

Creating  
Connections.  
Inspiring  
Creativity.



**ASI** !  
**SHOW**  
ORLANDO™

EDUCATION: January 18 | EXHIBITS: January 19-20, 2017

LOCATION: Orange County Convention Center,  
North Building, Hall A

Register for FREE by December 21 using promo code AS12746 at [www.asishow.com](http://www.asishow.com).

# SEE YOU SOON!

**// In our ever-changing industry, it has become even more important for us at ASI to create an environment, products and services to help you, our members, do what you need to do – come up with creative solutions to offer to your clients that set you apart and grow your business. //**



## Ask yourself these questions:

- How am I sourcing my products?
- Where am I finding new and creative ideas to offer my clients?
- How am I connecting with my suppliers, and sourcing new partners?
- How am I meeting other distributors who I can lean on and learn from?
- Where am I learning about new trends happening in business, technology and the industry?

**The answer to all of these questions can be simple... at the ASI Show.**

And, with our new theme for 2017 – Creating Connections. Inspiring Creativity. – we have built in new networking events, education courses and areas on the show floor to help you build the connections you need to take you to that next level and inspire the creativity to stand out.

I, along with the whole ASI Show family, look forward to hosting you this year in Orlando, with a full day of education on January 18 and two full exhibit days, January 19-20, at the Orange County Convention Center.

Take your time and look through our event brochure to see what we have in store for you at ASI Show Orlando.

I'll see you in January,

A handwritten signature in black ink, appearing to read 'R. Ugianskis-Fishman' with a stylized flourish at the end.

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

# WHAT WILL YOU BE DOING?

## EDUCATION DAY – WEDNESDAY, JANUARY 18

Registration Open .....	7:45 a.m.-5:00 p.m.
How to Get the Most Out of Your Trade Show Experience.....	8:15 a.m.-8:45 a.m.
<b>FREE</b> to ASI Members	
Education Courses .....	9:00 a.m.-3:50 p.m.
<b>FREE</b> to ASI Members	
Meet the Experts Lunch (first come, first served) .....	Noon-12:50 p.m.
<b>FREE</b> to ASI Members	
Education Day Cocktail Networking Reception.....	4:00 p.m.-5:00 p.m.
<b>FREE</b> to ASI Members	
<i>Sponsored by: STAHL'S, asi/88984 and Transfer Express, asi/91804</i>	

## EXHIBIT DAY 1 – THURSDAY, JANUARY 19

Registration Open .....	7:45 a.m.-5:00 p.m.
Motivational Breakfast with Coach Ken Carter.....	8:30 a.m.-9:45 a.m.
<b>Ticket Required</b>	
Exhibits Open.....	10:00 a.m.-5:00 p.m.
<b>FREE</b> to ASI Members	
Counselor® Distributor Choice Awards.....	5:00 p.m.-6:30 p.m.
<b>FREE</b>	
ASI Show Bash at Universal Orlando™ .....	7:30 p.m.-10:30 p.m.
<b>Ticket Required</b>	
<i>Co-Sponsored by: Ad Bands, asi/34345, ALightPromos.com, asi/34194, Caro-Line/Bandanna Promotions, asi/44020, Logo Mats, asi/67849 and Next Level, asi/73867</i>	

## EXHIBIT DAY 2 – FRIDAY, JANUARY 20

Registration Open .....	7:15 a.m.-3:30 p.m.
BASI/MASI Breakfast.....	7:30 a.m.-8:15 a.m.
<i>By Invitation Only</i>	
Keynote with Dan Marino .....	8:30 a.m.-9:45 a.m.
<b>FREE</b>	
<i>Co-Sponsored by: Prime Line®(USA), asi/79530, Showdown Displays, asi/87188, STAHL'S, asi/88984 and Transfer Express, asi/91804</i>	
Exhibits Open.....	10:00 a.m.-3:30 p.m.
<b>FREE</b> to ASI Members	
Closing Celebration .....	3:30 p.m.-4:00 p.m.
<b>FREE</b>	

\*Schedule subject to change.

# WHAT'S NEW

## Matchmaking Tool Within Registration

Embedded right into the registration system, the new Matchmaking Tool 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. This enables you to plan your time and maximize your ROI!

## Meet the Experts Lunch

Enjoy a roundtable discussion on industry topics with distributors and sponsoring suppliers over a free lunch.

## Education Day Cocktail Networking Reception

The conversation doesn't have to end in the classroom. Hang with distributors and the speakers from the classes you just benefited from while enjoying beer and wine, music, networking and entertainment.

## Motivational Breakfast with Coach Ken Carter

Join Coach Ken Carter – the famed high school basketball coach who locked out his undefeated varsity team in order to push them to improve their grades – as he offers hard-hitting advice about the accountability, integrity, teamwork and leadership needed to succeed both on and off the court. Ticket includes a hot breakfast and the motivational keynote.



