

Creating Connections.  
Inspiring Creativity.



2017  
**ASI SHOW**  
EVENTS

ASI  
ROADSHOW

Canada  
Seminars

ASI  
SHOW

engage

fASIlitate  
Connect. Inspire. Grow.

# WELCOME

## THE ASI SHOW FAMILY OF EVENTS

| Generate Leads |

| Promote Your Reputation and Corporate Culture |

| Create Lasting, Profitable Relationships |

| Present Products, Tell Your Story and Share Case Studies |

Live events are the most effective forum to build personal relationships that are the backbone of the promotional products industry. There's no better way to bring your products and services to life than by talking with the distributors who will be selling them. What do live events enable you to do?



Interact and build relationships that will last for many years with thousands of distributors from across the U.S. and internationally.

- | The best place to launch new products, to a large audience and collect a lot of qualified leads
- | Held in top markets – Orlando, Dallas and Chicago – at strategic times of the year

### ASI ROADSHOW™

Interact face-to-face with hundreds of regional distributors quicker than you could by making traditional sales calls. The ASI Roadshow is the Super Sales Call!

- | The promotional products industry's #1 traveling show gives you direct access to high-quality distributors in top regions across North America
- | Build relationships with regional distributors AND their escorted end-buyers – sell even more of your portfolio

### fASIlitate

Meet with the industry's elite, million-dollar sales producers from top distributor companies in just 4 days.

- | Benefit from pre-scheduled, private meetings and networking events, and take home detailed profiles of each distributor attendee
- | Held in luxurious venues across the country



The ASI Canada Seminars brings together regional distributors and top suppliers in an intimate setting in major markets on the West and East Coast of Canada. The ASI Canada Seminars is your opportunity to...

- | See more prospective clients than possible in a normal sales day
- | Collaborate with distributors on projects and give them fresh ideas

For more information on the full suite of events, visit [www.asishow.com](http://www.asishow.com); call us at 800-546-3300 or email [Showsales@email.asishow.com](mailto:Showsales@email.asishow.com)





# NEW IN 2017



**Creating Connections. Inspiring Creativity.**

In 2017 the *ASI Shows* – Orlando, Dallas and Chicago – have been reimagined and will be like no other *ASI Show* before. Creating Connections and Inspiring Creativity is what *ASI Show* means for you and your business. We created events and opportunities for you to connect with the high quality distributor companies and top selling promotional product distributors in the industry. There are sponsorship and marketing opportunities which will allow you to interact, network and connect with the thousands of attending distributors. By actively participating and fully taking advantage of what *ASI Show* has to offer, you generate more leads, grow your business and create long-lasting profitable partnerships. If your business depends on reaching distributors who are ready to purchase promotional products for their customers, you need to be at the *ASI Shows*.

## **NEW EVENTS INCLUDE:**

-  **Distributor Networking Lunch: Meet the Expert** – By sponsoring this lunch, you will interact with distributors on education day discussing your products and services, finding out how you can work together.
-  **Education Day Cocktail Networking Reception** – Excellent sponsorship opportunity for you to relax and have some drinks with distributors who value education and want to grow their business.
-  **Motivation Breakfast** – This exciting sponsorship offers you the opportunity to meet with distributors before the show floor opens. This breakfast will feature a speaker that will cover topics designed to inspire both professional and personal growth such as work/life balance, health and wellness, and team building.
-  **Thrilling ASI Show Bash Venues** – Exciting locations were selected where you can mix business and fun with attendees while listening to music, going on thrilling rides, eating great food and toasting to the event that you sponsored.
-  **Matchmaking** – Connecting the distributors and suppliers pre-show and have scheduled meetings where you can highlight all of your products and services.
-  **New Pavilion – Corporate Gifts & Incentives (Partnership with IMA/ IMRA)**

**“Creativity is just connecting things.”**

**-Steve Jobs**

For more information visit [www.asishow.com](http://www.asishow.com).

