

ASI Show Events

National Reach

ASI Show Orlando

ASI Show Dallas

ASI Show Chicago

Private 1-on-1 Meetings

fASllitate

The Super Sales Call

ASI Roadshow

**Where the industry meets
to kick-off the new sales year.**

January 18-20, 2017

Orange County Convention Center, North and South Building

Rate: \$2,592 per 10x10 booth space



100%
OF EXHIBITORS LAUNCHING A
PRODUCT REPORTED SUCCESS

Keynote: Dan Marino
Former Miami Dolphins
Quarterback

CREATING CONNECTIONS. INSPIRING CREATIVITY.

2016 Summary

Quality Attendees

- 5,925 distributor attendees
- 2,265 attending companies
- Attendees from 49 U.S. states & 18 countries
- 97% 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 and Vernon.

Valuable Leads

- 185,444 total scans were collected in 2016
- Each exhibitor averaged 263 scans each in just 2 days – 131 leads per day and less than \$9.62 per interaction

Huge Sales Opportunity

- Attendees represent \$4.7 billion in industry sales

Proven ROI for Exhibitors

98% of exhibitors who wanted to educate attendees met their objectives

96% of exhibitors focused on networking achieved their goal

Gala Celebration Orlando

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

**“We have been coming to
ASI Show Orlando for many years,
and we keep coming back because
of the quality – the quality of the
event and also the quality of the
customers we get to meet.
It's really exciting!”**

– Tim G., Next Level Apparel, asi/73867

ASI Show Sponsorships

With countless sponsorships available, you can make a big impact at the ASI Shows, promoting your reputation and corporate culture to the thousands of attending distributors. According to a study conducted by the Center for Exhibition Industry Research, sponsorships can increase booth traffic by 104% – generating more traffic, more leads, more sales and more value for your marketing dollar.



The first and biggest industry show in the Southwest.

February 1-3, 2017

Kay Bailey Hutchison Convention Center

Rate: \$2,592 per 10x10 booth space



97%
OF EXHIBITORS WHO WANTED
TO EDUCATE ATTENDEES MET
THEIR OBJECTIVES

Keynote: John Mackey
Co-founder and co-CEO of
Whole Foods Market

CREATING CONNECTIONS. INSPIRING CREATIVITY.

2016 Summary

Quality Attendees

- 3,148 distributor attendees
- 1,540 attending companies
- Attendees from 47 U.S. states & 7 countries
- 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 and Vernon.

Valuable Leads

- 88,753 total scans were collected in 2016
- Exhibitors averaged 190 scans each in just 2 days – 95 leads per day and less than \$13.32 per interaction

Proven ROI for Exhibitors

88% of exhibitors launching a product reported success

87% of exhibitors achieved their branding goals

\$3.4 billion

in industry sales represented by attendees in 2016

Gala Celebration Dallas

Eddie Deen's Ranch

Mouthwatering food, including the signature peach cobbler.

Entertainment

- Breckenridge Band
- Rollo Roper (mechanical calf with roping lessons) learn how to rope from pros. Practice on the same type of mechanical horse and calf that rodeo stars use to sharpen their skills. Includes Lil Lupe, the trick roper, to make a valiant attempt at teaching the guests to rope!

“We exhibit at ASI Show Dallas because there is nowhere else we can meet all of these distributors and make these relationships. There is no way we could get in front of this audience unless we were at the ASI Show.”

– David D., Sling Grip, asi/50164

**The biggest industry
show of the summer.**

July 11-13, 2017

McCormick Place, North Building

Rate: \$2,592 per 10x10 booth space



90%
**OF EXHIBITORS WERE
SUCCESSFUL IN INCREASING
BRAND AWARENESS**

Keynote: Daymond John
Founder, President and
CEO of FUBU

CREATING CONNECTIONS. INSPIRING CREATIVITY.

2015 Summary

Quality Attendees

- 4,442 distributor attendees
- 1,753 attending companies
- Attendees came from 49 U.S. states & 17 countries
- 96% of attendees report that live events are CRITICAL to their product sourcing

Distributor Meetings On-Site

25 big-name distributors brought in 686 reps for meetings, including American Solutions for Business, EmbroidMe, Geiger, HALO, iPROMOTEu, Kaeser & Blair, Proforma, Safeguard and Vernon.

Valuable Leads

- 99,735 total scans were collected in 2015
- Each exhibitor averaged 156 scans each in just 2 days – 78 leads per day and less than \$16.22 per interaction

Huge Sales Opportunity

- Attendees represent up to \$3.5 billion in sales – up \$800 million from 2014!

Proven ROI for Exhibitors

95% of exhibitors met their objective to educate attendees

92% of exhibitors achieved success in launching a new product

“Over 500 people came to our booth! We’re impressed with the quantity, but also the quality – these are people who have been with ASI a long time and are selling products that build brands. This show is a great way to reach a new crowd and get face time, which is irreplaceable.”

— Sterling W., Pop! Promos, asi/45657

**LIVE EVENTS are known to reduce the sales cycle and increase the win rate.
RESERVE YOUR BOOTH TODAY!**

ASI's Hosted Buyer Event

2017 fASIlitate Rate: \$8,200 per event

Please visit www.fasilitate.com for additional details.



fASIlitate 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, fASIlitate features:

- Private, pre-scheduled meetings with over 30 top-selling distributor companies
- Four 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

Locations for 2017

Denver, CO (March 13-16, 2017)

at The Ritz-Carlton Denver

Seattle, WA (May 1-4, 2017)

at the Fairmont Olympic Hotel

Chicago, IL (June 19-22, 2017)

at the Omni Chicago Hotel

Hollywood, FL (July 31- August 3, 2017)

at the Diplomat Resort & Spa

Washington, D.C. (August 21-24, 2017)

at the Park Hyatt Washington

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

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

2017 ASI Roadshow Rates:

5-day ASI Roadshow Week : \$1525

4-day ASI Roadshow Week: \$1220

3-day ASI Roadshow Week: \$915



The ASI Roadshow gives you the opportunity to meet and network with more regional distributors than by making traditional sales calls in the same amount of time.

Visiting top cities across North America at strategic times of the year, this is your best chance to meet with hundreds of regional distributors you can't see elsewhere. And, ASI distributor members can escort their clients to the show, giving you access to end-buyers.

- See approximately **100 distributors** per city in just 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
- More distributors are seeing the value in bringing their clients to the shows – present your products to **end-buyers**

2017 ASI Roadshow Schedule*:

Dates	Week	Cities
February 6-10	Pacific	Seattle, Portland, Sacramento, San Francisco, San Jose
February 20-23	Northeast	Boston, Stamford, New York City, New Jersey
February 27 - March 2	Mid-Atlantic	Philadelphia, Baltimore, DC, Richmond
March 13-15	Southern California	Van Nuys, Irvine, San Diego
April 3-6	Central Midwest	Minneapolis, Des Moines, Kansas City, St. Louis
April 24-26	Great Lakes	Buffalo, Pittsburgh, Cleveland
May 1-4	Midwest East	Detroit, Indianapolis, Columbus, Cincinnati
August 28-31	Great West	Salt Lake City, Denver, Travel Day Phoenix
September 11-14	Southeast	Raleigh, Charlotte, Atlanta, Nashville

*Schedule subject to change.

“As a first-time ASI Roadshow exhibitor, I found this experience far exceeded my expectations. From day one, I met many quality distributors and have a number of great leads to follow up on.” – Zack M., BCG Creations, asi/37693