## Corporate Gifts & Incentives Pavilion

This new pavilion on the show floor and education track on Education Day, in partnership with the Incentive Marketing Association/Incentive Manufacturers and Representative Alliance, gives you

access to learn more about the incentives market and how to help your clients add corporate gift programs to their organizations.

## Collaboration Room

Use this dedicated area to share ideas and speak with other ASI members and members of the industry to bounce ideas off of each other about where you think the industry is headed and how to stay relevant.



## Promotional Products in Action!

Recharge your brain, battery and body. Stop by this fun area, right on the show floor, to take a quick break, enjoy some promotional products in action, recharge with refreshments and make some new friends!

# FUN AND FAME

## Life of a Hall of Famer: On & Off the Field A Keynote with Dan Marino

Friday, January 20 | 8:30 a.m.-9:45 a.m. | FREE

Hear from one of the greatest quarterbacks in NFL history, Dan Marino, as he discusses:

- 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.

Early admission tickets for \$29 are still available for purchase on the ASI Show Orlando registration site at [www.asishow.com](http://www.asishow.com).

Co-Sponsored by:



## ASI Show Bash at Universal Orlando™



Thursday, January 19

7:30 p.m.-10:30 p.m. | Ticket Required

We're throwing a party at Universal's Islands of Adventure™ just for you to enjoy all the thrills of The Wizarding World of Harry Potter™ - Hogsmeade™, the colossal Skull Island: Reign of Kong™, and the jungles of Jurassic Park™. It's a night of unforgettable entertainment, and it's all waiting for you.

This action-packed evening of fun includes multiple dinner options, open bar, dancing and photos with characters! Discounted tickets for ASI members are available for purchase through January 17\* on the ASI Show Orlando registration site at [www.asishow.com](http://www.asishow.com).

*\*Tickets will be \$55 through December 20, 2016, then \$75 from December 21 through January 17, 2017. Tickets on site will be \$95. No children under 12 years of age allowed. The dress code for the ASI Show Bash is business casual; formal attire is not required.*

Co-Sponsored by:



Call a Registration Specialist: 800-546-3300

# THANK YOU

## PLATINUM SPONSORS



### Next Level Apparel, asi/73867

Product Co-Sponsor at the ASI Show Bash and Registration Sponsor

### STAHL'S, asi/88984

#### Transfer Express, asi/91804

Dan Marino Keynote Co-Sponsor

Education Co-Sponsor - Graphic Design and Product Decoration

Education Day Cocktail Networking Reception Sponsor

## GOLD SPONSORS



### Fields Mfg., asi/54100

Sales Success Track Sponsor and Business Management

Track Sponsor

### Logo Mats, asi/67849

Food Court Sponsor, Distributor Meeting Room Mat Sponsor and

Product Co-Sponsor at the ASI Show Bash

### Prime Line (R) (USA), asi/79530

Dan Marino Keynote Co-Sponsor and Registration Bag Sponsor

### Showdown Displays, asi/87188

Dan Marino Keynote Co-Sponsor



## SILVER SPONSORS



### Ameramark, asi/53455

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asi/49500

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### Leashables by Oralabs,

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## BRONZE SPONSORS



### Cooler Graphics, asi/80345

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### Coloring Book Solutions, asi/45815

Promotional Products in Action (Coloring Books) Co-Sponsor

## SPONSORS



### Ad Bands, asi/34345

Product Co-Sponsor at the

ASI Show Bash

### ALightPromos.com, asi/34194

Product Co-Sponsor at the

ASI Show Bash

### Caro-Line/Bandanna

Promotions, asi/44020

Product Co-Sponsor at the

ASI Show Bash

### Max Apparel, asi/69706

Product Co-Sponsor at the

ASI Show Bash

## ASSOCIATION SPONSORS



### Gold Coast Promotional Products Association

Promotional Products Association of Florida

## Exhibitors in Orlando

**ASI Show Orlando will host over 750 exhibitors.** Visit <http://www.asishow.com/shows/2017/orlando/exhibitorlist> to view the most up to date list, or download the mobile app – search 'ASI Show' in the app store starting December 14, 2016 – where you can view exhibitors by name, booth number, product category and more, plus bookmark the ones you want to see!