# JANUARY 18-20, 2017

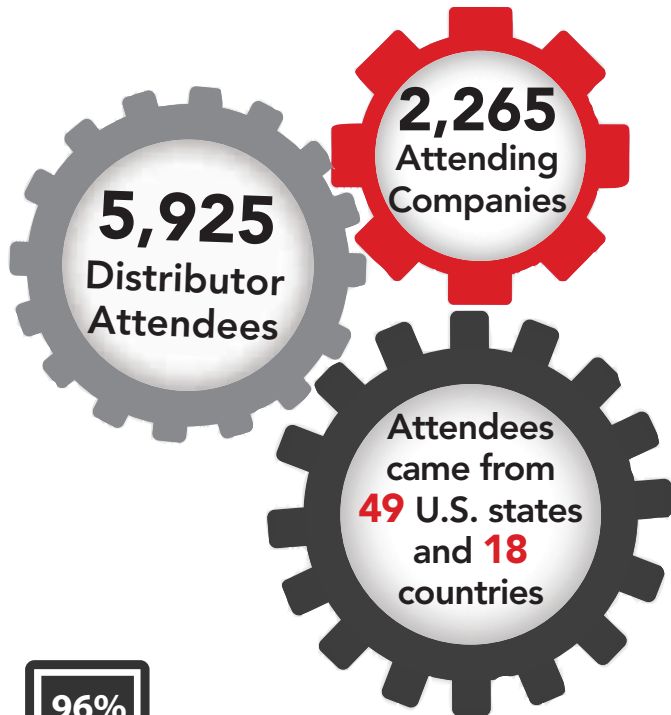
Orange County Convention Center  
North & South Hall

**Reserve your booth today!**

Live events are known to reduce the sales cycle and increase the win rate...

## 2016 SUMMARY

### Quality Attendees



96%

Of attendees report that live events are **CRITICAL** to their product sourcing.

### Distributor Meetings On-Site

**26** big name distributor companies brought in **1,477** reps for meetings, including:

AIA Corporation | American Solutions for Business  
Brown & Bigelow | EmbroidMe | Geiger  
HALO | Branded Solutions | iPROMOTEu | Kaeser & Blair  
Press-A-Print | Proforma | Safeguard | Vernon



