



# Join the Industry at the First *ASI Show* of the Year!

Education: January 4

Exhibits: January 5-6

Orange County Convention Center,  
South Building, Halls A&B

**ASI**  
**SHOW**  
ORLANDO  
JANUARY 4-6, 2015

Our business is helping YOUR business grow.



***// It's almost time for the first ASI Show of the year, and we're ready to help you prepare for your best sales year ever! //***

Distributors found great success at the 2014 *ASI Shows*, discovering new products to grow their business and venture into new markets. As a distributor in the advertising specialty industry, your challenge is to find exactly the right product to fit your clients' needs – and you'll find solutions at *The ASI Show*. The new sales year is upon us, so take advantage of the benefits, programs and opportunities offered. We survey our members and create programs and experiences based on your feedback. Take a look at what you'll experience at *The ASI Show Orlando*.

Meet with over 800 exhibitors debuting products for 2015! Our show floor is filled with the industry's top suppliers, ready to help you grow your business. Meet one-on-one on a manageable show floor, where you'll hold productive sales-building conversations. When speaking with suppliers about the products they sell, they are eager to help you expand into new markets and give you tips on how to best sell their products to your clients. Plus, our dedicated Incentive and Decorating Pavilions provide you a place to meet the leading suppliers in these growing ad specialty sectors.

Attend the industry's biggest education conference at *The ASI Show Orlando*. You'll find 50 new courses promoting the latest in sales, social media, marketing and more, presented over eight unique tracks. Plus we've added 11 new speakers to our roster! With a schedule laid out to pique every area of interest and level of industry experience, it's easy for you to continue your professional development and growth of your business.

Our 2015 Keynote lineup is more impressive than ever. Get motivated by Steve Wozniak, co-founder of one of the most iconic brands in the world, Apple, when he teaches all of us the secrets of being a successful entrepreneur, the value of creativity in the office and how to drive it, and how he thinks technology will affect our lives in years to come.

You want new and exciting ways to network, and we have them! Start with our popular Networking Lunch: Ask The Experts Anything, where you'll discuss hot topics with our popular *ASI Show* speakers, subject-matter experts and your distributor peers. Relax over refreshments during events like Happy Hour on the Show Floor and the popular Closing Celebration. And, don't miss one of our most exciting Gala celebrations to date, at Universal Studios The Wizarding World of Harry Potter™ – Diagon Alley™. Be one of the first to experience the newest attraction at Universal Studios Florida® with no wait times!

I hope you'll join me and the thousands of distributors and decorators from across all 50 states in the U.S. and over 27 countries who kick off their sales year at *The ASI Show*.

See you in Orlando!

Rita Ugianskis-Fishman  
Vice President and General Manager  
*The ASI Show!*

# Schedule at a Glance

## Sunday, January 4, 2015

Registration Open .....	7:45 a.m.-5:30 p.m.
How to Get the Most Out of Your Trade Show Experience .....	8:15 a.m.-8:45 a.m.
Concurrent Education Programs .....	9 a.m.-4:25 p.m.
Networking Lunch: Ask the Experts Anything .....	Noon-1:25 p.m.
<i>Co-sponsored by Fields Mfg., asi/54100; Fey Promotional Products Group, asi/54040; A+ Career Apparel &amp; Image-Wear, asi/84835; Stahls', asi/88984 and ADG Promotional Products, asi/97270</i>	
ASI's Minute to Win It .....	4:30 p.m.-5:30 p.m.

## Monday, January 5, 2015

Registration Open .....	7:45 a.m.-5 p.m.
<i>The Joe Show LIVE: Hot Products to Make More Money</i> .....	8:30 a.m.-9:45 a.m.
<b>Exhibits Open</b> .....	<b>10 a.m.-5 p.m.</b>
Power Sessions .....	11 a.m.-3:45 p.m.
Happy Hour on the Show Floor .....	3 p.m.-5 p.m.
<i>Co-sponsored by alphabroder, asi/34063 and Impact Advertising, asi/62293</i>	
Counselor Distributor Choice Awards .....	5 p.m.-6:30 p.m.
Gala Celebration at Universal Studios Harry Potter™ - Diagon Alley™ .....	7 p.m.-10 p.m.
<i>Product Co-sponsors: Ad Bands, asi/34345; Buztronics Inc., asi/42963; Logo Mats, asi/67849; Cooler Graphics Ltd, asi/80345 and Next Level Apparel, asi/73867</i>	

## Tuesday, January 6, 2015

Registration Open .....	7:15 a.m.-4 p.m.
BASI/MASI Breakfast (Invitation only) .....	7:30 a.m.-8:15 a.m.
Steve Wozniak Keynote: Building the World's Most Iconic Brand .....	8:30 a.m.-9:45 a.m.
<i>Co-sponsored by Showdown Displays, asi/87188; Prime Resources Corp., asi/79530 and BIC Graphic USA, asi/40480</i>	
<b>Exhibits Open</b> .....	<b>10 a.m.-4 p.m.</b>
Power Sessions .....	11 a.m.-2:30 p.m.
Closing Celebration .....	4 p.m.-4:30 p.m.
Passport to Winnings Drawing .....	4:15 p.m.



# Show Sponsors

Without Show sponsors, The ASI Show couldn't put on all of the value-driven – and free – programs that help you to create meaningful relationships and grow professionally. Make sure to stop by our valued sponsors' booths and thank them for their participation!

