

# EVENT SCHEDULE

TIME	Tuesday, January 2, 2018			
	 <p><b>Beginner Sales Success</b></p>	 <p><b>Advanced Sales Success</b></p>	 <p><b>Social Media &amp; Marketing</b></p>	 <p><b>Entrepreneur's Essentials</b></p>
	Contributing Partner <b>Fields</b>	Contributing Partner <b>Fields</b>		
9:15 a.m.- 9:45 a.m.	<b>How to Get the Most Out of Your Trade Show Experience</b> ⑤ Matthew Cohn, ASI <span style="float: right;">N210B</span>			
10:00 a.m.- 10:50 a.m.	<b>Manage the Customer Cycle: Maximize Revenue From Your Base</b> ① David Blaise, Top Secrets of Promotional Products Sales <span style="float: right;">N230A</span>	<b>Expert Techniques to Overrule Client Objections and Get the Sale</b> ① Rob Liano, Rob Liano, Inc. <span style="float: right;">N230B</span>	<b>Enhance Your Customer Communication: Social Media, Text and More</b> ① Amanda Johns Vaden, Southwestern Consulting <span style="float: right;">N220C</span>	
11:00 a.m.- 11:50 a.m.	<b>Stellar Web Presentation Skills: Deliver a Big Message on a Small Screen</b> ① Julie Hansen, Performance Sales and Training <span style="float: right;">N230A</span>	<b>Total Domination: Become a Recognized Force in Your Marketplace</b> ① David Blaise, Top Secrets of Promotional Products Sales <span style="float: right;">N230B</span>	<b>7 Easy Social Media Tips to Grow Your Brand and Your Bottom Line</b> ① Marki Lemons Ryhal, Marki Lemons Unlimited, Inc. <span style="float: right;">N220C</span>	<b>The Science of Success: Selling to the 21<sup>st</sup> Century Buyer</b> ① Stephanie Chung, Stephanie Chung and Associates <span style="float: right;">N210E</span>
Noon- 12:50 p.m.	<b>The Lead-Generation Machine: Prospecting Made Simple</b> ① David Blaise, Top Secrets of Promotional Products Sales <span style="float: right;">N230A</span>	<b>Qualifying, Closing and Beyond: Learn the 12 Traits of Top Salespeople</b> ① Rob Liano, Rob Liano, Inc. <span style="float: right;">N230B</span>	<b>Create Once, Post Everywhere: Your Time-Saving Social Media Solution</b> ① Amanda Johns Vaden, Southwestern Consulting <span style="float: right;">N220C</span>	<b>Family Business Insights: Improve Your Dynamics and Dialogue</b> ① Steve Treat, Council for Relationships <span style="float: right;">N210E</span>
1:00 p.m.- 2:00 p.m.	<b>Meet the Experts Lunch</b> ① (First come, first served) Contributing Partners: 3M/Promotional Markets Dept., asi/91240; ADG Promotional Products, asi/97270; Aunt Beth's Cookie Keepers, asi/37465; Budgetcard Inc, asi/42393; Diamondback Engraving LLC, asi/49546; Fields Manufacturing Inc, asi/54100; Magnet America, asi/68519; Riteline LLC, asi/82498; Sagaform Inc, asi/84538; SanMar, asi/84863; Shoefly Designs, asi/87150; Showdown Displays, asi/87188; SIMBA, asi/87296; Webb Company, asi/95838 <span style="float: right;">N210B</span>			
2:10 p.m.- 3:00 p.m.	<b>Simplify for Success: Get More Done by Doing Fewer Things</b> ① David Blaise, Top Secrets of Promotional Products Sales <span style="float: right;">N230A</span>	<b>Deliver Confident Presentations: Discover Acting Skills You Can Use Today</b> ① Julie Hansen, Performance Sales and Training <span style="float: right;">N230B</span>	<b>Perfect Your SEO and Email Marketing Plan</b> ① Marki Lemons Ryhal, Marki Lemons Unlimited, Inc. <span style="float: right;">N220C</span>	<b>Extraordinary Results: 5 Secrets to Creating Million-Dollar Success</b> ① Greg Muzzillo, Proforma <span style="float: right;">N210E</span>
3:10 p.m.- 4:00 p.m.	<b>Beginner Sales Bootcamp: Perfect Your Pitch and Win the Client</b> ② Julie Hansen, Performance Sales and Training <span style="float: right;">N230A</span>	<b>Advanced Sales Bootcamp: The No-Fail System to Get More Business, Sales and Referrals</b> ② Rob Liano, Rob Liano, Inc. <span style="float: right;">N230B</span>	<b>Social Media Bootcamp: Sell on LinkedIn, Facebook, Instagram and Other Top Sites</b> ② Amanda Johns Vaden, Southwestern Consulting <span style="float: right;">N220C</span>	<b>Business Owner's Bootcamp: Create Wealth With the 3 Strategies Millionaires Follow</b> ② Stephanie Chung, Stephanie Chung and Associates <span style="float: right;">N210E</span>
4:10 p.m.- 5:00 p.m.				
5:00 p.m.- 6:00 p.m.	<b>NEW Product Preview Reception</b>  <span style="float: right;">N210B</span>			





