

EVENT SCHEDULE

TIME	Wednesday, January 24, 2018			
	 Beginner Sales Success	 Advanced Sales Success	 Social Media & Marketing	 Corporate Gifts & Incentives
	Contributing Partner: Fields			
9:15 a.m.- 9:45 a.m.	How to Get the Most Out of Your Trade Show Experience ⑤ Matthew Cohn, ASI			
	BALLROOM C			
10:00 a.m.- 10:50 a.m.	Manage the Customer Cycle: Maximize Revenue From Your Base ① David Blaise, Top Secrets of Promotional Products Sales C140	Expert Techniques to Overrule Client Objections and Get the Sale ① Rob Liano, Rob Liano, Inc. C146	Enhance Your Customer Communication: Social Media, Text and More ① Amanda Johns Vaden, Southwestern Consulting C142	Your New Business Opportunities: Prosper Using Gifts and Incentives ① Sean Roark, The Incentive Marketing Association C145
11:00 a.m.- 11:50 a.m.	Stellar Web Presentation Skills: Deliver a Big Message on a Small Screen ① Julie Hansen, Performance Sales and Training C140	Total Domination: Become a Recognized Force in Your Marketplace ① David Blaise, Top Secrets of Promotional Products Sales C146	7 Easy Social Media Tips to Grow Your Brand and Your Bottom Line ① Marki Lemons Ryhal, Marki Lemons Unlimited, Inc. C142	Get Started: Implement a Successful Gifts and Incentives Program ① Sean Roark, The Incentive Marketing Association C145
Noon- 12:50 p.m.	The Lead-Generation Machine: Prospecting Made Simple ① David Blaise, Top Secrets of Promotional Products Sales C140	Qualifying, Closing and Beyond: Learn the 12 Traits of Top Salespeople ① Rob Liano, Rob Liano, Inc. C146	Create Once, Post Everywhere: Your Time-Saving Social Media Solution ① Amanda Johns Vaden, Southwestern Consulting C142	Expert Advice: Understand How to Buy Branded Merchandise ① Sean Roark, The Incentive Marketing Association, and Panel C145
1:00 p.m.- 2:00 p.m.	Meet the Experts Lunch ① (First come, first served) <i>Contributing Partners: 3M/Promotional Market, asi/91240; ADG Promotional Products, asi/97270; Aunt Beth's Cookie Keepers, asi/37465; Custom Color Solutions, asi/47905; Dbebz Apparel, asi/48746; LarLu, asi/66390; Liberty, asi/67340; Raining Rose, Inc., asi/80489; Riteline LLC, asi/82498; SanMar, asi/84863; Showdown Displays, asi/87188; Simba, asi/87296 and Strideline, asi/89926</i>			
	BALLROOM C			
2:10 p.m.- 3:00 p.m.	Simplify for Success: Get More Done by Doing Fewer Things ① David Blaise, Top Secrets of Promotional Products Sales C140	Deliver Confident Presentations: Discover Acting Skills You Can Use Today ① Julie Hansen, Performance Sales and Training C146	Perfect Your SEO and Email Marketing Plan ① Marki Lemons Ryhal, Marki Lemons Unlimited, Inc. C142	
3:10 p.m.- 4:00 p.m.	Beginner Sales Bootcamp: Perfect Your Pitch and Win the Client ① Julie Hansen, Performance Sales and Training C140	Advanced Sales Bootcamp: The No-Fail System to Get More Business, Sales and Referrals ① Rob Liano, Rob Liano, Inc. C146	Social Media Bootcamp: Sell on LinkedIn, Facebook, Instagram and Other Top Sites ① Amanda Johns Vaden, Southwestern Consulting C142	
4:10 p.m.- 5:00 p.m.				
5:00 p.m.- 6:00 p.m.	NEW Product Preview Reception 			
	BALLROOM C			



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Education Day

 <p>Graphic Design & Product Decoration</p>	 <p>Multi-decoration Design & Production</p>	 <p>Decoration Success</p>	 <p>What's New</p>	 <p>Factory Tour</p>
<p>Contributing Partner: </p>	<p>Contributing Partner: </p>			<p>Contributing Partner: </p>