# NEW Matchmaking Tool

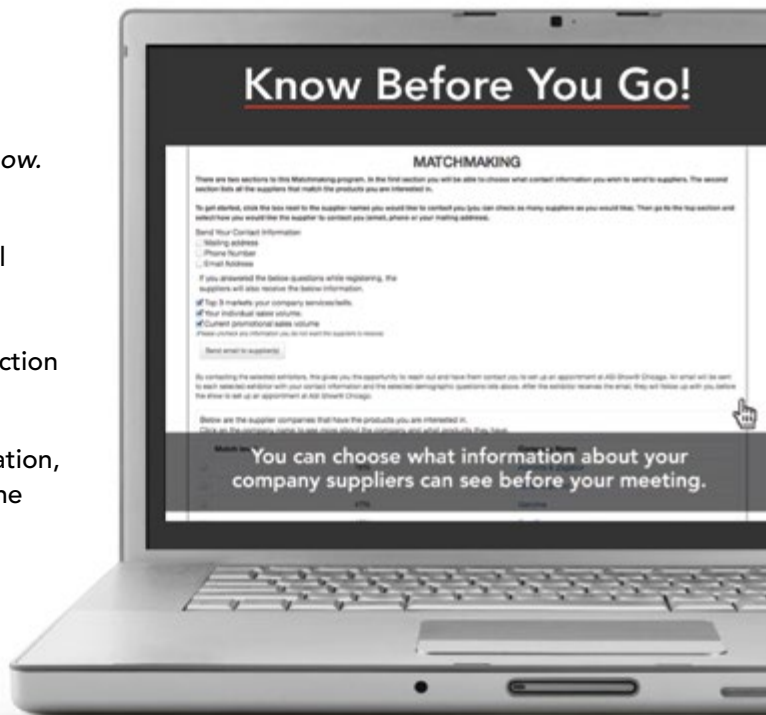
Built right into your *ASI Show* registration! 

Want an easier way to connect with suppliers at the *ASI Show* who sell the products you want to provide to your clients?

Use the **NEW Matchmaking Tool** that's already built into the *ASI Show* registration system so you can make the most of your time while away from the office.

**How do you get started?**  
**It's easy!**

- Step 1:** Register for the *ASI Show*.
- Step 2:** Choose the product categories that you sell or are interested in offering to your clients in the Matchmaking section of the registration site.
- Step 3:** Complete your registration, then click through to the Matchmaking window where you can choose the exhibitors you would like to receive your information.



Once complete, the exhibitors you have chosen will receive an email with your specified information and contact you to set up an appointment at the show. Check back often, as suppliers are added to the exhibitor list up until the day of the event!

If you need help, or for more information on the Matchmaking Tool, call one of our registration specialists at 800-546-3300 or visit [www.asishow.com](http://www.asishow.com).

# EDUCATION SCHEDULE

TIME	Wednesday, January 18, 2017 • Education Day			
	 Business Management	 Sales Success	 Social Media & Marketing	 Corporate Gifts & Incentives
	Sponsored by <b>Fields</b>	Sponsored by <b>Fields</b>		
8:15 a.m.- 8:45 a.m.	<b>How to Get the Most Out of Your Trade Show Experience</b>   Matthew Cohn, ASI <b>5</b>			
9:00 a.m.- 9:50 a.m.	<b>Customer Acquisition Secrets: Convert Total Strangers to Clients</b> David Blaise, <b>1</b> Top Secrets of Promotional Products Sales	<b>Turn It Up a Notch: Get in the Millionaire Mindset</b> Gary Michels, <b>1</b> Southwestern Consulting	<b>Generations and Gender: Understand and Reach Each Group Online</b> Amanda Johns Vaden, <b>1</b> Southwestern Consulting	<b>Expand Your Business: How Gifts and Incentives Help Distributors Prosper</b> Sean Roark, <b>1</b> The Incentive Marketing Association
10:00 a.m.- 10:50 a.m.	<b>Referral Basics: Strengthen Your Sales Network Today</b> Lisa Peskin, <b>1</b> Business Development University	<b>Interpret Buyer Behavior: How Their Personality Impacts Your Strategy</b> Chris Vanderzyden, <b>1</b> Chris Vanderzyden Global	<b>Use LinkedIn and Facebook as Your Selling Platforms</b> Marki Lemons Ryhal, <b>1</b> Marki Lemons Unlimited, Inc.	<b>Get Ready to Sell: Become a Gifts and Incentives Expert</b> Sean Roark, <b>1</b> The Incentive Marketing Association
11:00 a.m.- 11:50 a.m.	<b>Crush Your Competition: Beat Websites, Local Distributors and Price-Cutters</b> David Blaise, <b>1</b> Top Secrets of Promotional Products Sales	<b>25 Mistakes Salespeople Make and How to Avoid Them</b> Gary Michels, <b>1</b> Southwestern Consulting	<b>Retire Your Rolodex: Use Social Media to Find Prospects and Grow Your Business</b> Amanda Johns Vaden, <b>1</b> Southwestern Consulting	<b>Incentive Success Stories: Distributors Share Their Secrets</b> Andy Cohen, <b>1</b> ASI, and panel
Noon- 12:50 p.m.	<b>12:20 p.m.-1:10 p.m. Maximize Your Company's Value: Merge, Acquire or Sell</b> Chris Vanderzyden, <b>1</b> Chris Vanderzyden Global	<b>Noon-1:10 p.m. Unlock Your Potential: 12 Keys to Supercharge Your Sales Growth</b> Greg Muzillo, <b>15</b> Proforma		
1:00 p.m.- 1:50 p.m.	<b>1:20 p.m.-2:10 p.m. Overcome Objections and Close More Sales Now</b> Lisa Peskin, <b>1</b> Business Development University	<b>1:20 p.m.-2:10 p.m. The Art of the Sales Pitch: Perfect Your Techniques</b> Marki Lemons Ryhal, <b>1</b> Marki Lemons Unlimited, Inc.	<b>1:20 p.m.-2:10 p.m. Branding in the Digital Age: The Customer Experience Is Everything</b> Chris Vanderzyden, <b>1</b> Chris Vanderzyden Global	
2:00 p.m.- 2:50 p.m.	<b>2:20 p.m.-3:50 p.m. The \$100K Workshop: Grow From Zero to Six Figures Fast</b> David Blaise, <b>15</b> Top Secrets of Promotional Products Sales	<b>2:20 p.m.-3:50 p.m. The Closing for Champions Workshop: Win the Sales Game</b> Gary Michels, <b>15</b> Southwestern Consulting	<b>2:20 p.m.-3:50 p.m. The Social Media Success Workshop: Discover Today's Best Tools and Sites</b> Amanda Johns Vaden, <b>15</b> Southwestern Consulting	
3:00 p.m.- 3:50 p.m.				
4:00 p.m.- 5:00 p.m.	<b>Cocktail Networking Reception</b> - Sponsored by STAHL'S, asi/88984 & Transfer Express, asi/91804 			