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## Education Day

 <p><b>Corporate Gifts &amp; Incentives</b></p>	 <p><b>Graphic Design &amp; Product Decoration</b></p>	 <p><b>Multi-Decoration Design &amp; Production</b></p>	 <p><b>Decoration Success</b></p>	 <p><b>What's New</b></p>
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Contributing Partner  


Contributing Partner  


<p><b>Your New Business Opportunities: Prosper Using Gifts and Incentives</b>  <ol style="list-style-type: none"><li>1 Sean Roark, The Incentive Marketing Association</li></ol></p> <p>N220A</p>	<p><b>Adobe Illustrator: Learn the Fundamentals, Plus Power Tips and Tricks</b>  <ol style="list-style-type: none"><li>2 Steve Oswald, ASI</li></ol>          *We recommend bringing your own laptop loaded with Adobe Illustrator software.</p> <p>N210D</p>	<p><b>Producing Multi-decoration Apparel With a Vinyl Cutter and Heat Press</b>  <ol style="list-style-type: none"><li>1 Craig Mertens, Digital Art Solutions</li></ol></p> <p>N210C</p>		<p><b>ESP Overview</b>  <ol style="list-style-type: none"><li>1 Michael D'Ottaviano, ASI</li></ol></p> <p>N220B</p>
<p><b>Expert Advice: Understand How to Buy Branded Merchandise</b>  <ol style="list-style-type: none"><li>1 Sean Roark, The Incentive Marketing Association, and Panel</li></ol></p> <p>N220A</p>	<p><b>CorelDRAW: Create Custom Virtual Samples, T-shirt Designs and More</b>  <ol style="list-style-type: none"><li>1.5 Jay Busselle, Printa Systems</li></ol>          *We recommend bringing your own laptop loaded with CorelDRAW software. (Ends at 1:30 p.m.)</p> <p>N210D</p>	<p><b>Rhinestone Apparel Basics With a Vinyl Cutter and Heat Press</b>  <ol style="list-style-type: none"><li>1 Craig Mertens, Digital Art Solutions</li></ol></p> <p>N210C</p>		<p><b>Streamline Your Business With All-New ESP Order Management System</b>  <ol style="list-style-type: none"><li>1 Peter Knappenberger, ASI</li></ol></p> <p>N220B</p>
		<p><b>Producing Multi-decoration Monograms With a Vinyl Cutter and Heat Press</b>  <ol style="list-style-type: none"><li>1 Craig Mertens, Digital Art Solutions</li></ol></p> <p>N210C</p>		<p><b>ESP Websites: Build the Perfect Site for Your Business</b>  <ol style="list-style-type: none"><li>1 Joan Miracle, ASI</li></ol></p> <p>N220B</p>
				<p><b>Master Your Digital Marketing Strategy</b>  <ol style="list-style-type: none"><li>1 Liz Ferrence, ASI</li></ol></p> <p>N220B</p>
<p><b>Unlock Your Profit Potential: Experience Heat Printing LIVE</b>  <ol style="list-style-type: none"><li>3 Mark Schwarb, STAHL'S</li></ol></p>		<p><b>Design and Production Techniques for Apparel Graphics and Personalization</b>  <ol style="list-style-type: none"><li>1 Craig Mertens, Digital Art Solutions</li></ol></p> <p>N210C</p>	<p><b>Sublimation: The Ultimate Diversification Tool</b>  <ol style="list-style-type: none"><li>1 Jimmy Lamb, Sawgrass Technologies</li></ol></p> <p>N220A</p>	<p><b>PrintPortal: Cloud Software and Strategy to Grow Your Print Business</b>  <ol style="list-style-type: none"><li>1 Michael D'Ottaviano, ASI</li></ol></p> <p>N220B</p>
		<p><b>Design and Sales Techniques for the School, Team and Sports Markets</b>  <ol style="list-style-type: none"><li>1 Craig Mertens, Digital Art Solutions</li></ol></p> <p>N210C</p>	<p><b>Explore What's New in Digital Garment Printing</b>  <ol style="list-style-type: none"><li>1 Jimmy Lamb, Sawgrass Technologies</li></ol></p> <p>N220A</p>	<p><b>Create Sales Easily With ASI's New Email Marketing Platform</b>  <ol style="list-style-type: none"><li>1 Ryan Law and Matt Smyth, ASI</li></ol></p> <p>N220B</p>
	<p><b>Design and Production Techniques for Embroidery and Appliqué</b>  <ol style="list-style-type: none"><li>1 Craig Mertens, Digital Art Solutions</li></ol></p> <p>N210D</p>	<p><b>Decorating Pricing Demystified: How Much Do I Charge?</b>  <ol style="list-style-type: none"><li>1 Jimmy Lamb, Sawgrass Technologies</li></ol></p> <p>N220A</p>		<p><b>Master Your Digital Marketing Strategy</b>  <ol style="list-style-type: none"><li>1 Liz Ferrence, ASI</li></ol></p> <p>N220B</p>