## Platinum Sponsors



## Gold Sponsors

## Fields

## Silver Sponsors



## Bronze Sponsors



## Sponsors



## Association Sponsors



## Platinum Sponsors

**Showdown Displays, asi/87188**  
Steve Wozniak Keynote Co-Sponsor

**BIC Graphic USA, asi/40480**  
Steve Wozniak Keynote Co-Sponsor,  
Charging Station Sponsor and Pen Sponsor

**Prime Resources, asi/79530**  
Steve Wozniak Keynote Co-Sponsor and Bag Sponsor

## Gold Sponsors

**Fields Mfg., asi/54100**  
Education Sponsor – Get Started, Get Noticed, Get Selling Tracks and  
Networking Lunch: Ask the Experts Anything Co-Sponsor

## Silver Sponsors

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**Idol Memory, asi/62222**  
Portable "Pocket Power" Charging Sponsor

**Leashables by Oralabs, asi/66715**  
Lip Balm Sponsor

**Logo Mats, asi/67849**  
Food Court Mat Sponsor and Product Co-sponsor at the Gala Celebration

**PrintingForLess.com, asi/79558**  
Badge Sponsor

**Simba, asi/87296**  
Lapel Pin Sponsor

**Stahls', asi/88984**  
Get Decorating! Co-Sponsor and Networking Lunch:  
Ask the Experts Anything Co-Sponsor

**Tekweld, asi/90807**  
Hand Sanitizer Sponsor

**3M/Promotions Markets Department, asi/91240**  
Adhesive Note Sponsor

## Bronze Sponsors

**Delko USA, asi/49145**  
MicroFiber Cloth Sponsor

**Devon Corporation, asi/49500**  
Mat Sponsor

## Sponsors

**alphabroder, asi/34063**  
Happy Hour Co-Sponsor

**Ad Bands, asi/34345**  
Product Co-sponsor at the Gala Celebration

**Buztronics, Inc., asi/42963**  
Product Co-sponsor at the Gala Celebration

**Fey Promotional Products Group, asi/54040**  
Networking Lunch: Ask the Experts Anything Co-sponsor

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Product Co-sponsor at the Gala Celebration

**Quinn Flags, asi/80228**  
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**Cooler Graphics Ltd, asi/80345**  
Product Co-sponsor at the Gala Celebration

**A+Career Apparel and Image-Wear, asi/84835**  
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**ADG Promotional Products, asi/97270**  
Networking Lunch: Ask the Experts Anything Co-sponsor

## Association Sponsors

Gold Coast Promotional Products Association  
Promotional Products Association of the Mid-South, Inc.  
Sunbelt Promotional Products Association  
Promotional Products Association of Florida

# 2015 Orlando Exhibitor List

At *The ASI Show Orlando*, you'll see over 800 exhibitors ready to have meaningful conversations with you to help fulfill your clients' needs. In 2015, over 70 exhibitors are **NEW** to Orlando and 140 won't be at PPAI – and the list keeps growing!

2015 Exhibitor List as of November 14, 2014.

All companies in bold red are NEW exhibitors to *The ASI Show Orlando*.