**\$4.7 BILLION**  
in industry sales  
represented by attendees



### Valuable Leads

**185,444**

Total scans that were collected in 2016

**263**

Number of scans that each exhibitor averaged daily

**131**

Average number of exhibitor leads per day

**<\$9.62**

Cost per lead vs a field sales visit averaging \$596



Attendees spend an average of

**8 1/2 HOURS**

on the show floor meeting with exhibitors

### % of Exhibitors Reporting Success

**100%**

Product Launch



**98%**

Educate Attendees

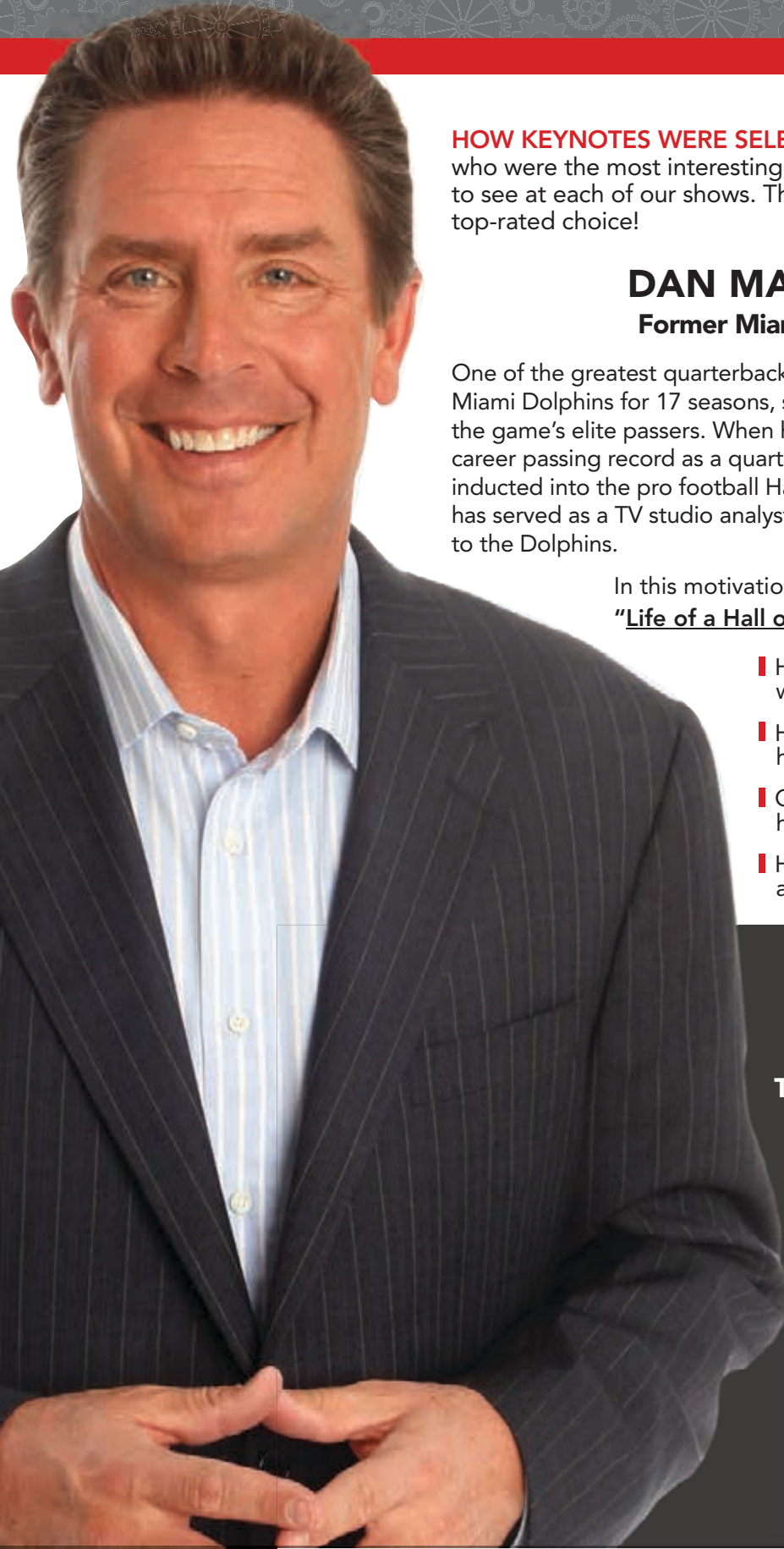


**96%**

Networking Goals



# ASI SHOW ORLANDO



**HOW KEYNOTES WERE SELECTED:** ASI polled its members to determine who were the most interesting and influential speakers that they would like to see at each of our shows. The speaker selection for each city was the top-rated choice!

## **DAN MARINO KEYNOTE** **Former Miami Dolphins Quarterback**

One of the greatest quarterbacks in NFL history, Dan Marino played for the Miami Dolphins for 17 seasons, shattering numerous league records as one of the game's elite passers. When he retired in 1989, he held every meaningful career passing record as a quarterback. A nine-time pro bowler, Marino was inducted into the pro football Hall of Fame in 2005. Following his career, he has served as a TV studio analyst for CBS and HBO and as a special advisor to the Dolphins.

In this motivational conversation

**"Life of a Hall of Famer: On & Off the Field"**, he'll discuss:

- His early life growing up in a Pittsburgh working-class family
- How he developed a work ethic that helped him excel in football
- Obstacles and controversies that strengthened his drive
- His perspective on leadership, team building and setting goals.

## **ASI SHOW BASH AT UNIVERSAL ORLANDO™**

**The Wizarding World of Harry Potter™ – Hogsmeade™, Jurassic Park™ and Skull Island: Ruin of Kong™ at Universal's Islands of Adventure™ theme park.**



# FEBRUARY 1-3, 2017

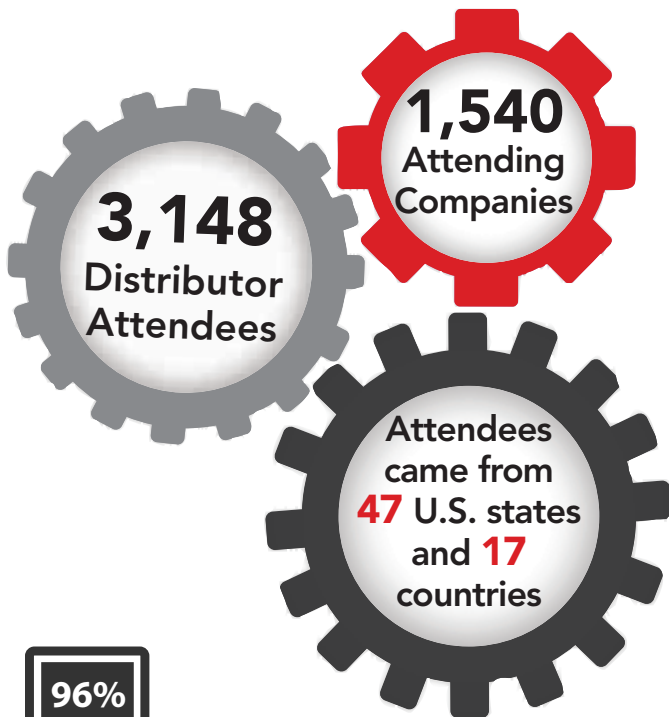
Kay Bailey Hutchison  
Convention Center

