

CREATING
CONNECTIONS.
INSPIRING
CREATIVITY.

ASI SHOW™ EVENTS

ASI
ROADSHOW

ASI
SHOW

asi
engage

fASIlitate
Connect for Success



2018



Trade Shows?

Research has proven that live events are an effective way to support and realize your goals. Trade shows are designed to put you in front of the exact people you need to see in a sales-based environment that's hyper conducive to lead generation and relationship building. The buyers are coming to you, ready to learn about your products and your company – **this is your chance to not only sell your product line, but to sell yourself as their partner.**

Marketing, advertising and online catalogs create awareness of your company and your products which gets you on the minds of distributors – **but nothing replaces getting your products right in their hands.**



ASI Shows?

We know what it takes to succeed in the promotional products industry, and our mission is to pass along that knowledge to our members. Our business is helping your business grow, and we do that by bringing together suppliers and distributors within the industry in strong markets at strategic times of the year.

Our shows are much more than scan-and-go shows. They're specifically designed to foster real conversations where suppliers and distributors can connect and build relationships that translate to successful, long-term business partnerships. Our manageable show floor makes it easy for you to interact with distributors as they take advantage of sales-focused exhibit hours. These distributors are well-prepared and highly motivated buyers – **97% of which say live events are CRITICAL to their product sourcing.**

The distributors attending each ASI Show are unique to the region and unique to the event, meaning they don't attend any other industry show. **Each opportunity ASI Show presents is filled with unduplicated leads – in fact, 93% of all ASI Show attendees only attend one industry event each year.** Even if you exhibit at other industry events – even if you exhibit at ALL industry events – each ASI Show presents new leads for you!

With each show presenting such rich and unique opportunities, your absence would position your competitors as the go-to resource for product sourcing to thousands of fresh leads. How will that help your business grow?

For more information on the full suite of events,
visit www.asishow.com; call us at 800-546-3300 or email Showsales@email.asishow.com

REASONS To Exhibit

- **Generate Leads** – at a CPL significantly less than sales calls
- **Promote Your Reputation and Corporate Culture** – and position yourself as a trusted partner
- **Create Lasting, Profitable Relationships**
- **Launch New Products, Tell Your Story and Share Case Studies** – Build new relationships and connect with current clients face-to-face



Generate hundreds of leads and build relationships that will last for years with thousands of distributors – each show presents an unduplicated audience and a platform to present your products!

- The best place to launch new products, to a large audience and collect qualified leads from national – and international – distributors.
- Held in three strong markets across the U.S. – Orlando, Dallas and Chicago – at strategic times of the year.



Interact face-to-face with hundreds of 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 the U.S. and Canada.
- Build relationships with regional distributors AND their escorted end-buyers – sell even more of your portfolio!



The industry's premier hosted buyer event! This one-on-one format allows you to meet with industry's top distributors in an environment designed for story-telling, sales and relationships building.

- Benefit from pre-scheduled, private meetings and networking events.
- Host distributors in luxurious venues across the country over 4 days.

For more information visit www.asishow.com.

Exhibits: January 3-4, 2018

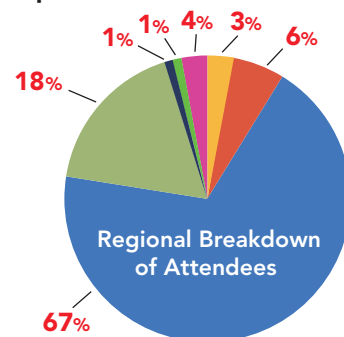
Orange County Convention Center | North Building, Halls A & B

THE REGION:

5,612 attendees from **2,237**
attending companies

47 States and 25 Countries Represented

- South-Atlantic
- Central
- Mid-Atlantic
- International
- East Coast
- West Coast
- Mountain



The Eastern Seaboard totals more than
\$10.31 billion in promotional products.