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



# EDUCATION SCHEDULE


Wednesday, January 18, 2017 • Education Day



 Sparking Ideas & Mastering Niche Markets	 Discovering ESP	 Graphic Design & Product Decoration	 Supplier-Distributor Brainstorming
		Sponsored by  	
	<b>ESP Overview</b> Ryan Law, ① ASI	<b>Adobe Illustrator: Master the Fundamentals, Plus Power Tips and Tricks</b> Steve Oswald, ② ASI	
<b>Sparkling Ideas Talks: Sales and Communication</b> Hosted by Jake Krolick, ① ASI	<b>Streamline Your Business with the All-New ESP Order Management System</b> Michael D'Ottaviano and Peter Knappenberger, ① ASI	* We recommend that you bring your own laptop, loaded with Adobe Illustrator software, to this session.	
<b>Sparkling Ideas Talks: Social Media and Storytelling</b> Hosted by Jake Krolick, ① ASI	<b>ESP Websites and Company Stores: Easy Ways to Enhance Your Site and Boost Your Sales</b> Joan Miracle, ① ASI	<b>11:00 a.m.-12:30 p.m.</b> <b>CorelDRAW Insider: Designing and Decorating Tips and Tricks</b> Jay Busselle, ② Printa Systems	
	<b>Master Your Digital Marketing Strategy</b> <i>(First come, first served)</i> Jamie Tumas, ① ASI	* We recommend that you bring your own laptop, loaded with CorelDRAW software, to this session.	
<b>Mastering Niche Markets: Healthcare and Education</b> Danny Friedman, ① DANNY, Inc.	<b>How to Increase Revenue: Simple Sales Techniques That Will Drive New Sales and Secure Repeat Business</b> Ryan Law, ① ASI	<b>Become a Heat-Press Pro and Accelerate Your Profits</b> Josh Ellsworth, Bob Robinson and Jenna Sackett, ② STAHL'S	
<b>Mastering Niche Markets: Finance and Technology</b> Danny Friedman, ① DANNY, Inc.	<b>Streamline Your Business with the All-New ESP Order Management System</b> Michael D'Ottaviano and Peter Knappenberger, ① ASI		
<b>Mastering Niche Markets: Trade Shows and Sporting Events</b> Danny Friedman, ① DANNY, Inc.	<b>Master Your Digital Marketing Strategy</b> Jamie Tumas, ① ASI	<b>Where Versatility Meets Profitability: Master Full-Color Digital Printing</b> Josh Ellsworth, Bob Robinson and Jenna Sackett, ① STAHL'S	<b>Brainstorming Solutions to the Industry's Hottest Issues</b> <i>Refreshments provided; suppliers, distributors and decorators welcome.</i> Hosted by Chris Lovell and Mary Sells, ① ASI

① Indicates the number of points you will receive toward your BASI/MASI certification

