1:45 p.m.	The True Cost of Digital Printing ALL LEVELS .5 Jimmy Lamb, Sawgrass Technologies
2 p.m.-2:30 p.m.	The Three Ps of Embroidery Perfection ALL LEVELS 5 Jimmy Lamb, Sawgrass Technologies
2:45 p.m.-3:45 p.m.	From Matte to Metallic: Drive Sales with Fashion Threads ALL LEVELS 1 Colleen Hartigan, Madeira
3 p.m.-5 p.m.	Happy Hour on the Show Floor <i>Sponsored by Alphabroder, asi/34063, Booth #2000</i>
6:30 p.m.-9:30 p.m.	Gala Celebration at Buddy Guy's Legends (Ticket required) <i>Product Sponsors: AdBands, asi/34345; AlightPromos.com, asi/34194; LogoMats, asi/67849; Next Level Apparel, asi/73867 and Tranter Graphics, asi/91880</i>
7 p.m.-11 p.m.	Counselor Awards (Ticket required) Location: Field Museum, 1400 S. Lake Shore Drive, Chicago

	Thursday, July 14, 2016 • Exhibit Day Two
7:30 a.m.-8:15 a.m.	BASI/MASI Breakfast Reception (Invitation only) Hosted by Timothy M. Andrews 1  MEMBER ONLY BENEFIT
8:30 a.m.-9:45 a.m.	Mary Matalin & James Carville Keynote: All's Fair in Love, War and Politics 1.5
EXHIBIT FLOOR OPEN • 10 a.m.-3:30 p.m.	
Get Decorating on the Show Floor!	
11 a.m.-11:30 a.m.	Your Sublimation Toolbox ALL LEVELS .5 Jimmy Lamb, Sawgrass Technologies
11:45 a.m.-12:15 p.m.	Boost Sales With Samples ALL LEVELS .5 Jimmy Lamb, Sawgrass Technologies
1:15 p.m.-1:45 p.m.	T-Shirts in Two Minutes ALL LEVELS .5 Jimmy Lamb, Sawgrass Technologies
2 p.m.-2:30 p.m.	You Can Digitize! ALL LEVELS 5 Jimmy Lamb, Sawgrass Technologies
3:30 p.m.-4 p.m.	Closing Celebration (Passport Plus drawing at 3:45 p.m.)

Education Speakers



1. **Patrick Allmond**
Focus Digital Marketing Agency
NEW for 2016
2. **Michele Bell**
ASI
3. **David Blaise**
Top Secrets of Promotional Products Sales
4. **Dave Burnett**
AOK Marketing
5. **Jay Busselle**
Idea Custom Solutions
6. **Johnny Campbell**
Promotional Product Profits
NEW for 2016
7. **Matthew Cohn**
ASI's Vice Chairman

8. **Michael D'Ottaviano**
ASI
NEW for 2016
9. **Jamie Fens**
ASI Computer Systems
NEW for 2016
10. **Joe Haley**
ASI
11. **Colleen Hartigan**
Madeira
12. **Barb Hendrickson**
Visible Communication
NEW for 2016
13. **Darlene Kirk**
THINK LIMITLESS Promotional Products
14. **Peter Knappenberger**
ASI
15. **Jake Krolick**
ASI
16. **Courtney Kubitza**
STAHL'S
NEW for 2016
17. **Nathaniel Kucsma**
ASI

18. **Jimmy Lamb**
Sawgrass Technologies
19. **Ron Marks**
Southwestern Consulting
NEW for 2016
20. **Craig Mertens**
Digital Art Solutions
21. **Joan Miracle**
ASI
NEW for 2016
22. **Steve Oswald**
ASI
23. **Meridith Elliott Powell**
MotionFirst
NEW for 2016
24. **Don Sanders**
Don Sanders Marketing/SellPromoProducts.com
25. **Jamie Tumas**
ASI
26. **Kevin Walsh**
Showdown Displays
NEW for 2016

Get on the Right Track to Success

Get Started!



If you're a new distributor trying to establish yourself as an expert in the field, this track was created just for you. These information-packed sessions will help jump-start your business and your sales, sharpen your skills and give you time-management tips for success.

Get Selling!



This track will provide you with a game plan to do business – and see sales skyrocket – in any economic situation. You'll benefit from the knowledge of experienced industry and sales experts, and learn how to outsell your competitors every time.

Get Noticed!



In this fast-paced track, you'll learn everything you need to know to market your business – and yourself – online, offline and face-to-face. You'll learn how to use social media tools to fit your marketing goals, and leave with strategies and tips to really stand out from the crowd.

Incentives & Corporate Gifts



This track will give you an insider look at how to make the move to effectively selling products and programs in the lucrative \$100 billion incentive and corporate gifts markets. You'll learn from experts in the field so you can expand your promo products business easily.

Get Your Company on the Fast Track!



Calling all owners, presidents and CEOs: This is the track for you. No matter if your top business concern is branding, selling, hiring and training, or online dominance, you're sure to discover new ways to succeed when you attend these sessions.

Get Schooled in ESP!



In this specialized track, you'll learn all about the latest version of ASI's ESP Web, the industry's largest, most accurate sourcing and marketing service. You'll also see how ESP Websites, ESP Stores and digital marketing tools can help you boost your sales and grow your bottom line.

Get Designing!



In this interactive track that offers beginner- and intermediate-level workshops, you'll learn by doing. We offer hands-on training in popular graphics, embroidery and digitizing programs so that you can easily create and edit your clients' logos and designs on the fly. For distributors and decorators who want to master programs such as CorelDRAW and Adobe Illustrator, this track is a must-attend.

Get Decorating!



Decorated apparel makes up more than 30% of the \$21 billion your clients spend every year on promotional products. If you aren't selling apparel yet – or you just want to sell a lot more of it – attend our interactive "Get Decorating" track. Here, you'll learn about the most innovative products and cutting-edge techniques, see decorating machinery in action and find out how to position yourself as a decorated-apparel expert.

Signage & Imprinting



This specialized track is ideal for signage, decoration and graphics professionals – or anyone who wants to grow their promotional product business in these areas. You'll learn from experts in these fields, and discover what you need to know to offer digital printing, how you can expand your business with visual displays, and more.

Become a Star Supplier!