3D Domed Labels Inc. ....	asi/91230	Atlantis Time-Line.....	asi/37385	Castelli North America Inc. ....	asi/44305
3M/Promotional Markets Dept .....	asi/91240	Atlas Embroidery & Screen Printing.....	asi/37245	Cedar Crest Manufacturing.....	asi/44368
A New World Production .....	asi/30259	Atlas Flags Inc. ....	asi/37421	Century Mfg Inc. ....	asi/44460
A P Specialties.....	asi/30208	Augusta Sportswear.....	asi/37461	Century Place Apparel .....	asi/85988
A Plus Wine Designs .....	asi/30223	Aunt Beth's Cookie Keepers .....	asi/37465	Certif-A-Gift Co. ....	asi/44500
A T Cross Company .....	asi/47520	Auto-Sun-shade/Intertek.....	asi/37586	Certified Marketing Consultants.....	asi/44526
A Z X Sport America .....	asi/30250	<b>AutoTran, Inc. ....</b>	<b>asi/12555</b>	CFS Promotions For Now!.....	asi/42989
A+ Career Apparel & Image-Wear.....	asi/84835	Aventa .....	asi/31940	Chameleon Like Inc. ....	asi/44558
A4 Moshay Inc. ....	asi/30121	B C G Creations.....	asi/37693	<b>Change! Inc. ....</b>	<b>asi/44568</b>
AAA Innovations .....	asi/30023	B J Crystal Inc. ....	asi/37757	Charles River Apparel.....	asi/44620
Aakron Rule Corp. ....	asi/30270	Baden Sports Inc. ....	asi/37865	Chill Skinz, Inc. ....	asi/44817
Action Illustrated .....	asi/12310	Badger Sportswear.....	asi/37876	Chocolate Chocolate .....	asi/44897
Ad Bands .....	asi/34345	Bag Makers Inc. ....	asi/37940	Chocolate Inn/Taylor & Grant .....	asi/44900
Ad-A-day Co Inc. ....	asi/31040	<b>BAGGO, Inc. ....</b>	<b>asi/38028</b>	Chop Chop .....	asi/72795
ADCAPITOL Aprons, Bags, Banners, Flags & Wearables .....	asi/31260	Ball Pro Inc. ....	asi/38120	<b>Chrome Domz .....</b>	<b>asi/44950</b>
ADG Promotional Products.....	asi/97270	BamBams.....	asi/38228	Claire Chase, Inc. ....	asi/45252
<b>Adman Group Inc. ....</b>	<b>asi/31978</b>	Banaka Inc. ....	asi/38243	CleggPromo .....	asi/45450
Admatch Corporation .....	asi/31490	Bankers Pens Co Inc. ....	asi/38285	Clothpromotions Plus.....	asi/45513
Admints & Zagabor .....	asi/31516	BannerGator.com .....	asi/39618	Coaster Factory .....	asi/43677
Admore .....	asi/32050	BarCharts, Inc. ....	asi/38446	CoasterStone.....	asi/60965
Ads On Magnets .....	asi/31061	Barrington Mfg Inc. ....	asi/38620	Coleman Co Inc. ....	asi/45647
Advance Corporation.....	asi/32180	Baru Sports.....	asi/38689	Colorado Timberline .....	asi/91263
Advertising Spec Inst. (ASI) .....	asi/33020	BAW Athletic Wear LP .....	asi/37689	Coloring Book Solutions .....	asi/45815
Affinity Express.....	asi/33149	Bay Island Sportswear.....	asi/38982	<b>Colortone.....</b>	<b>asi/45581</b>
Afton Promotions .....	asi/33177	Bay State Specialty Co. ....	asi/38980	Concap Sportswear LLC. ....	asi/46187
<b>Aglika Trade LLC. ....</b>	<b>asi/33201</b>	Beacon Promotions Inc. ....	asi/39250	Continental Mktng Svc Inc. ....	asi/46420
Ahead, LLC. ....	asi/33220	<b>Bear With Me .....</b>	<b>asi/39351</b>	Continental Plastic Card Co. ....	asi/46460
Alexander Mfg Co. ....	asi/34040	<b>Bebco.....</b>	<b>asi/39395</b>	<b>Cook Receipt Book .....</b>	<b>asi/46523</b>
Alexon Promotions.....	asi/34044	Belair Time Corporation.....	asi/39750	Cool & Unique Products, LLC. ....	asi/46527
AlightPromos.com.....	asi/34194	Bella-Alo .....	asi/39590	Cooler Graphics Ltd. ....	asi/80345
All Book Covers Inc .....	asi/34262	Berne Apparel .....	asi/40260	<b>Corry Enterprises.....</b>	<b>asi/46509</b>
Allcation Travelware Co. ....	asi/34046	Berney-Karp Inc. ....	asi/40261	Cosmo Fiber Corp.....	asi/46755
Allen Adv Products Inc. ....	asi/34326	Best Promotions USA LLC. ....	asi/40344	Cotton Love, LLC. ....	asi/46756
Allen Company/The .....	asi/34330	Best Way Promotions .....	asi/40348	CounterPoint (R).....	asi/46767
ALL-IN-ONE .....	asi/34256	Beverly Hills Teddy Bear Company/		<b>Covocup.....</b>	<b>asi/46814</b>
Aloe Up Sun and Skin Care Products .....	asi/34362	CustomPlush.com.....	asi/40437	CPS .....	asi/43051
.....	asi/34362	BIC Graphic USA .....	asi/40480	CredentialExpress .....	asi/47204
alphabroder.....	asi/34063	BigBang Corporate Apparel .....	asi/92883	Cross Canvas Company Inc. ....	asi/47541
Alpi International LTD.....	asi/34415	Bishop (R), The Garment Co. ....	asi/40585	Crown Matting Technologies .....	asi/68173
Alumicolor .....	asi/34910	BizPins Inc. ....	asi/40595	Crown Products.....	asi/47700
Ame & Lulu.....	asi/35232	Black Forest LTD. ....	asi/40620	Crystal D.....	asi/47759
Ameramark.....	asi/53455	Bloomin Promotions.....	asi/40646	Crystal Impressions .....	asi/47782
American Accents .....	asi/35375	Blouin Displays .....	asi/68244	Crystal Sensations .....	asi/47787
American Ad Bag Co. ....	asi/35290	Blue Frog Printing .....	asi/85950	Crystal World Inc. ....	asi/47818
American Apparel .....	asi/35297	Blue Generation .....	asi/40653	Curto Toy Mfg Co LTD. ....	asi/47897
American Calendar Co. ....	asi/35400	Boca Terry LLC. ....	asi/40766	Custom Printing II LTD. ....	asi/47971
American Greenwood Inc. ....	asi/35500	Bodek and Rhodes.....	asi/40788	Cutter & Buck .....	asi/47965
American Zebra Line/AZL .....	asi/35745	<b>BookWear .....</b>	<b>asi/41044</b>	Da Vinci Imports.....	asi/48639
Americanna Co. ....	asi/35730	<b>BORLINO LLC. ....</b>	<b>asi/41216</b>	Dacasso .....	asi/48125
Americraft Products .....	asi/86364	Brainstorm Logistics .....	asi/41515	Dard Products Inc. ....	asi/48500
Aminco International.....	asi/35850	Brand O' Guitar Company .....	asi/41461	Data Management .....	asi/48584
<b>Andreas Silicone .....</b>	<b>asi/36100</b>	BrandCharger LTD. ....	asi/88751	Datamax International Inc. ....	asi/48575
Anico Intl (Plush Animals).....	asi/36230	Bravo Awards Limited .....	asi/41638	Debbie Does Freight Inc. ....	asi/1328446
<b>Anne Stone Inc. ....</b>	<b>asi/36249</b>	Brighter Promotions Inc. ....	asi/42016	Debco .....	asi/48885
Antigua Group Inc. ....	asi/36320	Bristol ID Technologies.....	asi/42034	Delko USA .....	asi/49145
Anvil Knitwear Inc. ....	asi/36350	Brooklyn Prods/AmeriFoam (R).....	asi/42155	Delta Apparel Inc. ....	asi/49172
Apogee Commemoratives Inc. ....	asi/36533	BSI Products, Inc. ....	asi/42381	DEVARA .....	asi/49470
Apollo Group .....	asi/73392	Budgetcard Inc. ....	asi/42393	Devon Corporation .....	asi/49500
Apothecary Products LLC. ....	asi/36545	Bullet .....	asi/42424	DFS Group.....	asi/47991
Aprons 'n More Inc. ....	asi/36563	Busrel Inc. ....	asi/42920	Diamond Cosmetics Inc. ....	asi/49640
Aqua Sheen .....	asi/36575	Buztronics Inc. ....	asi/42963	Dickies Occupational Wear .....	asi/49675
Ariel Premium Supply Inc. ....	asi/36730	California Tattoos .....	asi/43530	DIGISPEC (R) .....	asi/49716
Artwear Embroidery, Inc. ....	asi/36964	Cap America Inc. ....	asi/43792	Digital Art Solutions.....	asi/14970
Ashlin Bpg Marketing.....	asi/37138	<b>CapsulePen LLC. ....</b>	<b>asi/43787</b>	Discount Labels .....	asi/49890
ASI Computer Systems Inc. ....	asi/30238	Caravan Canopy Intl Inc. ....	asi/43806	<b>Display Factory USA .....</b>	<b>asi/49913</b>
AST Sportswear Inc. ....	asi/30244	Card Connect .....	asi/9117142	Display Source .....	asi/45447
		Caro-Line/Bandanna Promotions.....	asi/44020	Diversified-Adtee .....	asi/50051