## Top 4 Reasons to Exhibit at ASI Shows

- 1) Promote your reputation and corporate culture.
- 2) Increase your company's visibility to thousands of national distributors.
- 3) Launch your new products.
- 4) Build new relationships and connect with current clients face-to-face.

## 2016 SUMMARY

### Quality Attendees



96%

Of attendees report that live events are CRITICAL to their product sourcing.

### Distributor Meetings On-Site

**22** big name distributor companies brought in **634** reps for meetings including:

AIA Corporation | Brown & Bigelow | EmbroidMe  
Geiger | HALO | iPROMOTEu | Kaeser & Blair  
Proforma | Safeguard | Vernon



**\$3.4 BILLION**  
in industry sales  
represented by attendees



### Valuable Leads

**88,753**

Total scans that were collected in 2016

**190**

Number of scans that each exhibitor averaged daily

**95**

Average number of exhibitor leads per day

**<\$13.32**

Cost per lead vs a field sales visit averaging \$596



Attendees spend an average of

**7**

**HOURS**

on the show floor meeting with exhibitors

### % of Exhibitors Reporting Success

**97%**

Educate Attendees



**88%**

Product Launch



**87%**

Branding Goals



# ASI SHOW DALLAS



## JOHN MACKEY KEYNOTE

**Co-founder and Co-CEO of Whole Foods Market**

John Mackey, co-founder and co-CEO of the Austin Texas based, Whole Foods Market Inc. – the leading natural and organic supermarket and a \$14 billion Fortune 500 company – has a unique take on business: It has the potential to have a higher purpose that goes beyond maximizing profits. Mackey, named Esquire’s “Most Inspiring CEO,” espouses conscious capitalism, leadership and office culture at Whole Foods, which creates value for all shareholders – customers, employees, suppliers, the community and the environment.

In this motivational conversation “**Conscious Capitalism and Conscious Leadership**”, he’ll discuss:

- How to define and develop your company’s higher purpose, which can influence stake holder integration, leadership and culture – all for the better
- How to create a value-driven workplace where leaders can personally grow and evolve, allowing them to grow and engage employees and the company itself
- Why capitalism, when handled correctly by entrepreneurs and businesspeople, has the potential to create purpose and wealth for many in the system
- Why capitalism, when handled correctly has the potential to create purpose and wealth for many.

**ASI SHOW BASH  
AT EDDIE DEEN’S**

**EDDIE  
DEEN’S**  
*Rench*

- Delicious barbeque
- Open bar
- Music by Texas band Breckenridge
- Great networking
- Exciting atmosphere

# JULY 11-13, 2017

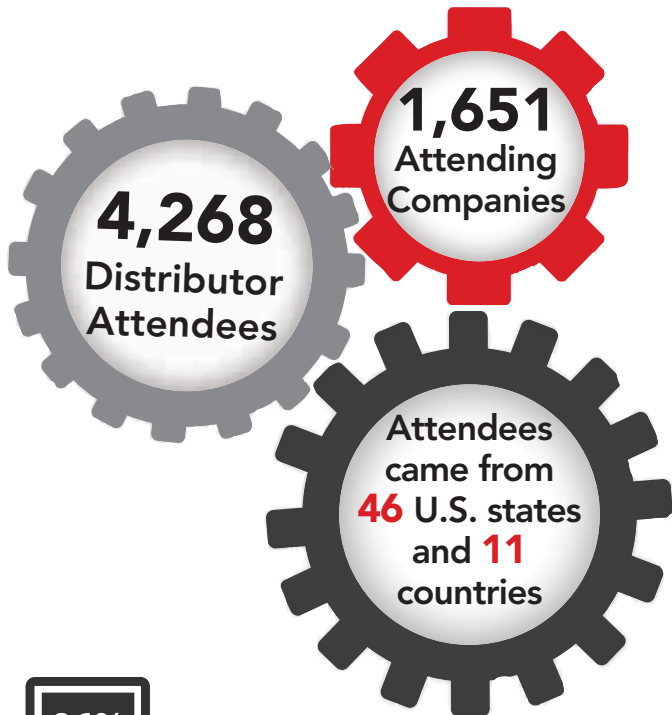
McCormick Place  
North Building

## Why should you take advantage of sponsorships at the ASI Shows?

ASI Shows offer a number of sponsorships that will be the perfect complement to your marketing program. You will find unlimited opportunities to broaden your competitive advantage by increasing your credibility and image in sponsoring events specifically for your target market.