If you're an ASI supplier member, be sure to attend this track of classes, held on exhibit set-up day. You'll learn 10 ways to improve distributor loyalty, and discover how you can get 20,000 distributors to sell your products today. So take a break from building your booth, and earn some points toward your ASI certification, too!

Course Descriptions

Tuesday, July 12, 2016 | Education Day

Get Started!

Start Your Engines: 5 Ways to Grow Your Distributorship Fast

Speaker: David Blaise | 9 a.m.-9:50 a.m. | INTRODUCTORY 1

Many new distributorship owners lack momentum due to not structuring their businesses with sales and growth in mind. If you want to accelerate your results and leave your competition in the dust, you need to streamline your business and connect the right solutions for the right clients at the right time. In this seminar, you'll get the five ignition points you need to grow your business fast, including:

- | Identifying high-dollar buyers
- | Positioning yourself as the only viable solution
- | Getting your first order from a new client
- | Converting one-time buyers into repeat buyers
- | Multiplying your client base through referrals, testimonials and case studies.

Your 24/7 Presence: Hot Digital and Mobile Branding Ideas

New for 2016 Patrick Allmond | 10 a.m.-10:50 a.m. | INTRODUCTORY 1

The digital world is no longer an optional or experimental platform for your marketing efforts. In this interactive session, you'll learn about how to build a 24/7 presence that puts your best brand image in front of the right prospects, including the mindset, planning and tools you need to start using today. Plus, you'll discover the longer-range strategies you can implement to keep your business relevant in 2017 and beyond. You'll leave armed with:

- | The definition of a brand and brand components
- | Tactics to start building the components of a brand
- | A list of low-cost tools that can be used to build components
- | Tips for staying in communication with your business advocates and past customers
- | Ways to keep your brand top of mind with your potential and current clients.

7 Steps to Grow Your Sales From Day One

Speaker: David Blaise | 11 a.m.-11:50 a.m. | INTRODUCTORY 1

Sales growth is directly impacted by your daily activities, so without a plan and a series of actions proven to produce results, you'll never achieve your full potential. In addition, your approach must allow you to clearly see what's working and what's not. In this session, you'll discover seven simple steps that will boost your success day in and day out, including how to:

- | Choose your market approach (for example, will you sell geographically or by industry?)
- | Identify three vertical markets to target
- | Qualify each contact and segment according to interest
- | Follow up accordingly and tally your results.

Distributor Networking Lunch: Brainstorm With the Experts (First come, first served)

Sponsored by A+Career Apparel and Image-Wear, asi/84835; Fields, asi/54100; Hotline Products, asi/61960; Showdown Displays, asi/ 87188; and STAHL'S, asi/88984

Moderator: Joe Haley | Noon-1:20 p.m. | ALL LEVELS 1.5

In this fast-paced lunch session, you'll discuss hot topics with our popular ASI Show speakers, subject-matter experts and your distributor peers. Want to know how other industry members are dealing with a top business challenge? Or what hot markets others are finding success with? You'll get the answers to all of your burning questions, along with fresh ideas for doing business in 2016, when you spend one-on-one time with other ad specialty professionals during this unique networking opportunity.

Get Started! continued...

25 Productivity Hacks to Get Things Done

Speaker: David Blaise | 1:30 p.m.-2:20 p.m. | INTRODUCTORY 1

Do you know the top 25 ways you can quickly improve your performance and results? Find out in this lightning-fast, productivity-boosting session taught by business-growth expert David Blaise. Each recommended “hack” can be implemented quickly – some in just a few minutes – to dramatically improve your results. These are just a few of the tricks you’ll discover:

- | Identify and eliminate your least-productive daily activities
- | Improve the quality of every conversation you have with a client
- | Generate the most revenue from your existing client base
- | Position yourself professionally, using the least number of words
- | Control your email obsession once and for all.

10 Time-Management Tips to Accomplish More in Less Time

Speaker: David Blaise | 2:30 p.m.-3:20 p.m. | INTRODUCTORY 1

If you find you rarely have enough hours in a day to finish your work, this session is for you. Contrary to popular belief, excellent time management isn’t about getting more done in less time – it’s about focusing your time, attention and resources on accomplishing the smallest number of vitally important activities that actually need to be completed. In this session, you’ll learn 10 tested time-management tips that will allow you to focus on the vital few, rather than the trivial many, including how to:

- | Bullet-journal your daily activities
- | Identify your highest-value tasks
- | Create a “to-don’t” list
- | Schedule your availability and close your door.

Rules of Online Engagement: Easy Email and Website Tactics

New for 2016 | Patrick Allmond | 3:30 p.m.-4:20 p.m. | INTRODUCTORY 1

The digital world is ready and willing to give you business – if you understand the rules and use them to your advantage. In this session, you’ll learn the 10 cardinal rules for creating your digital empire, including how to find the right prospects online and filter out the wrong ones. After this session, you’ll feel confident in building a digital marketing schedule that will funnel in business on a regular basis. You’ll know how to:

- | Understand “must not” and “should not” ground rules
- | Build components into your website to encourage sharing
- | Start and grow a new email list
- | Test, measure and improve your website for maximum ROI.

Get Selling!

Sales Boot Camp: Shorten the Selling Cycle and Close More Business Today

New for 2016 | Ron Marks | 9 a.m.-10:50 a.m. | INTERMEDIATE 2

If your clients constantly put off making decisions about their advertising and branding needs, mark your calendar for this can’t-miss session. Many salespeople don’t realize how much time and effort it saves when you close a deal during the initial meeting with a client. When you have to visit a client again and again to make the sale, you’re wasting resources that could otherwise be invested in new opportunities. In this session, we’ll focus on tactics to close a sale on the first appointment, plus:

- | Setting up for success by getting all parties involved earlier
- | Moving your customer out of “quote” mode and into buying mode
- | Asking for the business and respond to stalling and obstacles
- | Negotiating a “win-win” agreement with your client.

Go Big: Landing, Servicing and Retaining Million-Dollar Accounts

New for 2016 | Ron Marks | 11 a.m.-11:50 a.m. | ADVANCED 1

Today, clients do extensive online research before they ever reach out to you. This signals a possible end to a traditional “solutions-based” selling model and requires a significant change in the way salespeople work with customers. While this is true about almost every selling environment, when you’re dealing with larger accounts, it has even more impact on your ability to land the account. In larger and more complex sales cycles, a major-account sales strategy with an effort to develop a “challenger” sales behavioral pattern is often the most effective method to generate business. If you are a serious “big game” hunter, you don’t want to miss this training. By attending this powerful session, you’ll understand how to:

Get Selling! continued...