Dixie Seal & Stamp Co Inc. .... asi/50120  
Dixieland Emblematics Inc. .... asi/50123  
Dixon Ticonderoga Company ..... asi/50150  
Dollar Days Inc. .... asi/50287  
Dorcy Special Markets Division ..... asi/50677  
Dri Duck Traders Inc. .... asi/50835  
**Drop Tank, LLC. .... asi/50871**  
Drum-Line..... asi/50873  
Dunbrooke ..... asi/50930  
Dyenomite..... asi/51185  
Easy-Doks , LLC. .... asi/51511  
Eco Golf..... asi/51557  
Edwards Garment Co. .... asi/51752  
**eLine Jewellers ..... asi/51918**  
Elliot-Barry Co. .... asi/51940  
Emblematics Inc. .... asi/52280  
Empire USA ..... asi/52387  
EMT ..... asi/52263  
Enduraline ..... asi/52480  
**Engame Custom Card Games ..... asi/56501**  
**Engraving, Awards & Gifts..... asi/97071**  
**Ennis Inc. .... asi/52493**  
Epilog Laser..... asi/14981  
Epoly Corp. .... asi/52541  
ERB Safety & Fame Fabrics ..... asi/51204  
Essef Distributors Inc. .... asi/52710  
**Essential Accessories ..... asi/52711**  
ETS Express Inc. .... asi/51197  
Evakool-USA, LLC. .... asi/52836  
Evans Manufacturing ..... asi/52840  
Eversole Run..... asi/53040  
EvPro ..... asi/99552  
Executive Apparel Inc. .... asi/53418  
Expert Brand ..... asi/53404  
Express-A-Button ..... asi/53408  
Eyeblack.Com ..... asi/53428  
Eyeverting LLC. .... asi/57371  
Fairfield Line Inc. .... asi/53510  
Fastbadge Inc. .... asi/53744  
Fey Promotional Products Group..... asi/54040  
Fields Manufacturing Inc. .... asi/54100  
FIEL-Fairdeal Import & Export ..... asi/53509  
Finn Graphics Inc. .... asi/54290  
Fisher Space Pen Co. .... asi/54423  
Flash Direct..... asi/54582  
Flash Furniture..... asi/54572  
Flexible Innovations Ltd. .... asi/54596  
**Focus On FITT ..... asi/54895**  
Folder Express..... asi/54896  
**Forever Gifts, Inc. .... asi/55087**  
Fossa Apparel Inc. .... asi/55141  
Fossil Corporate Markets ..... asi/55145  
Fox Laminating Company ..... asi/55230  
Fresh Beginnings Inc. .... asi/55439  
**Fuze Viewer ..... asi/55560**  
**G. Brothers, LLC. .... asi/55586**  
Galaxy Balloons Inc. .... asi/55675  
Games People Play ..... asi/91079  
Garment Gear ..... asi/55875  
Garyline ..... asi/55990  
Gemaco Inc. .... asi/56080  
**Gemini Incorporated..... asi/9197511**  
Gemini Ind Inc. .... asi/56100  
Gemline ..... asi/56070  
Gempire/Floral Promotions..... asi/55610  
**Get Sauced & Spiced Inc. .... asi/56704**  
**Gildan Activewear SRL..... asi/56842**  
Gill Studios Inc. .... asi/56950  
Glass-U ..... asi/57361  
GMG Pen..... asi/55583  
Gold Bond Inc. .... asi/57653  
Gold Coast Promo'l Prods Assn ..... asi/822274  
Golden Pacific Intl. .... asi/55549  
Goldstar..... asi/73295  
Golf Tee Printers..... asi/57672  
Good Fortunes ..... asi/57689  
Gordon Sinclair..... asi/57800  
Graphco Line ..... asi/57956  
Great Bridge International, LLC. .... asi/58122  
Guild Line ..... asi/43425