### 2016 SUMMARY

#### Quality Attendees



96%

Of attendees report that live events are **CRITICAL** to their product sourcing.

#### Distributor Meetings On-Site

**24** big name distributor companies brought in **793** reps for meetings including:

American Solutions for Business | EmbroidMe | Geiger  
HALO | iPROMOTEu | Kaeser & Blair | Proforma  
Safeguard | Vernon



**\$5.6 BILLION**  
in industry sales  
represented by attendees  
up to \$1.1B from 2015



#### Valuable Leads

**105,124**

Total scans that were collected in 2016

**164**

Averaged scans that each exhibitor averaged daily

**78**

Average number of exhibitor leads per day

**<\$15.42**

Less than cost per lead vs a field sales visit averaging \$596



Attendees spend an average of

**6**

**HOURS**

on the show floor meeting with exhibitors

#### % of Exhibitors Reporting Success

**84%**

Product Launch



**80%**

Networking Goals



**79%**

Educate Attendees





# ASI SHOW CHICAGO



## DAYMOND JOHN KEYNOTE

Founder, President and CEO of FUBU

Wildly successful businessman Daymond John, known as “The Shark,” is a modern-day renaissance man – entrepreneur, fashion icon, author, speaker, CEO, branding expert and co-host of ABC’s hit reality business show Shark Tank. As the creator of the iconic fashion brand FUBU (“For Us By Us”) with global retail sales exceeding \$4 billion to date, he used his natural flair for marketing and branding to grow the fledgling company from \$800 worth of tie-top hats into a global fashion powerhouse. As one of the co-hosts of Shark Tank, John listens to business pitches from everyday people hoping to launch their company or product to new heights, and then invests his own money into the best projects.

Along his entrepreneurial journey, through his many successes as well as failures, John has learned key lessons about getting the best out of business and life. He believes the keys to his success include establishing the right mindset and following fundamental principles, which he dubs his five “Shark” points.” In this high-energy, inspiring Keynote, John will share his unique goal-setting and achievement strategies, which will empower attendees to make positive changes in every aspect of their lives. You’ll hear his compelling stories about his rags-to-riches journey, and discover the techniques that helped him expand his brand into dozens of countries worldwide.

## ASI SHOW BASH AT IIO GODFREY

IIO Godfrey, Chicago’s largest rooftop lounge at The Godfrey Hotel Chicago, offers a state-of-the-art retractable roof, allowing the outdoor space to evoke a unique in-is-out and out-is-in vibe.

# fASIIlitate™

Connect for Success

fASIIlitate is ASI's hosted buyer event, fostering profitable partnerships between the industry's elite: top-caliber suppliers and million-dollar sales producers.

Taking place at luxurious venues across the country, fASIIlitate features:

- | Private, pre-scheduled meetings with over 30 top-selling distributor companies
- | 4 days of quality time and interaction with the industry's best
- | In-depth profiles and contact details for all distributor participants
- | 10 Points toward your BASI/MASI Certification

## PARTICIPATING DISTRIBUTORS AVERAGE \$1.7 MILLION IN SALES!

“As a direct result of participating in fASIIlitate, our sales have increased by 40% with the distributors that have attended.”  
— Robert M. Cunningham, Uniflex, asi/92480



“A standing ovation for putting together a GREAT group. I have been working non stop since I got back with several distributors on different projects which I believe will turn out well for all of us.”  
— Barry Lipsett, Charles River Apparel, asi/44620

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



## Locations for 2017 include:



The Ritz-Carlton

March 13-16 | Denver, CO



Fairmont Olympic Hotel

May 1-4 | Seattle, WA



Omni Chicago Hotel

June 19-22 | Chicago, IL



Diplomat Resort & Spa

July 31-August 3 | Hollywood, FL



Park Hyatt Washington

August 21-24 | Washington, D.C.

### EXECUTIVE-LEVEL, INVITATION-ONLY, HOSTED BUYER EVENT

There's no better way to maximize your ROI and build profitable partnerships than by being a part of fASllitate.