- | Work within a complex selling environment with multiple decision-makers and influencers
- | Have confidence in “challenging” your prospects more constructively
- | Work through different buyer behavioral styles to build rapport in the selling environment
- | Elevate the value of your products and experience to eliminate the “commoditization” of your offerings.

Turn Your Website Into Your 24/7 Salesperson

Speaker: Dave Burnett | 1:30 p.m.-2:20 p.m. | ADVANCED 1

The goal of any online presence should be to engage customers, drive traffic and ultimately generate sales. In this session, you’ll learn the importance of optimizing your site for conversion, how to evaluate various traffic sources, benchmarks and best practices for usability, and how the right website design can vastly improve your online results. You’ll leave understanding:

- | Why your website may not be converting visitors to sales
- | Inexpensive tools to monitor visitor behavior and evaluate success
- | Simple usability-testing techniques that can give you huge insights
- | Realistic expectations for e-commerce and the promotional product industry
- | Conversion-rate optimization techniques to maximize your online ROI.

Relationship-Marketing Secrets: Convert Prospects in 30 Days

New for 2016 Johnny Campbell | 2:30 p.m.-3:20 p.m. | INTERMEDIATE 1

One of the toughest challenges distributors face is the large amount of time they spend trying to attract new prospects. But when your prospecting efforts are focused on relationships, your campaigns can be productive and profitable. In this seminar, you’ll learn relationship-marketing strategies that will help you stop chasing prospects and start attracting your ideal clients, including how to:

- | Profile and identify the right prospects
- | Attract and sell to your ideal customers
- | Set up a referral campaign.

Sell More Today: Proven Ways to Raise Your Profit Margins

Speaker: Don Sanders | 3:30 p.m.-4:20 p.m. | INTERMEDIATE 1

Scoring a higher-than-average profit margin on every order is key to your long-term sales success. To ensure your margins stay consistently high, there are a number of proven tactics that great salespeople employ, such as focusing on finding in-demand products that usually sell at full price. In this informative class, you’ll learn some of these tactics, including:

- | Where to find customers who’ll pay full-price
- | How to keep pricing objections in check
- | Tips for closing the deal within 24 hours
- | Ways to find buyers instead of lookers
- | How to minimize your selling costs
- | Tricks for promoting yourself on a budget.

Get Noticed!

The Lost-Customer Recovery Plan: Creative Tactics to Win Them Back

New for 2016 Johnny Campbell | 9 a.m.-9:50 a.m. | ADVANCED 1

You likely spend a good deal of time and resources attracting new customers. However, there may be sales opportunities hidden in your customer base that could increase your profits by 20% to 30%; the untapped reservoir of revenue is your lost customers. In this dynamic session, you’ll learn methods for winning back clients who haven’t bought from you in a while, including:

- | How to identify and determine the value of your lost customers
- | Creative marketing strategies that will bring back former clients
- | How to set up a successful customer-recovery campaign
- | Ways to bring in a flood of sales from those customers without cutting your price.

Get Noticed! continued...

Point and Shoot: Create Powerful Videos for Your Marketing Efforts

Speaker: Joe Haley | 10 a.m.-10:50 a.m. | ALL LEVELS 1

Most small-business owners have a smartphone and tablet – that means you have the necessary technology to create high-quality videos to use in your marketing efforts. In this hands-on session, you'll learn how to shoot videos from anywhere – your office, a client location, the trade show floor at an industry show – and upload them immediately. You'll also learn how easy it is to share the videos across the hottest social media platforms, including Twitter, Facebook and YouTube, to engage prospects and clients. Plus, learn about video-specific sites like Vine and Instagram; cyber-savvy consumers (especially Millennials) are using these sites to connect with new businesses.

Maximize Your Efforts: Top Social Media Productivity Tools

New for 2016 Patrick Allmond | 11 a.m.-11:50 a.m. | INTERMEDIATE 1

The amount of online information about using social media is overwhelming. In this seminar, we'll cut through the "noise about the noise" to help you build a strategic social media plan. You'll learn about the tools that help you make the most impact – with the least amount of effort – and discover the essentials of social media productivity, including:

- | **Knowing how to measure your social media effectiveness**
- | **Understanding the difference between free and paid social media components**
- | **Utilizing a basic toolset to plan and execute a social media strategy.**

Create Sticky Content: Win Clients and Grow Profits Online

Speaker: Jake Krolick | 1:30 p.m.-2:20 p.m. | ADVANCED 1

This interactive session will teach you how to create "sticky" content that people can't live without – unique, interesting content that drives people wild. You'll discover how to leverage your interests and communication skills into your own specific style for successful content creation. You'll learn how to use your hobbies, interests and talents to create content that you can use to reach your prospects in a variety of ways. We'll give you tips on video, photo, blogs, writing and much more that will help you win fans and more business. You'll leave knowing:

- | **How to use your interests to drive content creation**
- | **Why using videos best helps promote you and your business**
- | **How to use blogging/article writing to showcase your expertise**
- | **All about photos: how to take them, what to do with them, and why they spread easily on the Web**
- | **Where and how to place and spread your content to gain maximum results.**

Get Better Search Results with Pay-Per-Click

Speaker: Dave Burnett | 2:30 p.m.-3:20 p.m. | INTERMEDIATE 1

Paid search marketing, such as Google AdWords, can be a valuable tool in getting your business found and selling products. In this information-packed session, you'll learn the importance of niche marketing and competitive intelligence, and how they can vastly improve your SEO and pay-per-click (PPC) results. You'll learn how to focus and gain an unfair advantage in your online marketing, and see tools you can start using immediately. You'll leave with an understanding of:

- | **The importance of establishing a niche**
- | **Ways to position your website in a particular niche**
- | **How to set up a PPC landing page**
- | **How each webpage can have an entire marketing campaign built around it**
- | **A/B/n testing: what it is and how you can use it.**

News You Can Use: The Power of Promo Products in the U.S.

