









TIME	Tuesday, July 9, 2019				
	Beginner Sales Success	Advanced Sales Success	Social Media & Marketing	Entrepreneur's Essentials	Corporate Gifts & Incentives
9:00 a.m.-9:45 a.m.	How to Get the Most Out of Your Trade Show Experience N227B Matthew Cohn, ASI Contributing Sponsor: Bic Graphic NA, asi/40480				
10:00 a.m.-10:50 a.m.	Time is Money: Maximize Your Dollars Per Minute Carolyn Strauss, Carolyn Strauss Consulting N226	The Seven Habits of Seven-Figure Salespeople Bobby Lehw, commonsku N231	Content Marketing Musts: Keep Your Brand Alive & Relevant Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu N229	Made to Make it: Starting & Growing Your Business Ryan Moor, Ryonet, & Brett Bowden, Printed Threads N227A	Corporate Gifts 101: Expanding Your Business With Corporate Gifts & Incentives Barb Hendrickson, Visible Communication N230A
11:00 a.m.-11:50 a.m.	Storytelling: Share Your Story, Convince Clients, Convert Leads Bobby Lehw, commonsku N226	Capitalize on Collaboration: Understanding Your Clients' Needs Diane Ciotta, Training Classics N231	Increase Your Visibility & Leads Through LinkedIn Jay Busselle, Equipment Zone N229	Diversity Opens Doors: Selling to Major Corporations & the Fortune 500 Kathy Cheng, Redwood Classics Apparel & Panel N227A	Corporate Gifts 201: What Corporate Gift Suppliers Can Do for You Barb Hendrickson, Visible Communication & Panel N230A
Noon-12:50 p.m.	Put Your Passion to Work: Hone Your Sales Strategy & Grow Your Base Brett Bowden, Printed Threads N226	Selling to Women: Gain Insight Into These Influencers Carolyn Strauss, Carolyn Strauss Consulting N231	Reach Every Customer: Proven Marketing Strategies to Complement Your Online Presence Danny Friedman, DANNY, Inc. N229	Forget Market Fluctuations: Succeed Regardless of the Economy Meredith Elliott Powell, MotionFirst N227A	Corporate Gifts 301: How Distributors Are Profiting From Corporate Gifts Barb Hendrickson, Visible Communication & Panel N230A
1:00 p.m.-2:00 p.m.	Meet the Experts Lunch <i>First come, first served.</i> <i>Or, buy your ticket in advance for \$10 – NEW!</i> See ad on page 12.			Build Your Skill Set to Enhance Your Sales Effectiveness Conrad Franey, Elements of Success Consulting Group N227B & N228	
2:10 p.m.-3:00 p.m.	How to Make 50%+ Profit on Every Order Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu N226	Tailor Your Pitch: Sales Tactics to Persuade Each Gender Carolyn Strauss, Carolyn Strauss Consulting N231	Showcase Yourself: Add Video to Your Social Media Mix Jay Busselle, Equipment Zone N229	Family Business Success: Turn Differences Into Dialogue Dr. Steve Treat, Council for Relationships N227A	
3:10 p.m.-4:00 p.m.	Overcome Client Objections: Effective Techniques to Win the Sale Diane Ciotta, Training Classics N226	Wake Up! Reenergize Your Sales Approach & Yourself Danny Friedman, DANNY, Inc. N231	Make Your Website Work for You: Expert E-Commerce Tools & Tips Ryan Moor, Ryonet N229	Vision, Strategy, Execution: How to Run Your Company Like a Boss Meredith Elliott Powell, MotionFirst N227A	
4:10 p.m.-5:00 p.m.					
5:00 p.m.-6:00 p.m.	New Product Preview Reception See ad on page 13. N426				
6:30 p.m.	Dutch Treat Dinner* <i>Dine & network with other Show attendees. Save 20% with your badge!</i> <i>*Dutch treat = pay your own way</i>				

Kroll's South Loop, 1736 S. Michigan Avenue






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Education Day

 <p>Graphic Design & Product Decoration</p>	 <p>Multi-Decoration Design & Production</p>	 <p>Screen-Printing Success</p>	 <p>Business-Building Fundamentals</p>	 <p>Factory Tour</p>
<p>Contributing Sponsor </p>	<p>Contributing Sponsor </p>			<p>Contributing Sponsor </p>
<p>Heat Press Transfers: What to Use When Bob Robinson, Stahls'</p> <p>Mastering Multi-Decoration Apparel With a Vinyl Cutter & Heat Press Craig Mertens, Digital Art Solutions N139</p> <p>Producing & Selling Profitable Rhinestone Multi-Decoration Apparel Craig Mertens, Digital Art Solutions N139</p> <p>Profitable Opportunities in Monogrammed Wearables & Personalized Products Craig Mertens, Digital Art Solutions N139</p> <p>N137</p>			<p>Stand Out & Attract More Clients With Strategic Marketing Michelle Castellis, ASI N230B</p> <p>Improve Your Website: Five Ways to Make a Dramatic Difference Steve Oswald, ASI N230B</p> <p>ESP Websites Workshop: Make Your Site Work for You Joan Miracle, ASI N230B</p>	<p>Factory Tour of Orbus Exhibit & Display Group Meet in the Registration Lobby by 9:00 a.m. (9:00 a.m.-12:50 p.m.) <i>Seating is limited. First come, first served.</i></p>
<p>Beginner Adobe Illustrator: Master the Fundamentals Steve Oswald, ASI <i>*We recommend bringing your own mouse and laptop, loaded with Adobe Illustrator software, to this session.</i> N137</p> <p>Essential Graphics Skills for Apparel Decoration & Personalization Craig Mertens, Digital Art Solutions N139</p> <p>Maximizing Sales in the School, Team & Sports Markets Craig Mertens, Digital Art Solutions N139</p> <p>Intermediate Adobe Illustrator: Grow Your Skill Set Steve Oswald, ASI <i>*We recommend bringing your own mouse and laptop, loaded with Adobe Illustrator software, to this session.</i> N137</p> <p>Converting Vector Artwork to Embroidery & Appliqué Without Digitizing Craig Mertens, Digital Art Solutions N139</p>		<p>Garment Screen-Printing Basics: Proven Ways to Start Your Own Shop Charlie Taublieb, Taublieb Consulting N230A</p> <p>Hands-on Workshop: Multicolor Garment Screen Printing Charlie Taublieb, Taublieb Consulting N230A</p>	<p>The Perfect Product for Your Buyers: Find It, Present It, Order It Through ESP Michael D'Ottaviano, ASI N230B</p> <p>News You Can Use: The 2019 ASI Ad Impressions Study Nate Kucsma, ASI N230B</p> <p>Understanding the New Tax Law: How It Affects You & Your Business Stan Hansen, ASI Computer Systems & Dave Vagnoni, ASI N230B</p> <p>Social Networking Strategies That Drive Sales Michael D'Ottaviano & Joan Miracle, ASI N230B</p>	