Call a Registration Specialist: 800-546-3300

# EDUCATION SCHEDULE

TIME	Thursday, January 19, 2017 • Exhibit Day 1	
8:30 a.m.- 9:45 a.m.	Motivational Breakfast with Coach Ken Carter (Ticket required)   15	
<b>EXHIBIT FLOOR OPEN • 10:00 a.m.-5:00 p.m.</b>		
 <b>DECORATION SUCCESS</b>   Learn about innovative products and cutting-edge decorating techniques, and find out how to position yourself as a decorated-apparel expert.		
11:00 a.m.- 11:50 a.m.	Avoid the Top 10 Embroidery Mistakes   1   Jimmy Lamb, Sawgrass Technologies	
Noon- 12:50 p.m.	Digital Appliqué and Multimedia: Combine the Best of Both Worlds   1   Jimmy Lamb, Sawgrass Technologies	
1:30 p.m.- 2:20 p.m.	Sublimation Workshop: Grow Your Bottom Line   1   Jimmy Lamb, Sawgrass Technologies	
2:30 p.m.- 3:20 p.m.	Add Print and Heat Transfers to Your Embroidery Shop Today   1   Jimmy Lamb, Sawgrass Technologies	
5:00 p.m.- 6:30 p.m.	Counselor Distributor Choice Awards   1	
7:30 p.m.- 10:30 p.m.	ASI Show Bash at Universal Orlando™ (Ticket required)   1	Co-Sponsored by: ALightPromos.com, Ad Bands, Caro-Line/Bandanna Promotions, Logo Mats LLC, Max Apparel and Next Level Apparel

TIME	Friday, January 20, 2017 • Exhibit Day 2	
7:30 a.m.- 8:15 a.m.	BASI/MASI Breakfast Reception (Invitation only)   1   Hosted by Timothy M. Andrews	 <b>MEMBER ONLY BENEFIT</b>
8:30 a.m.- 9:45 a.m.	Dan Marino Keynote: Life of a Hall of Famer: On & Off the Field   15	Co-Sponsored by: American Apparel, Prime Line®(USA), Showdown Displays, STAHL'S and Transfer Express
<b>EXHIBIT FLOOR OPEN • 10:00 a.m.-3:30 p.m.</b>		
 <b>DECORATION SUCCESS</b>   Learn about innovative products and cutting-edge decorating techniques, and find out how to position yourself as a decorated-apparel expert.		
11:00 a.m.- 11:50 a.m.	For Embroiderers and Digital Printers: Build a Profitable Pricing Sheet   1   Jimmy Lamb, Sawgrass Technologies	
Noon- 12:50 p.m.	Sublimate Apparel Like a Pro   1   Jimmy Lamb, Sawgrass Technologies	
3:30 p.m.- 4:00 p.m.	Closing Celebration (Passport Plus drawing at 3:45 p.m.)	

# ASI SHOW ON THE GO

Coming Soon! Download the *ASI Show* 2017 Mobile App.

Looking for an all-inclusive resource to make your time at the *ASI Show* easier? Download the *ASI Show* mobile app now...it's easy. Search for "*ASI Show*" in your app store, click "install" to download and you're done! The *ASI Show* mobile app is your one-stop-shop for everything you need while walking the show floor – from exhibitor booth numbers to alerts on exhibitor specials to event times and locations. And, if you need help downloading the app or navigating it, just stop an *ASI Show* staff member with a red hat or red hat pin for help.



**COMING SOON!**  
**DOWNLOAD THE APP.**

Either scan the QR code above or go to the app store, search for *ASI Show* and install it right to your phone.



Search exhibitors by name, booth and product category



Make personal notes for the classes you attend and the booths you visit



Learn more about the items in the Product Showcase



Create a personal schedule and bookmark classes and special events



Receive important show reminders and alerts



Look up course descriptions, times, locations and speaker bios

# COURSES

## ASI EDUCATION

Education and knowledge are key factors to your professional success, both now and in the future. That's why we've focused our educational offerings at this year's *ASI Shows* on up-to-the-minute business topics in brand-new, all-day tracks. These include business management, sales, social media and marketing, corporate gifts and incentives, and graphic design and decoration.

We're also debuting unique, 15-minute "Sparking Ideas" talks by remarkable speakers who will leave you inspired and energized about sales, communication, social media and storytelling. Plus, during an interactive supplier-distributor brainstorming session, you'll forge strong partnerships with industry colleagues. We've designed our educational courses and events to offer you a top-notch professional-development experience at the *ASI Shows*. Please go to [www.asishow.com/orlandoeducation](http://www.asishow.com/orlandoeducation) to see the complete description for each Orlando education course.



## Education Day – Wednesday, January 18

### **BUSINESS MANAGEMENT** | Sponsored by Fields Mfg., asi/54100

*Jump-start your business and your sales, sharpen your skills and get insider tips for success.*

#### **Customer Acquisition Secrets: Convert Total Strangers to Clients**

**David Blaise, Top Secrets of  
Promotional Products Sales**

9:00 a.m.-9:50 a.m.

1 BASI/MASI Credit

#### **Referral Basics: Strengthen Your Sales Network Today**

**Lisa Peskin, Business Development University**

10:00 a.m.-10:50 a.m.