Speaker: Nathaniel Kucsma | 3:30 p.m.-4:20 p.m. | ALL LEVELS 1

In this powerful session, you'll delve into ASI's newest market research findings on end-users' thoughts and opinions about promotional products. ASI's research team surveyed consumers in all 50 states to discover which products they prefer and which ones have the biggest impact with advertisers. You'll leave with a better understanding of the items that consumers really want, and with the confidence to help your clients achieve a healthy ROI on their marketing campaigns.

Incentives & Corporate Gifts

Incentive Opportunities: Diversify Your Business and Grow Your Bottom Line

New for 2016 Barb Hendrickson | 9 a.m.-9:50 a.m. | ALL LEVELS ①

Companies spend more than \$100 billion annually on incentive programs for one simple reason: because they work. In fact, the majority of U.S. businesses use some form of incentive program to attract, retain, engage and reward their employees and customers. The question you need to ask yourself is, are you getting your share of that lucrative business? In this dynamic, information-packed session, incentive-program expert Barb Hendrickson will:

- | Explain the basics of incentive programs, and why promotional products are a perfect fit
- | Debunk the myths about selling incentive programs and products
- | Offer case studies about the many types of incentive programs
- | Review effective incentive-program pitches that will get your clients to buy
- | Show you how to take pricing off the table and offer solutions instead of merchandise
- | Give you 10 steps to guide your customer through strategies to improve their business.

Incentive Boot Camp: How to Build Your Business With Incentive and Corporate Gift Programs

Incentive Marketing Association | 10 a.m.-11:50 a.m. | ALL LEVELS ②

Corporate Gifting is an untapped opportunity for selling to your current clients and new ones. Through sales and safety incentives, wellness and health-care plans, and corporate gifting programs, you can tap into a growing and vibrant marketplace. How can you make the move into corporate gifting and incentives? This intensive boot camp will provide distributors with the steps they need to take to effectively sell corporate gifting/incentive programs, plus the tools to successfully navigate brands on the *ASI Show* floor.

First, you'll learn how to increase your sales by identifying your customers who have existing programs. Research indicates that many of your current customers already have corporate gifting/incentive programs in place – and they're buying merchandise and gift cards at retail. This session will give you the information you need to help them provide a more complete program at a lower cost.

Next, you'll discover how to work with your clients to create an incentive program. Many companies you already work with may not be aware of the benefits provided by having well-planned corporate gifting/incentive programs in place. You'll find out how to communicate the benefits and what is needed to successfully implement these programs.

Get Your Company On the Fast Track!

Strategy for Success: Position Your Business for Innovation and Growth

New for 2016 Meredith Elliott Powell | 9 a.m.-9:50 a.m. | EXECUTIVE ①

Today's buyers have changed, and those changes impact how they buy and who they buy from. To succeed, you need to understand how customers make decisions – and you need a strategy to move ahead of competitors and retain your clients. In this innovative and highly interactive seminar for business owners and other C-level executives, you'll learn:

- | How the economy, your customers and the buying cycle have shifted
- | How those changes impact your business and how you sell
- | Which sales strategies work in today's economy, and which ones don't
- | The elements of an effective business-growth strategy.

Get Your Company on the Fast Track! continued...

6 Steps to Dominate the Social Media Sphere

Speaker: Dave Burnett | 10 a.m.-10:50 a.m. | EXECUTIVE 1

To find, to understand and to buy: These are the three main reasons people search online. Your company's website, social media presence and digital marketing platforms are critical to your long-term success – but are you innovating and winning at your digital strategy, or simply keeping pace? In this must-attend session, you'll discover the importance of using all available social media channels to influence customers on their journey toward purchasing your products and services. You'll learn how to:

- | Perform competitive analysis on other distributor sites and social media accounts
- | Establish a social media outreach plan that will work both short and long term
- | Devise a content strategy and choose an appropriate social media channel
- | Ensure your corporate culture is compatible with and supportive of social media.

Lead With Your Strengths: Leverage Your Talents to Be a Better CEO

New for 2016 Johnny Campbell | 11 a.m.-11:50 a.m. | EXECUTIVE 1

A company can only grow to the size of the CEOs' vision. Successful CEOs know that leading based on their talents is the key to a successful, sustainable and profitable business. In this information-packed session, you'll learn how building on your talents can help increase your company's profits and make you a more effective leader. You'll leave knowing how to:

- | Tap into your talents to maximize sales
- | Increase revenue through delegation
- | Inspire each member of your organization.

Working With the Best: Hiring and Managing a Winning Sales Team

New for 2016 Ron Marks | 1:30 p.m.-2:20 p.m. | EXECUTIVE 1

This powerful session focuses on the best ways to recruit salespeople, from traditional methods to radical new ideas, and shows you how to make the smartest, most profitable hiring decisions – whether you're hiring your first employee or your fiftieth. With the right recruiting and training strategies, you can find a constant stream of qualified candidates and steal the best salespeople away from your competitors. And when you understand the unique behavioral styles of your salespeople and how to work with their diverse personalities, you'll build a loyal and effective team. You'll leave knowing how to:

- | Interview candidates to determine the best fit for your team
- | Train new hires to be successful right away (if a salesperson leaves a company in the early stages, it's usually because he didn't make sales quickly)
- | Improve your leadership and communication skills to handle every type of salesperson
- | Motivate individuals and teams, counsel salespeople for improved sales results, and maintain consistent and positive morale.

Build Your Brand, Tribe and Customer Loyalty Using Digital Marketing

New for 2016 Patrick Allmond | 2:30 p.m.-3:20 p.m. | EXECUTIVE 1

A good social media plan is the beginning of a great marketing plan. The best part of this? Developing such a potent brand presence online that you'll easily build your tribe – your company's super-fans, who'll stay loyal to your firm. In this powerful session, you'll learn how to bring together multiple marketing components to present your best image and story online, including media production, paid social media and interest-based social media marketing. We'll also review online lead-generation, which helps you build the beginning of your marketing funnel. When you leave this session, you'll understand:

- | The value of building a proactive digital marketing plan
- | How the "big three" real-world components (paper, radio and TV) translate online
- | How to repurpose content to appeal to all consuming styles
- | How to reach former visitors using retargeting strategies.

From 2 Employees to 200: Motivate and Inspire Your Workforce

New for 2016 Meridith Elliott Powell | 3:30 p.m.-4:20 p.m. | EXECUTIVE 1

Business success depends upon your team's engagement and their commitment to achieving your company's goals. In today's competitive world, the relationships you build with your team are as important as those you build with your customers. In this information-packed session, we'll turn traditional leadership- and employee-engagement programs upside-down, and share a new strategy that will inspire your team members to take ownership and drive results. You'll learn:

Get Your Company on the Fast Track! continued...