**Gweeepromo ..... asi/58487**  
Gyssien Intl Inc. .... asi/58695  
H T T Apparel & Headwear..... asi/58842  
Haas-Jordan Umbrellas ..... asi/58860  
Halls & Company..... asi/59080  
Hampton Technologies LLC. .... asi/59475  
HandStands ..... asi/59525  
Hanes/Champion..... asi/59528  
Harstan Ties and Accessories..... asi/60080  
Hartwell Apparel Solution ..... asi/60135  
Hazel Promotional Products..... asi/60240  
Headwear USA ..... asi/60282  
Heritage Sportswear + Virginia T's..... asi/60582  
High Caliber Line USA..... asi/43442  
Hilasal ..... asi/60820  
Hirsch Gift Inc. .... asi/61005  
Hit Promotional Products..... asi/61125  
Holloway Sportswear Inc. .... asi/61430  
Hooler Cooler..... asi/61496  
Hospitality Mints LLC. .... asi/61820  
Hotline Products..... asi/61960  
House Of Doolittle LTD. .... asi/61835  
Howard Miller..... asi/61943  
HPC Global..... asi/58805  
Hub Pen Co. .... asi/61966  
Huffermen Inc. .... asi/62017  
HumphreyLine Inc. .... asi/62050  
iClick, Inc. .... asi/62124  
Icon Leather Gifts..... asi/62123  
Ideamax ..... asi/62135  
Idex International ..... asi/62138  
Idol Memory ..... asi/62222  
Iline (The Innovative Line)..... asi/62677  
Illini ..... asi/62190  
Image Award Ribbons ..... asi/62195  
IMARK/American Nat'l Supply Inc. .... asi/35579  
Impact Advertising Inc. .... asi/62293  
Impress Depot..... asi/68771  
imprintID ..... asi/73651  
In Print LLC. .... asi/62491  
Incentive Concepts, LLC. .... asi/62536  
Indiana Metal Craft ..... asi/62570  
Indicus Bag..... asi/57588  
Indigo ..... asi/62560  
Innovation Line..... asi/62660  
Intedge Manufacturing ..... asi/62704  
IRIS Ltd. Inc. .... asi/62860  
J America ..... asi/62977  
J Charles Crystalworks Inc..... asi/62985  
Jetline ..... asi/63344  
JMTek / Corporatekey..... asi/63053  
**Jody's Gourmet ..... asi/63392**  
Johnson Diaries Limited ..... asi/63404  
Jornik Manufacturing Corp. .... asi/63549  
Journalbooks/Timeplanner Calendars ..... asi/91340  
JPPCo ..... asi/48034  
JSM Golf..... asi/63072  
K & R Precision Corporation ..... asi/63770  
Kanata Blanket Company..... asi/63823  
KC Caps ..... asi/58760  
**KD Kanopy..... asi/63730**  
**Key Largo Adirondack Company ..... asi/64661**  
Keya USA..... asi/64602  
KEY-BAK Promotional Products ..... asi/64635  
Keystone Mint ..... asi/64760  
**Kitchen Markit ..... asi/64949**  
**Klio-Eterna GmbH & Co. KG ..... asi/63759**  
Kool Pak Inc. .... asi/65595  
KTI Networks Inc. .... asi/63776  
Label Art..... asi/66020  
Label Specialties, Inc. .... asi/66361  
Label Works, a Navitor Company..... asi/66040  
Lancer Label ..... asi/66220  
Lanco Corporation ..... asi/66224  
Landway ..... asi/66238  
LarLu ..... asi/66390  
**Laseresque Inc. .... asi/66554**  
LAT Apparel..... asi/65948  
Leashables By Oralabs ..... asi/66715  
Leatherman Tool Group Inc. .... asi/66690

Leed's ..... asi/66887  
Leprechaun Promotions, LLC. .... asi/67075  
Lewtan Industries Corp. .... asi/67230  
Liberty ..... asi/67340  
Liberty Holdings ..... asi/67336  
Lion Circle Corp. .... asi/67620  
Liqui-Mark Corp. .... asi/67675  
Little Big Books/G.A. Held Inc. .... asi/67736  
Logo Mats, LLC. .... asi/67849  
Logobrella ..... asi/68731  
Logoincluded, Inc. .... asi/67837  
Logomark Inc. .... asi/67866  
LOGOSkirt Corporation ..... asi/67870  
Louisville Slugger Co. .... asi/60835  
**M&M Scrubs ..... asi/68229**  
Mad Dasher Inc. .... asi/68400  
Maglite Direct Promo ..... asi/68449  
Magnet America..... asi/68519  
Manhattan Line, LLC. .... asi/68621  
Maple Ridge Farms Inc. .... asi/68680  
Marathon Mfg & Supply Co. .... asi/68707  
Mass Marketing Insurance Consultants..... asi/6000249  
Max Apparel USA LLC. .... asi/69706  
Maxwell Park Blazers..... asi/40637  
Mayday Industries Inc. .... asi/69721  
MediaTree ..... asi/70303  
Megafast ..... asi/70438  
Megapro ..... asi/70448  
Metropak ..... asi/70830  
Mi Line by Fey ..... asi/71032  
Mi Pen Company..... asi/71033  
Milano Worldwide Corp. .... asi/71170  
Mineral Springs Bottling Co..... asi/71350  
Minya International Corp. .... asi/71370  
Mirror Spirit ..... asi/71736  
**Mobile Edge ..... asi/71854**  
Mocap LLC..... asi/71870  
Modern Stitch and Ink..... asi/72029  
Moderne Glass Company Inc. .... asi/71920  
ModernLine (R) ..... asi/65910  
Montco Adv Specialties Inc. .... asi/72110  
**Moon River Publishing ..... asi/72116**  
Morco ..... asi/72240  
Morris Magnets ..... asi/72521  
MSL Line Inc. .... asi/68314  
Murphy Group, The..... asi/72743  
MV Sport/Weatherproof ..... asi/68318  
**MyCustomDogBandana ..... asi/72761**  
**Natico Originals Inc. .... asi/73010**  
National Banner Co Inc. .... asi/73280  
National Geographic Society..... asi/73383  
Nationwide Pennant & Flag Mfg. .... asi/73450  
Nationwide Promotions LLC. .... asi/73464  
Natural Collection Corp. .... asi/73516  
Navitor Inc. .... asi/81500  
NEP Promotions..... asi/72805  
Next Level Apparel ..... asi/73867  
Next Products LLC. .... asi/73871  
Nissun Cap Inc. .... asi/73979  
Norco Inc. .... asi/74100  
Nordic Co Inc. .... asi/74245  
Noteworthy ..... asi/74360  
Novelty Crystal Corp. .... asi/74406  
Novelty Premium..... asi/74408  
Nucom/Burk's Bay ..... asi/74600  
Numo ..... asi/74710  
Off The Wall Magnetics LLC. .... asi/74849  
Omni Apparel Inc. .... asi/99550  
Openers Plus ..... asi/63073  
Optigraphics..... asi/75155  
OralLine, Inc. .... asi/75205  
**Orbus Exhibit & Display Group..... asi/75209**  
OrigAudio ..... asi/75254  
Osborne Coinage Co. .... asi/75260  
Otto Intl Inc. .... asi/75350  
Ouray Sportswear ..... asi/75402  
Outdoor Cap Co. .... asi/75420  
Pacesetter Awards..... asi/75640  
Pacific Headwear ..... asi/75660  
Pacifcline ..... asi/55320