1 BASI/MASI Credit

#### **Crush Your Competition: Beat Websites, Local Distributors and Price-Cutters**

**David Blaise, Top Secrets of  
Promotional Products Sales**

11:00 a.m.- 11:50 a.m.

1 BASI/MASI Credit

#### **Maximize Your Company's Value: Merge, Acquire or Sell**

**Chris Vanderzyden, Chris Vanderzyden Global**

12:20 p.m.-1:10 p.m.

1 BASI/MASI Credit

#### **Overcome Objections and Close More Sales Now**

**Lisa Peskin, Business Development University**

1:20 p.m.-2:10 p.m.

1 BASI/MASI Credit

#### **The \$100K Workshop: Grow From Zero to Six Figures Fast**

**David Blaise, Top Secrets of  
Promotional Products Sales**

2:20 p.m.-3:50 p.m.

1.5 BASI/MASI Credits

Visit [www.asishow.com/orlandoeducation](http://www.asishow.com/orlandoeducation)  
for complete course descriptions.



## **SALES SUCCESS** | Sponsored by Fields Mfg., asi/54100

*This track will provide you with a solid game plan to do business – and see sales skyrocket – in any economic situation.*

### **Turn It Up a Notch: Get in the Millionaire Mindset**

**Gary Michels, Southwestern Consulting**

9:00 a.m.-9:50 a.m.

1 BASI/MASI Credit

### **Interpret Buyer Behavior: How Their Personality Impacts Your Strategy**

**Chris Vanderzyden, Chris Vanderzyden Global**

10:00 a.m.-10:50 a.m.

1 BASI/MASI Credit

### **25 Mistakes Salespeople Make and How to Avoid Them**

**Gary Michels, Southwestern Consulting**

11:00 a.m.-11:50 a.m.

1 BASI/MASI Credit

### **Unlock Your Potential: 12 Keys to Supercharge Your Sales Growth**

**Greg Muzzillo, Proforma**

Noon-1:10 p.m.

1.5 BASI/MASI Credits

### **The Art of the Sales Pitch: Perfect Your Techniques**

**Marki Lemons Ryhal,  
Marki Lemons Unlimited, Inc.**

1:20 p.m.-2:10 p.m.

1 BASI/MASI Credit

### **The Closing for Champions Workshop: Win the Sales Game**

**Gary Michels, Southwestern Consulting**

2:20 p.m.-3:50 p.m.

1.5 BASI/MASI Credits



# COURSES

## SOCIAL MEDIA & MARKETING

*Learn everything you need to know to market your business – and yourself – online, offline and face-to-face using social media tools to fit your marketing goals.*

### Generations and Gender: Understand and Reach Each Group Online

**Amanda Johns Vaden, Southwestern Consulting**

9:00 a.m.-9:50 a.m.

1 BASI/MASI Credit

### Branding in the Digital Age: The Customer Experience Is Everything

**Chris Vanderzyden, Chris Vanderzyden Global**

1:20 p.m.-2:10 p.m.

1 BASI/MASI Credit

### Use LinkedIn and Facebook as Your Selling Platforms

**Marki Lemons Ryhal,**

**Marki Lemons Unlimited, Inc.**

10:00 a.m.-10:50 a.m.

1 BASI/MASI Credit

### The Social Media Success Workshop: Discover Today's Best Tools and Sites

**Amanda Johns Vaden, Southwestern Consulting**

2:20 p.m.-3:50 p.m.

1.5 BASI/MASI Credits

### Retire Your Rolodex: Use Social Media to Find Prospects and Grow Your Business

**Amanda Johns Vaden, Southwestern Consulting**

11:00 a.m.-11:50 a.m.

1 BASI/MASI Credit



Visit [www.asishow.com/orlandoeducation](http://www.asishow.com/orlandoeducation) for complete course descriptions.

## CORPORATE GIFTS & INCENTIVES

*This track will give you an insider look at how to make the move to effectively selling products and programs in the lucrative \$77 billion corporate gifts and incentive markets.*

### Expand Your Business: How Gifts and Incentives Help Distributors Prosper

**Sean Roark, The Incentive Marketing Association**

9:00 a.m.-9:50 a.m.

1 BASI/MASI Credit

### Get Ready to Sell: Become a Gifts and Incentives Expert

**Sean Roark, The Incentive Marketing Association**

10:00 a.m.-10:50 a.m.

1 BASI/MASI Credit

## SPARKING IDEAS & MASTERING NICHE MARKETS

*In the morning, the unique "Sparking Ideas" sessions will leave you inspired and energized by 15-minute talks from six remarkable speakers on sales, communication, social media and storytelling.*

*After lunch, you'll learn all about niche markets, including Healthcare, Education, Finance, Technology, Trade Shows and Sporting Events.*

### Sparking Ideas Talks: Sales and Communication

**Hosted by Jake Krolick, ASI**

10:00 a.m.-10:50 a.m.