- ! Why a fully engaged workforce is the only real competitive advantage you have
- ! Why current employee-engagement programs are failing, and why cultures of employee innovation work
- ! The three key strategies you need to design a culture of employee innovation and motivation
- ! How to develop a plan that inspires your team to fully engage, take ownership and drive results.

Get Schooled in ESP!

Online Stores Made Simple: Using ESP Stores to Increase Sales and Win Clients

New for 2016 Joan Miracle | 9 a.m.-9:50 a.m. | ALL LEVELS ①

In this session you'll learn how to leverage ASI's multi-million dollar investment in e-commerce technology to help increase your sales, protect existing client relationships, and acquire new customers. Step-by-step instructions will teach you how to use ESP to merchandise and build an online store in just minutes. This session is geared toward industry distributors and sales professionals who want to help service their clients using the Web and begin generating more promotional product sales online. You'll leave with actionable ideas to help develop or increase online sales for your business. Join us for this fast-paced and informative introduction to ASI's best-kept secret for online promotional product sales and marketing!

Welcome to the All-New ESP: New Look and Features Including CRM and Order Management System

Speaker: Peter Knappenberger | 10 a.m.-10:50 a.m. | ALL LEVELS ①

It's here, it's now, and it's all about you! Join us for a demonstration of the all-new ESP – the industry's best-in-class sourcing and sales-generating system. With ESP's search enhancements and optimized workflow, you'll discover how easy it is to source products and create stunning presentations. You won't want to miss this exciting overview of ESP's new CRM (Customer Relationship Management) and Order Management features, where you'll discover how one comprehensive system keeps all of your most important business functions together – saving time, eliminating costly data errors, and enabling you to track all of your customer interactions.

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

New for 2016 Joan Miracle | 11 a.m.-11:50 a.m. | ALL LEVELS ①

Want to increase your sales while presenting a professional image to your customers? ASI's ESP Websites is the industry's leading promotional products website service for distributors, helping buyers find relevant products and ideas. In this session, you'll be introduced to ESP Websites and learn how to create your own website. This step-by-step tutorial will show you how to promote your best-selling products and keep customers coming back to you for new and innovative promotional ideas. Deliver a world-class shopping experience to your customers with ESP Websites, pre-loaded with 500,000 promotional products and powered by the industry's most robust shopping engine.

Lunch and Learn: Master Your Digital Marketing Strategy (First come, first served)

Speaker: Jamie Tumas | 12:15 p.m.-1:15 p.m. | ALL LEVELS ①

2016 is all about online exposure, and we want to make sure that your marketing is strategic and focused, in order to rise above all of the noise on the Internet. Join our business-coaching session that outlines the best ways to ensure your brand stands out on the most effective online sources for generating leads: Search Engines and Social Media. In this session you'll learn how to:

- ! Get your business noticed by potential clients on Google and other search engines
- ! Dominate your market on local search results and directory listings
- ! Generate more business on Facebook
- ! Leverage compelling content to drive sales.

Boost Sales With ESP Web Presentations Tool

Speaker: Peter Knappenberger | 1:30 p.m.-2:20 p.m. | INTERMEDIATE ①

You'll start this session with an exciting overview of the many search and user-experience enhancements in the All-New ESP. Sourcing products is only the first step: ESP Web Presentations will help you respond quickly to client requests with stunning virtual-sample-enabled presentations. In this session, you'll learn how to:

- ! Use creative design to make eye-catching presentations in just minutes
- ! Post interactive presentations to your ESP Website and allow customers to shop online
- ! Utilize Virtual Samples to create branded presentations that will "wow" your clients
- ! Create compelling sales flyers and special offers that you can share online or via email marketing.

*Get Schooled
in ESP! continued...*

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

Speakers: Michael D'Ottaviano and Peter Knappenberger | 2:30 p.m.-3:20 p.m. | ALL LEVELS ①

Join us for a demonstration of the All-New ESP – the industry's best-in-class sourcing and sales-generating system. With ESP's search enhancements and optimized workflow, you'll discover how easy it is to source products and create stunning presentations. In this session, we'll delve deeper into ESP's new CRM and Order Management system, where you'll discover how to:

- | Easily create detailed purchase orders for your suppliers, plus client-facing documents like acknowledgments and invoices
- | Use the new apparel matrix to quickly choose from available colors and sizes offered by your favorite apparel suppliers
- | Securely track all your customer interactions, including orders, presentations, emails, and notes
- | Use ESP's Order Management System as the bridge between supplier product data and your accounting solution, such as ASI Smartbooks or Quickbooks.

ASI SmartBooks: Make Your Office More Efficient

New for 2016 | Jamie Fens | 3:30 p.m.-4:20 p.m. | ALL LEVELS ①

ASI SmartBooks, the industry-specific business management software, allows you to manage all intricate business processes with a single, flexible, powerful application – integrating product sourcing from ESP, accounting, sales, marketing, order entry, real-time commissions, inventory, purchasing, shipping and reporting. In this session you'll learn how to get the most out of ASI SmartBooks, to help you seamlessly run your business while saving time and money.

Get Designing!

Adobe Illustrator: Master Vector Graphics and Drawing Tools

Speaker: Steve Oswald | 9 a.m.-10:50 a.m. | INTRODUCTORY ②

In this hands-on session you'll become familiar with Adobe Illustrator's graphical user interface and the workspace, including the Tools panel, the Menu bar and the Art board where you craft your artwork. You'll explore the basic elements that make up vector graphics: paths, strokes, fills, anchor points and typography. You'll also learn how to use each of the program's powerful drawing tools, including the pen tool and drawing curves. Finally, you'll create a logo and set it up to easily print for decorating almost any product.

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

Adobe Illustrator: Moving Beyond the Basics

Speaker: Steve Oswald | 11 a.m.-12:30 p.m. | INTERMEDIATE 1.5

Once you've mastered the basics, it's time to discover the power and versatility of Adobe Illustrator's vector artwork. In this project-based, hands-on session you'll explore tracing bitmap images, color blending modes and transparency, manipulating typography, trapping colors for print, and creating color separations. You'll build complex gradients with transparency and dynamic effects, and then apply these features to objects and text to create professional-quality artwork. We'll also highlight some of the most popular features in Illustrator, including The Envelope Warp menu and distorting and transforming objects.