# Indicates the number of points you will receive toward your BASI/MASI Certification.

# EVENT SCHEDULE

## TIME Wednesday, January 3, 2018 • Exhibit Day One

8:00 a.m.-9:15 a.m. Sell to Win | 15 (FREE) N320D

EXHIBIT FLOOR OPEN • 9:30 a.m.-5:30 p.m.




### POWER SESSIONS

11:00 a.m.-11:50 a.m. 10 Budget-Friendly Ways to Promote Your Business Now | 1 Jimmy Lamb, Sawgrass Technologies BOOTH #2168


Noon-12:50 p.m. Your Sales Success Shortcut: Build Better Relationships With Suppliers | 1 Jim Ristuccia, A+ Wine Designs BOOTH #2168

2:00 p.m.-2:50 p.m. Learn the Latest Trends in Corporate Logos | 1 Colleen Hartigan, Madeira USA BOOTH #2168


3:00 p.m.-3:50 p.m. Niches to Riches: Maximize Your Profits in Specialized Markets | 1 Jimmy Lamb, Sawgrass Technologies BOOTH #2168

3:00 p.m.-5:00 p.m. Cocktail Reception in the Corporate Gifts & Incentives Pavilion (Cash Bar/Drink Tickets)  Location: 700-800 aisles

5:30 p.m.-6:30 p.m. Counselor Distributor Choice Awards (FREE)  N320D

7:30 p.m.-10:30 p.m. ASI Show Bash at Sea World (Ticket Required)  Contributing Partners: ALightPromos, asi/34194; Custom Printing II LTD, asi/47971; Logo Mats, LLC, asi/67849; Max Apparel, asi/69706; Radius Display Products, asi/49916; Sacatelle, asi/84294; Safetec of America, asi/84502; Sling Grip by DMD Products, asi/50164; Tranter Graphics, asi/91880; Webb Company, asi/95838

## TIME Thursday, January 4, 2018 • Exhibit Day Two

7:00 a.m.-7:45 a.m. BASI/MASI Breakfast Reception (Invitation Only) | 1 Hosted by Timothy M. Andrews  MEMBER ONLY BENEFIT N230A

8:00 a.m.-9:15 a.m. Lessons From Kevin O'Leary: How Successful Entrepreneurs Grow Their Companies | 15 N320D

EXHIBIT FLOOR OPEN • 9:00 a.m.-1:00 p.m.




### POWER SESSIONS

10:00 a.m.-10:50 a.m. Proven Strategies to Grow Your Margins and Offer Faster Turnarounds | 1 Doug Sill, Sacalable Press BOOTH #2168

11:00 a.m.-11:50 a.m. Reach More Customers With Online and Mobile Marketing | 1 Jimmy Lamb, Sawgrass Technologies BOOTH #2168

Noon-12:50 p.m. Stabilizers: The Hidden Hero of Successful Embroidery Design | 1 Colleen Hartigan, Madeira USA BOOTH #2168

1:00 p.m.-1:30 p.m. Closing Celebration (Passport Plus Drawing at 1:15 p.m.)  REGISTRATION LOBBY