1 BASI/MASI Credit

### Sparking Ideas Talks: Social Media and Storytelling

**Hosted by Jake Krolick, ASI**

11:00 a.m.-11:50 a.m.

1 BASI/MASI Credit

### Incentive Success Stories: Distributors Share Their Secrets

**Andy Cohen, ASI, and panel**

11:00 a.m.-11:50 a.m.

1 BASI/MASI Credit



### Mastering Niche Markets: Healthcare and Education

**Danny Friedman, DANNY, Inc.**

1:00 p.m.-1:50 p.m.

1 BASI/MASI Credit

### Mastering Niche Markets: Finance and Technology

**Danny Friedman, DANNY, Inc.**

2:00 p.m.-2:50 p.m.

1 BASI/MASI Credit

### Mastering Niche Markets: Trade Shows and Sporting Events

**Danny Friedman, DANNY, Inc.**

3:00 p.m.-3:50 p.m.

1 BASI/MASI Credit



# COURSES

## DISCOVERING ESP

Learn about the latest version of ASI's ESP, the industry's largest, most accurate sourcing and marketing service, and see how ESP Websites, Company Stores and digital marketing tools can help you boost your sales and grow your bottom line.

### ESP Overview

**Ryan Law, ASI**

9:00 a.m.-9:50 a.m.

1 BASI/MASI Credit

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

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

10:00 a.m.-10:50 a.m.

1 BASI/MASI Credit

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

**Joan Miracle, ASI**

11:00 a.m.-11:50 a.m.

1 BASI/MASI Credit

### Master Your Digital Marketing Strategy

*(First come, first served)*

**Jamie Tumas, ASI**

Noon-12:50 p.m.

1 BASI/MASI Credit

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

**Ryan Law, ASI**

1:00 p.m.-1:50 p.m.

1 BASI/MASI Credit



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

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

2:00 p.m.-2:50 p.m.

1 BASI/MASI Credit

### Master Your Digital Marketing Strategy

**Jamie Tumas, ASI**

3:00 p.m.-3:50 p.m.

1 BASI/MASI Credit

Visit [www.asishow.com/orlandoeducation](http://www.asishow.com/orlandoeducation) for complete course descriptions.

## GRAPHIC DESIGN & PRODUCT DECORATION | Sponsored by

STAHL'S, asi/88984 and Transfer Express, asi/91804

We offer hands-on training in popular graphics programs so that you can easily create and edit your clients' logos and designs on the fly. Plus, learn about the most innovative decoration products and cutting-edge techniques, see decorating machinery and learn to position yourself as a decorated-apparel expert.

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

**Steve Oswald, ASI**

9:00 a.m.-10:50 a.m.

2 BASI/MASI Credits

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

### CorelDRAW Insider: Designing and Decorating Tips and Tricks

**Jay Busselle, Printa Systems**

11:00 a.m.-12:30 p.m.

1.5 BASI/MASI Credits

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

### Become a Heat-Press Pro and Accelerate Your Profits

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

1:00 p.m.-2:50 p.m.

2 BASI/MASI Credits

### Where Versatility Meets Profitability: Master Full-Color Digital Printing

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

3:00 p.m.-3:50 p.m.

1 BASI/MASI Credit



## SUPPLIER-DISTRIBUTOR BRAINSTORMING

During this interactive session, you'll begin forging strong partnerships with colleagues throughout the industry.

### Brainstorming Solutions to the Industry's Hottest Issues

(Refreshments provided; suppliers, distributors and decorators welcome)

**Hosted by Chris Lovell and Mary Sells, ASI**

3:00 p.m.-3:50 p.m.

1 BASI/MASI Credit

# COURSES

## Exhibit Day 1 – Thursday, January 19

### DECORATION SUCCESS

*Learn about innovative products and cutting-edge decorating techniques, and find out how to position yourself as a decorated-apparel expert.*

#### Avoid the Top 10 Embroidery Mistakes

**Jimmy Lamb, Sawgrass Technologies**

11:00 a.m.-11:50 a.m.

1 BASI/MASI Credit

#### Digital Appliqué and Multimedia:

Combine the Best of Both Worlds

**Jimmy Lamb, Sawgrass Technologies**

Noon-12:50 p.m.

1 BASI/MASI Credit

#### Sublimation Workshop:

Grow Your Bottom Line

**Jimmy Lamb, Sawgrass Technologies**

1:30 p.m.-2:20 p.m.

1 BASI/MASI Credit

#### Add Print and Heat Transfers to Your Embroidery Shop Today

**Jimmy Lamb, Sawgrass Technologies**

2:30 p.m.-3:20 p.m.

1 BASI/MASI Credit



## Exhibit Day 2 – Friday, January 20

#### For Embroiderers and Digital Printers:

Build a Profitable Pricing Sheet

**Jimmy Lamb, Sawgrass Technologies**

11:00 a.m.-11:50 a.m.