# ASI ROADSHOW™

The Super Sales Call

The 2017 schedule was created with you in mind. Each week and city was strategically selected and based upon the population of distributors living in the area, the best cities to do business in and the growth of business over the past 5 years within the region.

The ASI Roadshow gives you a chance to meet with more distributors than you could by making traditional sales calls for the same amount of time.

- See approximately **100 DISTRIBUTORS** per city, in 4 hours a day – save big on travel costs!
- Exhibitors have seen a CPL as low as **\$2.26**
- Meet a unique audience – **90% OF ASI ROADSHOW ATTENDEES** don't attend other industry events
- Present your products to **END-BUYERS**, and show them items they didn't even know existed



**14.3% increase in distributor attendance & 217% increase in end-buyers during the first six Roadshows of 2016.**

Please visit [www.asiroadshow.com](http://www.asiroadshow.com) for details.



“Being a first time ASI Roadshow exhibitor, I found this experience to far exceed my expectations. From day one I met many quality distributors and have a number of great leads to follow-up on.”

— Zack Miller, BCG Creations, asi/37693, Exhibitor

“The biggest benefit of exhibiting at the Roadshows is getting to meet the distributors in the local area and getting to learn about their clients and their biggest challenges. It helps me to become a better partner with them. Overall, it’s been a good show!”

— Patty Conyers, Gill Studios, Inc., asi/56950, Exhibitor

“We can actually talk to everybody and engage with them, find out about their business. This hits a segment of the industry that I can’t see at the big shows.”

— Melinda Marr, Hotline Products, asi/61960, Exhibitor

## Target The Regions That Are Most Important To You!

### 11 NEW CITIES!

#### PACIFIC

Seattle, Portland, Sacramento,  
San Francisco, San Jose  
February 6-10

#### NORTHEAST

Boston, Stamford, NYC, NJ  
February 20-23

#### MID-ATLANTIC

Philadelphia, Baltimore,  
Washington, D.C., Richmond  
February 27 – March 2

#### SOUTHERN CALIFORNIA

Van Nuys, Irvine, San Diego  
March 13-15

#### CENTRAL MIDWEST

Minneapolis, Des Moines,  
Kansas City, St. Louis  
April 3-6

#### GREAT LAKES

Buffalo, Pittsburgh, Cleveland  
April 24-26

#### MIDWEST EAST

Detroit, Indianapolis, Columbus, Cincinnati  
May 1-4

#### GREAT WEST

Salt Lake City, Denver, Travel Day, Phoenix  
August 28-31

#### SOUTHEAST


Raleigh, Charlotte, Atlanta, Nashville  
September 11-14

The ASI Canada Seminars brings together regional distributors and top suppliers in an intimate setting in major markets on the West and East Coast of Canada. The 4-hour day is broken into 15 minute roundtable sessions, giving suppliers a chance to present case studies, product lines and network with regional distributors.

The ASI Canada Seminars is your opportunity to...

- See more prospective clients than possible in a normal sales day
- Introduce new products to distributors
- Collaborate with distributors on projects and give them fresh ideas
- Enjoy a free continental breakfast and buffet lunch
- Connect with other industry professionals





**// All of us at Adverttech find the ASI Canada Seminars quite useful and very educational. //**

— Mark L. Eckebrecht, Adverttech Group LTD., asi/109575

**// During the 15-minute supplier presentations, I was amazed at the knowledge I was able to pick up from the vendors and the programs that they had to offer. Meeting with key suppliers in an intimate venue really helped to focus my efforts on specific client needs. //**

— Alex Butzon, Proforma Panther Marketing, asi/8061789



The ASI Canada Seminars are the most cost- and time-efficient means of finding out what's **NEW** and what's **HOT** from the ad specialty industry's **TOP** suppliers!

# EXPERIENCE

## ASI SHOW EVENTS

ASI  
ROADSHOW

Canada  
Seminars

ASI  
SHOW

engage

fASIlitate  
Connect For Success

| LEAD GENERATION |

| RELATIONSHIP BUILDING |

| SALES OPPORTUNITIES |

| PROMOTE YOUR REPUTATION AND CORPORATE CULTURE |



Be part of the  
2017 *ASI Show* experience.

**Creating Connections.  
Inspiring Creativity.**

ASI IS WITH YOU EVERY STEP OF THE WAY