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

CorelDRAW: Master the Essential Tools and Text Effects

Speaker: Jay Busselle | 1:30 p.m.-3:20 p.m. | INTRODUCTORY ②

CorelDRAW is a powerful graphics suite known for being affordable and easy to learn. In this session, you'll begin to master the basics and learn the essential CorelDRAW features you can use to successfully manage your clients' logos and graphics. In addition to the basic CorelDRAW features, you'll be introduced to:

- | Understanding your new work environment
- | Learning which tools you will need to master first
- | Working with text properties
- | Creating basic text effects
- | Understanding file formats
- | Creating a PDF document.

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

CorelDRAW: Moving Beyond the Basics

Speaker: Craig Mertens | 3:30 p.m.-4:20 p.m. | INTERMEDIATE 1

Once you're comfortable with CorelDRAW, you can begin to use the software as a true creative tool. This hands-on session will outline fundamental design techniques for adding visual value to graphics. We will explore the process of creating custom graphics from concept through production. Topics will include:

- | Working with text and creating dynamic text effects
- | Working with design templates and editing clipart
- | Preparing custom graphics for popular production processes
- | Creating custom sales flyers and virtual samples.

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

Get Decorating! | Sponsored by SanMar, asi/84863 and STAHL'S, asi/88984

Become a Heat-Press Pro: Imprint Stunning Logos on Almost Anything

New for 2016 Courtney Kubitza | 9 a.m.-11:50 a.m. | ALL LEVELS 3

In today's competitive world of business promotion, a company's logo is as critical to its brand recognition and consumer perception as the products they sell. New decorating technologies, materials and equipment offer exciting new possibilities for applying logos on just about anything – which lets you help your clients reach a broader audience. In this hands-on session, you'll decorate T-shirts, caps, totes, performance wear, jackets and even padfolios. You'll also explore lightweight heat-printing materials that stretch and rebound with the garment, as well as special effects that produce truly unique and stunning logos that are sure to attract attention.

Vinyl Cutter Workshop: Rhinestone Multi-Decoration and Specialty Films

Speaker: Craig Mertens | 1 p.m.-1:50 p.m. | ALL LEVELS 1

Combining glitter vinyl, metallic films and rhinestones is the most popular apparel multi-decoration trend in the market today. This interactive workshop will focus on both the design and production process of creating multi-decoration apparel with a vinyl cutter and heat press. You'll see the process from start to finish, and use specialty heat transfer films such as glitter vinyl and metallic films. Digital Art Solutions has helped thousands of companies succeed in the business of rhinestone multi-decoration, and you can benefit from the company's expertise in this unique setting.

Print-and-Cut Technology: Imprinting With Full-Color Digital Processes

New for 2016 Courtney Kubitza | 2 p.m.-3:20 p.m. | ALL LEVELS 1.5

Are you looking for decorating versatility? Do you want to profit from selling apparel, wall graphics, and everything in between? In this session, you'll learn how full-color digital print/cut technology allows you to become a one-stop shop for all of your customers' needs. Ultimately, you'll possess the knowledge and skill to decorate bags, cases, decals and stickers, or go big by offering banners and wall graphics. You'll also discover that no matter what fabric or material you're printing on – cotton, polyester, canvas, leather, neoprene and more – digital decoration should be your go-to method for detail and flexibility. Don't miss this unique opportunity to learn from decorating-industry experts and find out how you can increase profits right away.

Logo Conversion Demo: 10 Techniques for Embroidery Success

Speaker: Jay Busselle | 3:30 p.m.-4:20 p.m. | INTRODUCTORY 1

Selling decorated apparel is a great way to expand your ad specialty business, and embroidery is a fast, easy way to customize wearable items. The process of preparing an art file for sewing is called digitizing – and great digitizing makes great embroidery. This session will take a detailed look at the top techniques professional digitizers use when converting logos to embroidery. Not all artwork translates well into embroidery, and we'll show you how to avoid common mistakes with your clients' art. This session will be an eye-opener for both embroiderers and distributors who sell decorated apparel. You'll learn how to set better sewing expectations and increase your profits, and leave knowing:

- | The limitations that exist when embroidering logos
- | Why stitch counts can vary
- | How to set proper expectations for challenging logos
- | Why digitizers like jump stitches, but your clients may not.

Don't Miss the Signs: Expand Your Business With Visual Displays

New for 2016 Kevin Walsh | 9 a.m.-11:30 a.m. | ALL LEVELS 2.5

During this in-depth session, you'll learn about the remarkable sales opportunity that exists in portable, lightweight signs and displays – and how this can translate into profits for your business. You'll discover who's buying these products, what they're used for, and how you can benefit from this important shift in consumer behavior. When you leave this session you'll understand:

- | **The markets segments that are perfect for visual displays**
- | **Which products are consistently popular**
- | **Countless creative uses for signage in your local markets.**

How'd They Do That? A Beginner's Guide to Apparel Decoration

Speaker: Jimmy Lamb | 12:15 p.m.-1:15 p.m. | INTRODUCTORY 1

This scenario might sound all too familiar: Your customer needs logoed polyester performance shirts, so you gladly take the order and send it to your digital printer...who informs you that she doesn't have the ability to print on this fabric. Oops! The moral of the story? You need to really understand embellishment processes before you can sell them. This session will teach you the advantages and limitations of the most popular decorating processes, including sublimation, inkjet, transfers, screen printing, embroidery, sequins, laser and direct-to-garment printing. You'll leave with the knowledge you need to choose the best decorating process for your customers' needs, making the sale quicker and easier for both of you.