Download handouts from selected Education Day sessions on the *ASI Show Chicago* app or at www.asishow.com/handouts.

TIME	Wednesday, July 10, 2019 • Exhibit Day One				
8:30 a.m.-9:45 a.m.	Motivational Breakfast with Heather Abbott: Paying It Forward: Finding the Purpose That Drives Your Life (Ticket Required) Contributing Sponsor: The Magnet Group, asi/68507			N427	
EXHIBIT FLOOR OPEN • 10:00 a.m.-5:00 p.m.					
	 FREE POWER SESSIONS*	Booth #2356	 FREE CORPORATE GIFTS & INCENTIVES	 FREE FASHION ZONE	Booth #2000
11:00 a.m.-11:50 a.m.	Fire Up Your Imagination: Five Secrets to Developing Your Creativity Bobby Lehew, commonsku		3:00 p.m.-3:50 p.m. Q&A With the Experts: Corporate Gifts & Incentives Pros Tell All Lore Rincon, Continental Premium Corporation & Jeffrey Brenner, Seiko Watch of America, LLC & Cindy Mielke, Tango Card	10:30 a.m.-11:00 a.m. Think Like the Big Brands: Create a Lasting Impression With On-Trend Decoration Jay Busselle, Equipment Zone & Theresa Hegel, ASI 1:00 p.m.-1:30 p.m. Re-Spun by Marine Layer: An Inside Look Into What Happens to Your Favorite '80s Hair Band Tees Andrew Graham, Marine Layer	
Noon-12:50 p.m.	Social Media Success: How to Create an Online Following Brett Bowden, Printed Threads				
1:30 p.m.-2:20 p.m.	Top 10 Twitter Tips to Close the Deal Jay Busselle, Equipment Zone				
2:30 p.m.-3:20 p.m.	Seven Major Marketing Fails: Identify & Prevent These Common Mistakes Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu				
3:30 p.m.-4:20 p.m.	Cash in on Cannabis: Selling to the Legalized Marijuana Market Ryan Tickle, Cannabis Promotions				
3:00 p.m.-5:00 p.m.	Cocktail Reception in the Corporate Gifts & Incentives Pavilion (Cash Bar/Drink Tickets) 				
6:30 p.m.	Counselor® Awards (Invitation Only)				
6:30 p.m.-9:30 p.m.	ASI Show Bash at O Godfrey (Ticket Required) 		Contributing Sponsors: ALightPromos, asi/34194; Ameramark, asi/53455; Best Promotions USA LLC, asi/40344; Logo Mats, LLC, asi/67849; Max Apparel USA, LLC, asi/69706; Next Level Apparel, asi/73867		

TIME	Thursday, July 11, 2019 • Exhibit Day Two			
7:30 a.m.-8:15 a.m.	BASI/MASI Breakfast Reception (Invitation Only) Hosted by Timothy M. Andrews  MEMBER ONLY BENEFIT			N426A
8:30 a.m.-9:45 a.m.	Keynote with Luke Williams: Disruptive Thinking: How to Spark Transformation in Your Business FREE Contributing Sponsors: iClick, Inc., asi/62124; Next Level Apparel, asi/73867; Terry Town, asi/90913; The Magnet Group, asi/68507			N427
EXHIBIT FLOOR OPEN • 10:00 a.m.-3:30 p.m.				
	 FREE POWER SESSIONS*	Booth #2356	 FREE FASHION ZONE	Booth #2000
11:00 a.m.-11:50 a.m.	Managing a Customer Service Crisis: What to Do When It's Your Fault Steven Sewell, Steven Sewell Enterprises		10:30 a.m.-11:00 a.m. Ladies First: Close the Deal With Styles Designed for Women Rich Corvalan, Charles River Apparel 1:00 p.m.-1:30 p.m. Think Like the Big Brands: Create a Lasting Impression With On-Trend Decoration Theresa Hegel, ASI	
Noon-12:50 p.m.	Get the Most From Every Sale: Upselling & Cross-Selling Danny Friedman, DANNY, Inc.			
1:30 p.m.-2:20 p.m.	Banish Sales Burnout: Take Care of Yourself & Your Clients Steven Sewell, Steven Sewell Enterprises			
3:30 p.m.-4:00 p.m.	Closing Celebration (Passport Plus Drawing at 3:45 p.m.) FREE 			
				In Product Showcase near Show Floor Entrance

*Power Session Product Sponsors: Ameramark, asi/53455; Bic Graphic NA, asi/40480