Pacobond Inc. .... asi/75745  
Panther Vision ..... asi/75825  
Par One Inc. .... asi/75912  
Paramount Apparel Intl Inc. .... asi/75945  
Partners For Incentives ..... asi/76365  
Paul K Guillow Inc. .... asi/58630  
Payne Publishers Inc. .... asi/76575  
PCA Calendars, Planners &  
Notebooks. .... asi/80000  
**Peace! Love! Bling!**.....asi/45181  
Peerless Umbrella Co Inc. .... asi/76730  
Pentel Of America LTD. .... asi/77240  
Pepco Poms ..... asi/77280  
Perry Blackburne Inc. .... asi/40610  
Perry Ellis International..... asi/77715  
Phoenix Industries USA..... asi/77936  
Picnic At Ascot, Inc. .... asi/78060  
Picnic Plus by Spectrum ..... asi/88675  
Picnic Time Inc. .... asi/78065  
Pilgrim Plastic Products Inc. .... asi/78100  
Pilot Corporation Of America ..... asi/78110  
Pinnacle Designs ..... asi/78140  
Pioneer Balloon Co. .... asi/78200  
Plastek Cards Inc. .... asi/78307  
**Pop! Promos** .....asi/45657  
Posh Xessories (TM) Inc..... asi/79028  
Power Sales And Advertising ..... asi/79083  
**Precious Moments, Inc.**.....asi/79273  
Precision Laser Art. .... asi/79337  
Preferred Nation Inc..... asi/79384  
Price Chopper Inc..... asi/79500  
Prime Line (R) (USA) ..... asi/79530  
Principle Business Enterprises, Inc. .... asi/79568  
Printgear..... asi/79570  
PrintingForLess.com..... asi/79558  
Pro Am Golf..... asi/79657  
Pro Golf Premiums Inc. .... asi/79680  
Pro Towels ..... asi/79750  
Pro-Design US ..... asi/79701  
Proinnovative Inc. .... asi/79840  
**Promo Cookie Cutters** .....asi/36255  
Promo Marketing ..... asi/6000146  
PromoAmerica..... asi/93134  
Promobilia Corp. .... asi/79902  
Promochair ..... asi/79912  
PromoMatting by Americo..... asi/35750  
PromoPayment..... asi/8297245  
Promopet ..... asi/79698  
Promotional PSI..... asi/81465  
Promovision Palomino..... asi/79898  
Pro-Sports Foam Products ..... asi/79970  
Purr-Fection By MJC ..... asi/80089  
PutterWheel..... asi/84362  
PVH Corporate Outfitters ..... asi/75633  
PWS ..... asi/75731  
Quality Banner Company ..... asi/80160  
Quality Foam Designs ..... asi/80195  
Quality Incentive Company..... asi/80200  
Quick Point Inc. .... asi/80150  
Quikey Mfg Co Inc. .... asi/80210  
Quinn Flags ..... asi/80228  
R S Owens & Co Inc. .... asi/75530  
Radius Display Products..... asi/49916  
Raining Rose Inc. .... asi/80489  
Rainkist Umbrella Co ..... asi/80490  
Ramco..... asi/80630  
Ready 4 Kits..... asi/80882  
Redline ..... asi/81133  
Reflectix by Fey ..... asi/81233  
Regal Poly-Pak..... asi/81350  
**Relaxsacks**.....asi/81667  
Replogle Globes Inc. .... asi/82050  
Ricoma International Corp. .... asi/18200  
**Ripnprint**.....asi/30286  
**Riteline LLC.**.....asi/82498  
River's End Trading..... asi/82588  
Royal Apparel..... asi/83731  
RTF Accessories ..... asi/82341  
Rugged Outfitters Inc. .... asi/84143  
Rustico LLC. .... asi/84264

S & K Manufacturing Inc ..... asi/84325  
S & S Activewear ..... asi/84358  
Sabina ..... asi/84470  
Sacs and Boxes 2..... asi/84430  
SailorBags..... asi/84293  
**Samsill Corporation**.....asi/84790  
Sanders Mfg Company (Samco Line)  
..... asi/84820  
Sanford Business-To-Business ..... asi/84833  
SanMar ..... asi/84863  
Sarge International ..... asi/84875  
Savi ..... asi/84986  
Seville Gear ..... asi/86565  
**Shaka Wear**.....asi/86592  
ShedRain Corporation ..... asi/86785  
Shepenco/Shelbyville Pencil Co, Inc. .... asi/86850  
Shirt Lizard..... asi/700524  
Shoefly Designs ..... asi/87150  
Showdown Displays ..... asi/87188  
Sierra Pacific Apparel ..... asi/87224  
SIMBA ..... asi/87296  
Skinner & Kennedy Co ..... asi/87620  
SLINKY Print (Poof-Slinky LLC.)..... asi/87667  
Snugz/USA Inc. .... asi/88060  
**Soft Stuff Creations Inc.**.....asi/88121  
**Solar X Eyewear LLC.**.....asi/88149  
**Source One Digital**.....asi/88255  
Sourcing Dept - BRENTWOOD..... asi/88245  
Southeast Plastics..... asi/88310  
Southern Plus ..... asi/88367  
Spec Cast ..... asi/88564  
Specialising Intl Inc. .... asi/88584  
Specialty Graphics ..... asi/88596  
Spector & Co. .... asi/88660  
Spectrum Uniforms ..... asi/88680  
Sportula ..... asi/88882  
St Regis Crystal ..... asi/84592  
St. Andrews Golf ..... asi/84569  
Stahls' ID Direct..... asi/88984  
Starline USA Inc. .... asi/89320  
Sterling Cut Glass Co. Inc. .... asi/89663  
Steven Smith/Stuffed Animals Inc. .... asi/87849  
Stone Enterprises Inc. .... asi/89850  
STOPNGO Line..... asi/57655  
**Storm Creek Apparel** .....asi/89879  
Storm Duds Raingear ..... asi/89863  
Stouse Inc. .... asi/89910  
Strand Art Co Inc. .... asi/89865  
**Strata Outdoor Gear, LLC.** .....asi/89881  
Stromberg Brand..... asi/89955  
Strong Leather Co..... asi/89960  
Stuffed Tees ..... asi/79662  
**Suds N Toss LLC.**.....asi/90026  
**Sun Mullet, LLC.**.....asi/90126  
**Sunfish LLC.**.....asi/90006  
**Sunflower Camo Inc.**.....asi/90165  
**SunGraphix**.....asi/90125  
Sunscope ..... asi/90075  
Suntex Industries..... asi/90160  
Superex ..... asi/90231  
Superior Promotional Bags ..... asi/90253  
Sweda Company LLC ..... asi/90305  
**SyncSite** .....asi/9268627  
**T Shirt Time, Inc.**.....asi/90500  
Tattoo Factory Inc..... asi/90650  
Tee Top Of California Inc. .... asi/90743  
Tekweld ..... asi/90807  
Terry Collection ..... asi/90912  
Terry Town ..... asi/90913  
Tervis Tumbler Co. .... asi/90914  
The Bencil Company..... asi/39850  
The Chest ..... asi/44830  
The Dooley Company ..... asi/50410  
The Greene Company ..... asi/58227  
The Leslie Company Inc. .... asi/67120  
The Magnet Group..... asi/68507  
The Mat Makers ..... asi/39456  
The Page Seed Co. .... asi/75760  
The Positive Line ..... asi/79930  
The Premium Line ..... asi/79370