How Much Should I Charge? Decorating Pricing Demystified

Speaker: Jimmy Lamb | 1:30 p.m.-2:20 p.m. | INTERMEDIATE 1

People often struggle when billing their clients for decoration services. The key is to take the big picture into account, so you understand what it truly costs to generate an order – then you can apply marketing strategies for working in appropriate margins that generate the profits you seek. This session will show you how to gather and analyze business data in order to generate a baseline cost for printing, which becomes the foundation for your business's pricing system. You'll leave this session knowing:

- | **What factors must be addressed in setting up a logical pricing system**
- | **How production processes impact your profit margins**
- | **Tips to calculate the cost-savings of multi-piece production and translate it into volume price discounts.**

Embroidering Athletic Wear: Pump Up Your Decorating Profits

Speaker: Colleen Hartigan | 2:30 p.m.-3:20 p.m. | ALL LEVELS 1

Wouldn't you like to grow your business by confidently offering clients the newest trend in apparel and apparel decoration? Today's new lightweight, breathable fabrics – like those used in moisture-wicking tees, yoga pants, compression shirts and more – are in high demand at retail and in the ad specialty market alike, but they can be a challenge for decorators. In this eye-opening session, you'll learn about new products that help improve the look and feel of embroidery on these popular fabrics. You'll leave knowing:

- | **Why proper hooping and the correct backing are critical to successful decoration**
- | **What thread you should consider using to keep the embroidery soft and flexible**
- | **How you can achieve small lettering that's still easy to read.**

Sublimation, DTG and More: Explore the Possibilities of Digital Printing

Speaker: Jimmy Lamb | 3:30 p.m.-4:20 p.m. | INTERMEDIATE 1

Do you want to produce and sell printed apparel, but you're not sure it's a good fit for your company? Direct-to-garment, sublimation and digital transfers are all viable solutions for garment printing, plus they're easy to add to a new or existing business. But it's not a case of one-size-fits-all, as each imprinting method has its own unique applications and limitations. In this session you'll learn the differences between the processes, and see how they can be integrated into your operation to expand your offerings and profits.

Become a Star Supplier!

Exhibition Expertise: 10 Tips to Improve Your Tradeshow ROI (For suppliers only)

Speaker: Darlene Kirk | 1:30 p.m.-2:20 p.m. | ALL LEVELS ①

Tradeshow exhibition can be one of the most profitable investments you can make – as long as you’re exhibiting the right way. During this session you’ll learn marketing and sales strategies you should undertake before, during and after a show to make your product line stand out from the competition. You’ll leave with new knowledge about show floor strategies that drive booth traffic, post-show tips to capture a solid ROI, and the 10 trade show exhibition errors to avoid at all costs.

20,000 New Sales Reps Instantly: Make Distributors Want Your Products (For suppliers only)

Speaker: Darlene Kirk | 2:30 p.m.-3:20 p.m. | ALL LEVELS ①

In today’s competitive market, it’s vital to make your product line top of mind for the industry’s 20,000+ distributor sales force. In this session you’ll discover ways to build a brand that will attract the highest-performing distributorships and how to look inside the mind of a distributor. You’ll leave confident in your ability to craft a sales game plan that builds distributor alliances, and create a marketing blueprint that cements loyalty to your company.

Eight Ways to Save Time and Money When Sourcing Products (For suppliers only)

Moderator: Michele Bell | 3:30 p.m.-4:20 p.m. | ALL LEVELS ①

ASI supplier members who find it difficult to fly to Asia twice a year to source the best new products are using their member-only “secret weapon” to stay competitive. The SGR Sourcing Tool gives supplier members immediate access to thousands of products from top Chinese factories with established safety and social compliance. The best part? The SGR Sourcing Tool is free, and is exclusive to ASI suppliers. After setting up your exhibit booth, join us for drinks and snacks while SGR experts explain eight quick and easy ways to master this unique search engine, helping you find your next new product from the comfort of your favorite chair!

Wednesday, July 13, 2016 | Exhibit Day One

Get Decorating on the Show Floor!

Sublimation: Your Ultimate Personalization Tool

Speaker: Jimmy Lamb | 11 a.m.-11:30 a.m. | ALL LEVELS ⑤

Would you like to have a way to expand your profits without blowing your bank account? Sublimation is a very cost-effective digital printing process that lets you diversify your offerings, allowing you to bring in more dollars on every order. Sublimation offers a long list of personalized products, including custom cell phone covers, promotional products, plaques and awards, gifts, apparel, digital appliqué and signage. In this session you’ll learn how the process works, how to produce sublimated products, how much to charge and how to market your products.

Heat Pressing for Profit

Speaker: Jimmy Lamb | 11:45 a.m.-12:15 p.m. | ALL LEVELS ⑤

The heat press is a basic, simple and unsophisticated tool...or so you may think. In reality, a heat press is perhaps the most versatile and powerful tool that a business owner can invest in, as it offers literally dozens of options for product decoration. But not all heat presses are created equal, so it’s important that you choose the right one to meet your needs. From clamshells to swing-aways to pneumatics, you’ll see what’s available, learn how each type should be used, and discover what’s required for different heat-based applications.

The True Cost of Digital Printing

Speaker: Jimmy Lamb | 1:15 p.m.-1:45 p.m. | ALL LEVELS ⑤

When it comes to pricing and cost analysis for digital printing, there is a tendency to focus too heavily on the cost of the ink itself. In reality, there are multiple variables that contribute to the production cost, and ink is only a part of the equation. In fact, there are a variety of ways to reduce the cost of digital printing that are not dependent on the ink at all. In this session you’ll learn what the operational variables are, how to calculate the true costs of production, and how to establish a baseline pricing system for your services. If you’re serious about making money with digital printing, this is a class you don’t want to miss.

Get Decorating on the Show Floor! continued...

The Three Ps of Embroidery Perfection

Speaker: Jimmy Lamb | 2 p.m.-2:30 p.m. | ALL LEVELS .5

High-quality embroidery doesn't happen by chance. Perfection is the result of three elements coming together: punching of the design, performance of the machine, and preparation of the garment. Each person involved in the decorating must understand each element of the process, not just their specialty – that fact makes this the perfect session for business owners, machine operators and digitizers alike.

From Matte to Metallic: Drive Sales with Fashion Threads

Speaker: Colleen Hartigan | 2:45 p.m.-3:45 p.m. | ALL LEVELS 1

Your clients are influenced by retail trends, and expect to see them mirrored in what you offer. Attend this session to keep current with two hot trends, and learn how to master the use of these specialty threads. You'll learn why:

- ! **Bling will set you apart from the competition. Can you provide the shine, the sparkle and the glitter that's so hot at retail today? If you cringe at the thought of changing a needle on your embroidery machine, you'll learn how to reach a new level of comfort with running metallic threads**
- ! **Matte is where it's at. Matte thread is used in the auto industry, electronics and fashion; the subtle finish is sophisticated and implies a high-end item. When you use matte embroidery thread, you add style, definition and shading to your clients' logos and designs.**

Thursday, July 14, 2016 | Exhibit Day Two

Get Decorating on the Show Floor!