<p>Unlock Your Profit Potential: Experience Heat Printing LIVE</p> <p>③ Frank Good, Stahls'</p> <p>C148</p>	<p>Producing Multi-decoration Apparel With a Vinyl Cutter and Heat Press</p> <p>① Craig Mertens, Digital Art Solutions</p> <p>C141</p>		<p>ESP Overview</p> <p>① Michael D'Ottaviano, ASI</p> <p>C144</p>	<p>Factory Tour of In Your Face Apparel</p> <p>This exclusive tour is sponsored by In Your Face Apparel</p> <p>Meet at the Education Booth near Room 141 by 10 a.m.</p>
	<p>Rhinestone Apparel Basics With a Vinyl Cutter and Heat Press</p> <p>① Craig Mertens, Digital Art Solutions</p> <p>C141</p>		<p>Streamline Your Business With the All-New ESP Order Management System</p> <p>① Peter Knappenberger, ASI</p> <p>C144</p>	
<p>(1:30 p.m.-3:20 p.m.)</p> <p>Adobe Illustrator: Master the Fundamentals, Plus Power Tips and Tricks</p> <p>② Steve Oswald, ASI</p> <p>* We recommend bringing your own laptop loaded with Adobe Illustrator software.</p> <p>C148</p>			<p>Master Your Digital Marketing Strategy</p> <p>① Liz Ferrence, ASI</p> <p>C144</p>	
<p>(3:30 p.m.-5:00 p.m.)</p> <p>CorelDRAW: Create Custom Virtual Samples, T-shirt Designs and More</p> <p>⑫ Jay Busselle, Printa Systems</p> <p>* We recommend bringing your own laptop loaded with CorelDRAW software.</p> <p>C148</p>	<p>Design and Production Techniques for Apparel Graphics and Personalization</p> <p>① Craig Mertens, Digital Art Solutions</p> <p>C141</p>	<p>Sublimation: The Ultimate Diversification Tool</p> <p>① Jimmy Lamb, Sawgrass Technologies</p> <p>C145</p>	<p>PrintPortal: Cloud Software and Strategy to Grow Your Print Business</p> <p>① Michael D'Ottaviano, ASI</p> <p>C144</p>	
	<p>Design and Sales Techniques for the School, Team and Sports Markets</p> <p>① Craig Mertens, Digital Art Solutions</p> <p>C141</p>	<p>Explore What's New in Digital Garment Printing</p> <p>① Jimmy Lamb, Sawgrass Technologies</p> <p>C145</p>	<p>Create Sales Easily With ASI's New Email Marketing Platform</p> <p>① Ryan Law and Matt Smyth, ASI</p> <p>C144</p>	
	<p>Design and Production Techniques for Embroidery and Appliqué</p> <p>① Craig Mertens, Digital Art Solutions</p> <p>C141</p>	<p>Decorating Pricing Demystified: How Much Do I Charge?</p> <p>① Jimmy Lamb, Sawgrass Technologies</p> <p>C145</p>	<p>Master Your Digital Marketing Strategy</p> <p>① Liz Ferrence, ASI</p> <p>C144</p>	

EVENT SCHEDULE

Thursday, January 25, 2018 • Exhibit Day One

8:30 a.m.-9:45 a.m.	Motivational Breakfast with Kindra Hall: The Irresistible Power of Strategic Storytelling <i>(Ticket Required)</i> Contributing Partners: Diamondback Engraving, LLC, asi/49546; Kasher, Inc., asi/63824; Terry Town, asi/90913	BALLROOM C
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EXHIBIT FLOOR OPEN • 10:00 a.m.-5:00 p.m.

POWER SESSIONS

11:00 a.m.-11:50 a.m.	10 Budget-Friendly Ways to Promote Your Business Now Jimmy Lamb, Sawgrass Technologies	BOOTH #2000
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Noon-12:50 p.m.	Use Perception-Based Pricing to Increase Your Sales Jimmy Lamb, Sawgrass Technologies	BOOTH #2000
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1:30 p.m.-2:20 p.m.	Learn the Latest Trends in Corporate Logos Colleen Hartigan, Madeira USA	BOOTH #2000
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2:30 p.m.-3:20 p.m.	Find Success in What You Love to Do Brett Bowden, Printed Threads	BOOTH #2000
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3:00 p.m.-5:00 p.m.	Cocktail Reception in the Corporate Gifts Pavilion <i>(Cash Bar/Drink Tickets)</i> Location: 700-800 aisles	
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6:00 p.m.-9:00 p.m.	ASI Show Bash at House of Blues <i>(Ticket Required)</i> Contributing Partners: Logo Mats, LLC, asi/67849; Next Level Apparel, asi/73867; Radius Display Products, asi/49916	
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Friday, January 26, 2018 • Exhibit Day Two

7:30 a.m.-8:15 a.m.	BASI/MASI Breakfast Reception <i>(Invitation Only)</i> Hosted by Timothy M. Andrews	C143
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8:30 a.m.-9:45 a.m.	David Meerman Scott Keynote: Win the Attention Wars: The Art of Agile, Real-Time Selling <i>(FREE)</i>	BALLROOM C
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EXHIBIT FLOOR OPEN • 10:00 a.m.-3:30 p.m.

POWER SESSIONS

11:00 a.m.-11:50 a.m.	Sales Secrets From Top 5% Performers Bob DeGarmo, The Shamrock Companies	BOOTH #2000
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Noon-12:50 p.m.	Reach More Customers With Online and Mobile Marketing Jimmy Lamb, Sawgrass Technologies	BOOTH #2000
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1:30 p.m.-2:20 p.m.	Stabilizers: The Hidden Hero of Successful Embroidery Design Colleen Hartigan, Madeira USA	BOOTH #2000
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3:30 p.m.-4:00 p.m.	Closing Celebration <i>(Passport Plus Drawing at 3:45 p.m.)</i>	
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