**The Real Travel Pillow** .....asi/80883  
The Slip Clip Company..... asi/91093  
The Spice Lab..... asi/88719  
The United States Playing Card Company  
..... asi/92845  
Thermos LLC. .... asi/91110  
ThermoServ ..... asi/91080  
Tica Design Corporation ..... asi/91266  
Time Products International ..... asi/91320  
Tingley Rubber Corporation ..... asi/91222  
TK Cups-Sorg's..... asi/88200  
TLC Wholesale Sign and Banner..... asi/90498  
Tomax USA ..... asi/91435  
Top Secrets Of Promotional Products Sales  
..... asi/6000250  
Totally Bamboo ..... asi/91565  
Towel Hub ..... asi/91626  
Towel Specialties..... asi/91605  
Tower Ribbons..... asi/91630  
Tradenet Publishing..... asi/91760  
Tranter Graphics Inc. .... asi/91880  
**Trimark Powered by Leed's**.....asi/66888  
Tri-Mountain ..... asi/92125  
TRITON Poker Chip Company..... asi/92048  
Tropico Imports LTD. .... asi/92245  
Truebite Inc. .... asi/92275  
**TSB Limited**.....asi/90566  
TSF Sportswear ..... asi/90522  
**Tukaiz LLC.**.....asi/92325  
**U R Stickers/Marketing Ideas Group**.....asi/92766  
**U.S. Toy Company**.....asi/92439  
**Uncommon Threads** .....asi/94217  
Uniflex ..... asi/92480  
US Poly Enterprise Inc. .... asi/92868  
USAprons Inc. .... asi/93121  
**Uscoa LLC.**.....asi/93128  
Utica Cutlery/Kutmaster ..... asi/93130  
Vantage Apparel ..... asi/93390  
Vegas Golf The Game/Foxyware, Inc. .... asi/87605  
Ventura Inc. .... asi/93520  
**Versa-Tags Inc.** .....asi/93630  
**Vertical Imprints**.....asi/93635  
Via! For Travel and More ..... asi/93757  
Victorinox Swiss Army, Inc. .... asi/93755  
Victory ..... asi/93765  
Visions/Awardcraft ..... asi/93986  
VisionUSA..... asi/80060  
Visstun ..... asi/93975  
Visual Promotions..... asi/93997  
Visual Textile Resource ..... asi/94105  
Vitronic Promotional Group ..... asi/93990  
Waldor Products..... asi/94770  
Walters Seed Company LLC. .... asi/95075  
Ward/Kraft, Inc. .... asi/94225  
Warwick Publishing Co. .... asi/95280  
Water Promotions Inc. .... asi/95395  
Webb Company ..... asi/95838  
Webjaguar ..... asi/6255416  
Wendell August Forge ..... asi/37457  
Wet Effect Inc. .... asi/98103  
Whispering Pines Sportswear ..... asi/97027  
Windbrella (TM) Products Corp. .... asi/97247  
Windswept Marketing..... asi/97248  
Winston Manufacturing..... asi/97490  
Wolfmark ..... asi/98085  
World Emblem..... asi/98264  
World Import Company ..... asi/98302  
Worldwide Protective Products..... asi/68620  
WOV-IN(R)..... asi/92980  
WOWLine ..... asi/98360  
Xpres LLC. .... asi/52475  
**Yorkn Inc.**.....asi/98754  
Zenith Promotions..... asi/98980  
ZOOMcatalog ..... asi/6401407



# Special Events

Sunday, January 4

## How to Get the Most Out of Your Trade Show Experience

**8:15 a.m.-8:45 a.m. ■ FREE!**

With so many great events taking place at *The ASI Show Orlando*, it can be a daunting task trying to fit everything in. As a new attendee, we know how important it is to get the most out of the time you have – but where do you start? Join ASI's Vice Chairman, Matthew Cohn, as he shares great tips for working the show more effectively, and hear about all the free services and amenities available to distributors/decorators while at *The ASI Show Orlando*.

## Networking Lunch: Ask The Experts Anything

**Noon-1:25 p.m. ■ FREE!** (First come, first served)

*Co-sponsored by Fields Mfg., asi/54100; Fey Promotional Products Group, asi/54040; A+ Career Apparel & Image-Wear, asi/84835; Stahls', asi/88984 and ADG Promotional Products, asi/97270*

In this fast-paced, not-to-be missed lunch session, you'll discuss hot topics with our popular *ASI Show Orlando* speakers, subject-matter experts and your distributor peers. Want to know how other industry members are dealing with a top business challenge? Or what hot markets others are finding success with? You'll get the answers to all of your burning questions, along with fresh ideas for doing business in 2015, when you spend one-on-one time with other ad specialty professionals during this unique networking opportunity.