DISTRIBUTORS SPEAK OUT:

Attendees report that live events are **CRITICAL** to product sourcing

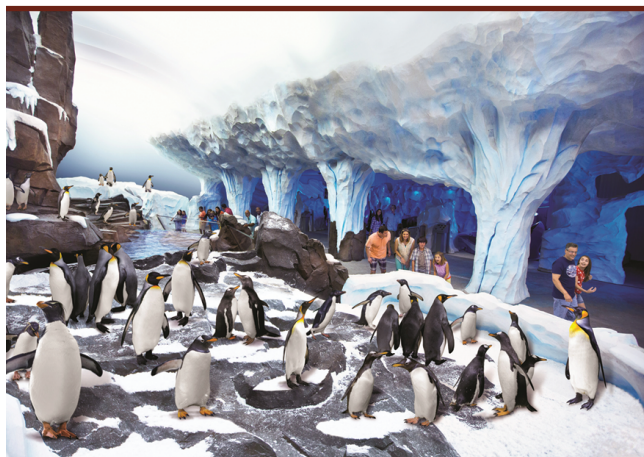
96%

Distributors are more likely to present products they discovered at the show

94%

Attendees found products and services to meet their clients' needs

93%



ASI Show Bash at SeaWorld

Antarctica®: Empire of the Penguin at SeaWorld: embark on a one-of-a-kind ride and an incredible adventure. Experience the mystery and wonder of life on the ice through the eyes of a penguin and take a ride on thrilling-coasters Mako and Kraken® Unleashed! Plus, enjoy a delicious food, an open bar, a shark encounter exhibit, live music and more!



ASI SHOW ORLANDO

The First and Biggest Show in the East

THE AUDIENCE:

19 Major Distributor Companies Brought 1,106 Reps for Sales Meetings in 2017:

AIA Corporation | A I Mastermind | Brown & Bigelow
D&D Unlimited, Inc. | ePromos | Geiger | Goldner Associates
HALO Branded Solutions | iPROMOTEu | Kaeser & Blair
Mosaic Promo Depot (Acosta Sales) | Premier Group
Printa Systems | Proforma | Safeguard | Taylor Communications
The Ampersand Group | TJM Promos | Vernon

UNDUPLICATED REACH:

99%

of Orlando attendees do not attend ASI Show Dallas

97%

of Orlando attendees do not attend ASI Show Chicago

95%

of Orlando attendees do not attend industry shows

Data comes from the 2017 ASI Show Dallas post-show surveys and attendance audits.

RETURN ON INVESTMENT:

- IMMEDIATE RESULTS

Orlando Exhibitors had a 7% increase in **ESP** clicks post show – distributors will remember you!

7%
increase



UNPARALLELED COST PER LEAD

10 x 10 exhibitors average **256 leads** a CPL of only \$10.12

Exhibitors with sponsorships saw **32% more leads!**

Sales calls average **\$596**. Live events allow you to meet with hundreds of distributors at a fraction of the cost.

KEYNOTE:

Kevin O' Leary

is a "Shark" investor on ABC's Shark Tank, a co-host of CBC'S Dragons' Den, an eco-preneur, a financial expert and a best-selling author. As a speaker, he draws on his encyclopedic knowledge of finance, investing, economics and business to discuss a variety of topics, such as: how the global recession may affect a myriad of industries, and what you can do to protect your company and come out stronger than ever.



Exhibits: January 25-26, 2018

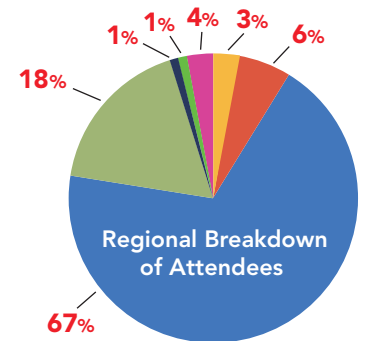
Kay Bailey Hutchison Convention Center | Halls B & C

THE REGION:

2,951 attendees from **1,212**
attending companies

42 States and 3 Countries Represented

- South-Atlantic
- Central
- Mid-Atlantic
- International
- East Coast
- West Coast
- Mountain



The Southwest totals more than
\$7.8 billion in promotional products.