1 BASI/MASI Credit

#### Sublimate Apparel Like a Pro

**Jimmy Lamb, Sawgrass Technologies**

Noon-12:50 p.m.

1 BASI/MASI Credit

Visit [www.asishow.com/orlandoeducation](http://www.asishow.com/orlandoeducation)  
for complete course descriptions.

# MEMBER BENEFITS

Book Your Hotel Today!  **MEMBER ONLY BENEFIT**



## WHY SHOULD YOU BOOK A HOTEL ROOM AT THE ASI SHOW?

As an ASI member, your company is entitled to a hotel reimbursement for the first night of exhibits – a savings of up to \$189\*!

When you book your hotel room through our official housing vendor, Wyndham Jade, you receive:

1. **THE LOWEST RATES:** Wyndham Jade has negotiated discounted rates at local hotels on your behalf.
2. **CONVENIENT LOCATIONS:** Be centrally located to the convention center.
3. **ADDITIONAL NETWORKING OPPORTUNITIES:** Other suppliers, distributors and ASI Show speakers stay at these hotels, so take this opportunity to make new connections.
4. **FREE TRANSPORTATION:** Complimentary shuttle service is provided between the convention center and select hotels.

*\*Hotel reimbursement is one per company, per show. All hotel arrangements must be made through Wyndham Jade, the official housing bureau of ASI Show. For complete terms and conditions, visit <http://www.asishow.com/distributor/2017hotelreimbursement>.*

## Shuttle Schedule from Show Hotels

HOTEL	PICK-UP LOCATION
Avanti Resort Orlando	Front Left Entrance
Courtyard Orlando I-Drive	Curbside on Austrian Court
Crowne Plaza Universal	Front Entrance
Embassy Suites I-Drive South/Convention Center	Curbside on International Drive
Hilton Orlando	Downstairs at Group Departures
Hyatt Regency	Curbside on International Drive
Residence Inn Orlando	Front Entrance
Rosen Centre Hotel	Signature One Entrance
Rosen Plaza Hotel	Curbside on International Drive
SpringHill Suites by Marriott/Convention Center	Curbside on Universal Blvd.

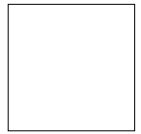
DATE	TIMES	SERVICE
Wednesday, January 18	7:30 a.m.-11:30 a.m.	Service every 30 minutes*
	3:00 p.m.-6:00 p.m.	Service every 10-15 minutes
Thursday, January 19	7:30 a.m.-11:30 a.m.	Service every 10-15 minutes
	3:30 p.m.-6:30 p.m.	Service every 10-15 minutes
Friday, January 20	7:00 a.m.-11:00 a.m.	Service every 10-15 minutes
	2:30 p.m.-5:30 p.m.	Service every 30 minutes*

The ASI Show Bash at Universal Orlando™	TIMES	SERVICE
Thursday, January 19	7:00 p.m.	Departure from OCCC, North Hall, and all official ASI hotels to Universal
	7:15 p.m.	Departure from all official ASI hotels to Universal
	7:30 p.m.-10:30 p.m.	Pick up and return service from Universal to all official ASI hotels and OCCC

\*Departs convention center on the hour and half-hour.

Schedule may vary due to traffic and weather conditions.

Last bus leaves from hotels 60 minutes prior to end time with no return service.



## MEMBER BENEFITS

### Register for Free MEMBER ONLY BENEFIT

As part of your ASI membership, you can register for *ASI Show Orlando* for free before December 21, 2016 using promo code AS12746. Visit [www.asishow.com](http://www.asishow.com) to register today, or call a Registration Specialist at 800-546-3300.

### Member-Only Benefits

- Attend Education Day – the first day of the show – for free and earn points toward your ASI Certification (\$199 value)
- Attend both exhibit days for free (\$199 value)
- Earlier seating at the high-profile Keynote presentation
- Access to purchase early admission and meet and greet tickets to the Keynote
- FREE networking activities, including daily receptions and special events
- Discounted tickets to the popular *ASI Show Bash* (up to a 90% discount)
- FREE Catalog Courier service, making carrying samples and catalogs carefree
- FREE shipping of catalogs and samples (part of the Passport Plus program)
- Participation in the Passport Plus program, where you can win thousands of dollars in prizes
- Special ASI member travel discounts
- A hotel room reimbursement for the first night of exhibits
- Matchmaking program, embedded in the registration system, to pre-schedule appointments with suppliers
- A list, emailed to you post-show, of the suppliers' booths you were scanned at (from those suppliers that use the *ASI Show* scanning vendor)

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



Creating  
Connections.  
Inspiring  
Creativity.

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



A 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.



A tabletop traveling show, with a half-day format, stopping in over 30 cities across the US.

For more information on the full suite of events, visit [www.asishow.com](http://www.asishow.com)

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