Your Sublimation Toolbox

Speaker: Jimmy Lamb | 11 a.m.-11:30 a.m. | ALL LEVELS .5

Sublimation is a simple process for imprinting high-quality graphics and high-definition photos on a variety of items, like cell phone covers, awards, signage, personalized gifts and apparel. But as with any decoration process, you may have some questions and challenges along the way, like, What is ghosting and what causes it? Can humidity affect quality? What causes lines on sublimated shirts? Can you sublimate on colored apparel? By loading up your "sublimation toolbox" with the proper resources, knowledge and solutions, you'll be able to handle just about any order that comes your way.

Boost Sales With Samples

Speaker: Jimmy Lamb | 11:45 a.m.-12:15 p.m. | ALL LEVELS .5

If a picture is worth a thousand words, then a decorated sample can be worth a million bucks – but only if it excites the customer. A key ingredient for a successful sales strategy is a powerful sample kit that delivers the right message, stimulates creative ideas and prompts the customer to expand their boundaries. But it takes more than a random collection of miscellaneous products to get the job done. In this session, we'll spec out sample kits for five different markets that emphasize cross-selling and up-selling. You'll leave knowing how to:

- ! **Build sample collections that stimulate the buying process**
- ! **Avoid common mistakes associated with sample kits**
- ! **Move buyers toward higher-quality products by using good-better-best product positioning.**

T-Shirts in Two Minutes

Speaker: Jimmy Lamb | 1:15 p.m.-1:45 p.m. | ALL LEVELS .5

Digital printing technology makes its quick, easy and affordable to print full-color, high-resolution designs on apparel. Whether you want to do full production or simply generate quick spec samples, decorating in-house gives you more flexibility and increased profitability. In this session you'll see three digital printing methods that any business can incorporate for less than \$1,000.

You Can Digitize!

Speaker: Jimmy Lamb | 2 p.m.-2:30 p.m. | ALL LEVELS .5

Contrary to popular belief, it's the knowledge and skill that make a digitizer successful, not the software. In order to produce superior designs that look awesome and run smoothly, the correct principles and techniques must be applied each and every time. This session will show you how to build high-quality embroidery designs from the ground up, regardless of your digitizing software. Topics will include choosing the right stitch types, applying the proper control factors, developing text the right way, calculating underlays, generating small letters, pathing and more.

How To Register

ASI members can register for FREE through June 14 at www.asishow.com with promo code AS12538. You'll get access to the education conference on July 12 and both exhibit days, July 13-14. Plus, order your tickets to the Gala Celebration at Buddy Guy's Legends, early admission and meet and greet tickets to the Keynote with Mary Matalin and James Carville, and reserve your spot for one of our popular Networking Clubs!

Member Benefits MEMBER ONLY BENEFIT

Attending an ASI Show couldn't be easier for you as an ASI member. Check out these member-only benefits:

- | FREE admission for all three days – education day and two exhibit days – a \$199 value
- | FREE live education workshops, featuring topics for every level of experience
- | A manageable show floor to do business with hundreds of suppliers
- | FREE Keynote presentation at the start of the second exhibit day, including priority seating
- | FREE networking activities, including daily receptions and special events
- | Discounted tickets to the popular Gala Celebration
- | FREE Catalog Courier service, making carrying samples and catalogs carefree
- | FREE shipping of catalogs and samples (part of the Passport Plus program)
- | NEW Passport Plus program with thousands of dollars' worth of prizes available
- | Special ASI member travel discounts and a hotel room reimbursement on the first night of exhibits

Shuttle from Show Hotels

Book your hotel room by June 20 at one of our host hotels to secure your room and discounted rates. Shuttle service is provided to and from our host hotels to the Convention Center, making your time at the show easy. Plus as an ASI member, you're entitled to a hotel reimbursement for the evening of July 13 – up to \$251! Visit www.asishow.com for complete details.

Date	Times	Service
Tuesday, July 12	7:30 a.m.-11:30 a.m.	Service every 30 minutes*
	3:30 p.m.-6 p.m.	Service every 30 minutes*
Wednesday, July 13	7:30 a.m.-11:30 a.m.	Service every 10-15 minutes
	4:00 p.m.-6:30 p.m.	Service every 10-15 minutes
	6:30 p.m.-9:30 p.m.	Service to and from the Gala**
Thursday, July 14	7 a.m.-11 a.m.	Service every 10-15 minutes
	2 p.m.-5 p.m.	Service every 30 minutes*

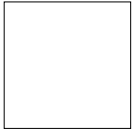
*Departs the convention center on the hour & half hour.

** One bus from Hyatt Regency McCormick Place and one bus from Palmer House Hilton and JW Marriott.

Schedule may vary due to traffic and weather conditions. Last bus leaves from hotels 60 minutes prior to end time with no return service.

Hotel	Pick-Up Location
Hilton Chicago	8th Street side entrance
Hyatt Regency McCormick Place	Walk to McCormick Place
JW Marriott	Walk to corner of LaSalle St. & Adams St.
Palmer House Hilton	Wabash Avenue door
Renaissance Blackstone Chicago	Walk to Hilton Chicago - 8th Street, Side Entrance

ASI Show has made every effort to ensure the information in this brochure was accurate at the time of printing. All events, dates and times are subject to change. For the most up-to-date information, visit www.asishow.com.



ASI SHOW[®] CHICAGO!

Education and Exhibits: July 12-14, 2016
McCormick Place, North Building, Halls B1 & B2

Register for *ASI Show Chicago* for FREE by June 14
at www.asishow.com using promo code AS12538.

Take part in the *ASI Show* experience all year long!



Our Business
is Helping Your
Business Grow

Multi-day trade shows, featuring education and exhibits
in Orlando, Dallas and Chicago



ASI Show's NEW hybrid event, combining the best
of traditional trade shows, hosted buyer events and
traveling roadshows



ASI Show's hosted buyer event, fostering high-level
distributor and supplier relationships



ASI Show's traveling show, stopping in 40 cities
throughout the United States and Canada

For more information on the full suite of events, visit www.asishow.com