DISTRIBUTORS SPEAK OUT:

Attendees report that live events are **CRITICAL** to product sourcing

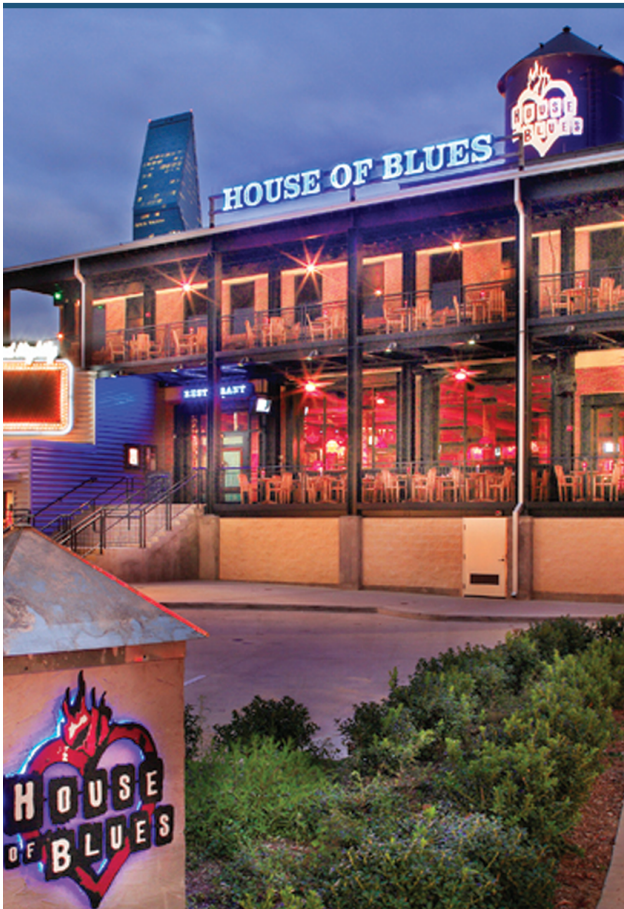
98%

Distributors are more likely to present products they discovered at the show

91%

Attendees found products and services to meet their clients' needs

90%



ASI Show Bash at House of Blues

- | A full bar, passed hors d'oeuvres and a buffet
- | Live music on center stage
- | A high-energy environment to network and make new friends
- | A fun evening in an iconic location – celebrating the history of Southern Culture and African American artistic contributions to music and art.



ASI SHOW DALLAS

The First and Biggest Show in the Southwest

THE AUDIENCE:

13 Major Distributor Companies Brought 651 Reps for Sales Meetings in 2017:

AIA Corporation | A I Mastermind | American Solutions for Business
Boundless Network | Brown & Bigelow | EmbroidMe
HALO Branded Solutions | Proforma | iPROMOTEu
Kaeser & Blair | Printa Systems | Safeguard
Scarborough Specialties | Taylor Communications | Vernon

UNDUPLICATED REACH:

99%

of Dallas attendees do not attend ASI Show Orlando

98%

of Dallas attendees do not attend ASI Show Chicago

94%

of Dallas attendees do not attend industry shows

Data comes from the 2017 ASI Show Dallas post-show surveys and attendance audits.

RETURN ON INVESTMENT:

- IMMEDIATE RESULTS

Dallas Exhibitors had a 13% increase in **ESP** clicks post show – distributors will remember you!

13%
increase



UNPARALLELED COST PER LEAD

10 x 10 exhibitors average **206 leads** a CPL of only **\$12.58!**

Exhibitors with on-site marketing saw **23% more leads!**

Sales calls average **\$596**. Live events allow you to meet with hundreds of distributors at a fraction of the cost.

KEYNOTE:

David Meerman Scott

David Meerman Scott is an internationally acclaimed strategist whose books and blog are must-reads for professionals seeking to generate attention in ways that grow their business. Scott's advice and insights help organizations stand out, get noticed and capture hearts and minds. He is author or co-author of ten books – three are international bestsellers.



Exhibits: July 25-26, 2018

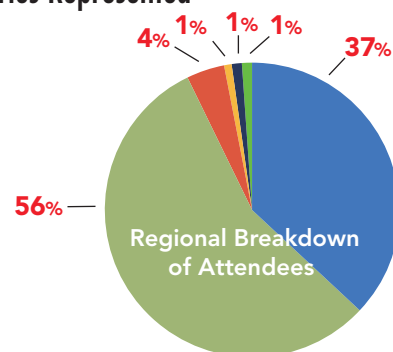
McCormick Place | North Building, Halls B1 & B2

THE REGION:

3,787 attendees from **1,530**
attending companies

47 States and 25 Countries Represented

- South-Atlantic
- Central
- Mid-Atlantic
- East Coast
- West Coast
- Mountain



Get in front of national audience during
the second half of the sales year!

DISTRIBUTORS SPEAK OUT:

Attendees report that live events are **CRITICAL** to product sourcing

96%

Distributors are more likely to present products they discovered at the show

91%

Attendees found products and services to meet their clients' needs

94%



ASI Show Bash at Mystic Blue

The night starts when you board the Mystic Blue at McCormick Place for a one hour cocktail reception starting at 6:30 p.m., then join us as we set off for a dinner cruise on Lake Michigan at 7:30 p.m.! You'll enjoy a full buffet dinner, open bar, the best views of the Chicago skyline and a grand finale of fireworks before the cruise docks at Navy Pier!

Mystic Blue™

ASI SHOW CHICAGO

The Show to Finish the Year Strong

THE AUDIENCE:

19 Major Distributor Companies Brought 599 Reps for Sales Meetings in 2017:

A I Mastermind | American Solutions for Business
Blue Sky Marketing | Caliendo Savio Enterprises – CSE
Concord Marketing Solutions | Creative Promotional Products
Fully Promoted | Geiger | HALO Branded Solutions
InnerWorkings | iPromo | iPROMOTEu | Kaesir & Blair
Norscot | Premier Group Network | Proforma
Safeguard Taylor Communications | Vernon

UNDUPLICATED REACH:

99%

of Chicago attendees do not attend ASI Show Dallas

96%

of Chicago attendees do not attend ASI Show Orlando

93%

of Chicago attendees do not attend other industry shows

Data comes from the 2017 ASI Show Dallas post-show surveys and attendance audits.

RETURN ON INVESTMENT:

- IMMEDIATE RESULTS

Chicago Exhibitors had a 16% increase in **ESP** clicks post show – distributors will remember you!

16%
increase



UNPARALLELED COST PER LEAD

10 x 10 exhibitors average **199 leads** a CPL of only **\$13.05!**

Exhibitors with on-site marketing saw **32% more leads!**

Sales calls average **\$596**. Live events allow you to meet with hundreds of distributors at a fraction of the cost.

KEYNOTE:

Robert Herjavec

Robert Herjavec is a "Shark" investor on ABC's Shark Tank, as well as a successful businessman and investor. In 2003 he founded the Herjavec Group, a security solutions integrator, reseller and managed service provider, of which he is currently the CEO. The Herjavec Group is one of Canada's fastest-growing technology companies and the country's largest IT security provider. He and the Herjavec Group Inc. have been the recipients of numerous entrepreneurial and business achievement awards.



fASIlitate™

Connect for Success

fASIlitate is ASI's hosted buyer event, fostering profitable partnerships between the industry's elite: 4- and 5-star suppliers and highly coveted and hard to reach distributors.

Taking place at luxurious venues across the country, fASIlitate 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

2018 LOCATIONS



New Orleans, LA

March 12-15, 2018
Windsor Court Hotel



St. Louis, MO

April 16-19, 2018
The Chase Park Plaza



Portland, OR

May 7-10, 2018
Embassy Suites by Hilton
Portland Downtown



Austin, TX

June 11-14, 2018
Omni Austin Hotel Downtown



Philadelphia, PA

September 24-27, 2018
The Logan Philadelphia

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

For more information, visit www.fasilitate.com.

ASI ROADSHOW™

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 hot markets across the U.S. – and returning to Canada – at strategic times of the year, this is your best chance to meet with hundreds of regional distributors you can't see elsewhere. Plus, ASI distributor members can escort their clients to the show – giving you an opportunity to be a part of the end-buyer conversation.

- 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
- More distributors are seeing the value in bringing their clients to the shows – present your products to **END-BUYERS**
- Approximately 86% of ASI Roadshow attendees are new every year

11 NEW CITIES!

2018 ASI Roadshow Schedule*

FEBRUARY 5-8 Pacific	Seattle, Portland, Sacramento, San Francisco
FEBRUARY 12-15 Southern California	Van Nuys, Irvine, Los Angeles , San Diego
MARCH 12-15 Northeast	Boston, Stamford, Long Island , Northern New Jersey
MARCH 19-22 Mid-Atlantic	Southern New Jersey , Philadelphia, Baltimore, Washington, D.C.
APRIL 16-20 Midwest I	Minneapolis, Des Moines, Omaha , Kansas City, St. Louis
APRIL 30-MAY 2 Canada East	Ottawa, Toronto, Burlington
MAY 14-17 Canada West	Vancouver, Travel Day, Calgary, Edmonton
JUNE 4-7 Great West	Salt Lake City, Denver, Albuquerque , Phoenix
SEPTEMBER 24-27 Southeast	Raleigh, Charlotte, Atlanta, Nashville
OCTOBER 1-5 Texas	New Orleans , Baton Rouge , Houston , San Antonio , Austin
OCTOBER 15-18 Great Lakes	Buffalo, Cleveland, Detroit, Indianapolis

NEW cities for 2018 in yellow!

*Schedule subject to change.

Please visit www.asiroadshow.com for details.

2018 ASI SHOW EVENTS

ASI
ROADSHOW

ASI
SHOW

asi
engage

f**ASIl**itate
Connect for Success

Trade shows and live events are a cost-effective and time-efficient way to grow your promotional products business. Nothing replaces the value of face-to-face conversations and seeing products up close and in person. The personal connections you make will last a lifetime and make continued business relationships more productive and profitable.

ASI SHOW – Creating Connections. Inspiring Creativity. Multi-day trade shows including education & exhibits.

January 2-4	ASI Show® Orlando	Orange County Convention Center, North Building, Halls A & B
January 24-26	ASI Show® Dallas	Kay Bailey Hutchison Convention Center, Halls B & C
July 24-26	ASI Show® Chicago	McCormick Place, North Building, Halls B1 & B2

FASILITATE – Hosted buyer event connecting top suppliers with million-dollar distributors.

March 12-15	New Orleans, LA	Windsor Court Hotel
April 16-19	St. Louis, MO	The Chase Park Plaza
May 7-10	Portland, OR	Embassy Suites by Hilton Portland Downtown
June 11-14	Austin, TX	Omni Austin Hotel Downtown
September 24-27	Philadelphia, PA	The Logan Philadelphia

ASI ROADSHOW – “The Super Sales Call” – traveling show visiting 44 cities in the U.S. and Canada

February 5-8	Pacific	Seattle, Portland, Sacramento, San Francisco
February 12-15	Southern California	Van Nuys, Irvine, Los Angeles, San Diego
March 12-15	Northeast	Boston, Stamford, Long Island, Northern New Jersey
March 19-22	Mid-Atlantic	Southern New Jersey, Philadelphia, Baltimore, Washington, D.C.
April 16-20	Midwest I	Minneapolis, Des Moines, Omaha, Kansas City, St. Louis
April 30-May 2	Canada East	Ottawa, Toronto, Burlington
May 14-17	Canada West	Vancouver, Travel Day, Calgary, Edmonton
June 4-7	Great West	Salt Lake City, Denver, Albuquerque, Phoenix
September 24-27	Southeast	Raleigh, Charlotte, Atlanta, Nashville
October 1-5	Texas	New Orleans, Baton Rouge, Houston, San Antonio, Austin
October 15-18	Great Lakes	Buffalo, Cleveland, Detroit, Indianapolis

FOR COMPLETE DETAILS VISIT WWW.ASISHOW.COM.