## Secrets of Successful Women: Empower Yourself to Become Exceptional

**Noon-1:25 p.m. ■ FREE!** (Feel free to bring your own lunch)

Today, there's a great opportunity for women in the advertising specialty industry to embody and express the innate power and purpose they bring to their organizations. This unique session for women will spotlight their strengths, and show them how to optimize their contributions for the betterment of themselves, the workplace and the community. In addition, you'll learn to identify gender gaps in communication, work styles and roles, and leave knowing key ways to bridge those gaps and create a productive dialogue. Feel free to bring your own lunch to this interactive session, which will also feature a panel discussion with successful women in and outside of the industry.

## ASI's Minute to Win It!

**4:30 p.m.-5:30 p.m. ■ FREE!**

Join us for drinks, hors d'oeuvres, and lots of fun with the industry's hottest new game show, "ASI's Minute To Win It!" At this fast-paced event, we'll pick audience volunteers to compete in quick, easy games that will leave them – and you – laughing out loud. Plus, every time contestants successfully complete a task, they'll win a prize! Don't miss this exciting new way to network with other *Show* attendees and end your Education Day experience on a high note.

Monday, January 5

## The Joe Show LIVE: Hot Products to Make More Money

**8:30 a.m.-9:45 a.m. ■ FREE!**

In this high-energy, interactive Keynote, you'll leave with new products to sell – along with valuable advice on how to use them to yield big profits. Top suppliers demonstrate their most innovative product ideas and advancements, while sharing the best way to sell them and which markets are buying them now. Plus, they'll interact on stage with Joe Haley, star of the viral video series "*The Joe Show*" that features the industry's hottest products. Additionally, these fast-paced mini-presentations will also highlight show specials hand-picked by the suppliers to provide you with the greatest opportunity to increase your bottom line. The Keynote closes out with a fast-paced game show where a few lucky contestants have the opportunity to use what they learned and win some great prizes.



## Happy Hour on the Show Floor

Co-sponsored by *alphabroder*, asi/34063 and *Impact Advertising*, asi/62293

**3 p.m.-5 p.m. ■ FREE!**

End your first day at *The ASI Show Orlando* by networking with fellow ad specialty professionals during Happy Hour right on the show floor. Stop by select booths and enjoy free beer, wine and other beverages while enjoying snacks and good company.

## Counselor Distributor Choice Awards

**5 p.m.-6:30 p.m. ■ FREE!**

Don't miss this exciting opportunity to join your fellow ASI members and share in the celebration for this year's winners of the *Counselor Distributor Choice Awards*. Established in 2001, this program recognizes top-performing ASI suppliers in the industry. Annually, the Awards Committee reviews the list of categories from the previous year and considers new categories. Then, using the ASI Supplier Performance Ratings data, the finalists are identified. Once the list of finalists is prepared, ASI distributors are invited to cast a vote for the supplier of their choice in each category, with the option of writing in votes.

## Gala Celebration at Universal Studios Harry Potter™ - Diagon Alley™

Product Co-sponsors: *Ad Bands*, asi/34345; *Buztronics Inc.*, asi/42963; *Logo Mats*, asi/67849; *Next Level Apparel*, asi/73867 and *Cooler Graphics Ltd*, asi/80345

**7 p.m.-10 p.m. ■ Ticket Required**

It's a night of unforgettable movie and TV-themed excitement, and YOU'RE the star! You'll enjoy some of the most popular rides, shows, and attractions at Universal Studios Florida®. All night long, you'll have unlimited access to experience the magic and excitement of *The Wizarding World of Harry Potter™ - Diagon Alley™*, including the multi-dimensional thrill ride, *Harry Potter and the Escape from Gringotts™*. Zap aliens to save the galaxy on *MEN IN BLACK™ Alien Attack™*. And, you can enter the world of *The Simpsons™* like never before! Visit downtown Springfield, enjoy a "Genuine Clown-Endorsed Meal" at *Krusty Burger*, go for an intergalactic spin on *Kang & Kodos' Twirl 'n' Hurl*, and crash through *Krustyland* on *The Simpsons Ride™*.

Order your ticket at [www.asishow.com](http://www.asishow.com).

Tuesday, January 6

## BASI/MASI Breakfast

**7:30 a.m.-8:15 a.m. ■ Invitation Only**

Those who have recently earned their BASI/MASI can network with peers, Top 40 suppliers and ASI executives at this invitation-only breakfast.

## Steve Wozniak Keynote: Building the World's Most Iconic Brand

Co-sponsored by *Showdown Displays*, asi/87188; *Prime Resources Corp.*, asi/79530 and *BIC Graphic USA*, asi/40480

**8:30 a.m.-9:45 a.m. ■ FREE!**

(Early Admission and Meet and Greet tickets available for purchase at [www.asishow.com](http://www.asishow.com).)

In this riveting Keynote, Apple co-founder and visionary Steve Wozniak will discuss the secrets of being a successful entrepreneur, the value of creativity in the office and how to drive it, and how he thinks technology will affect our lives in years to come. Drawing on his more than 50 years in the high-tech industry, his business accomplishments and his unparalleled access to some of the world's greatest minds, Wozniak will give you a preview of the next big things in technology, business and more. New for 2015, ASI members receive priority seating! Admission to the Keynotes will begin with those who have purchased early admission seating, followed by ASI members and ending with invited non-members. (As space permits.)

## Closing Ceremony/Passport to Winnings Drawing

**4 p.m.-4:30 p.m. ■ FREE!**

The best way to end your *ASI Show Orlando* experience is at the Closing Celebration, where you can collect new friends' business cards or maybe even close a last-minute deal. Relax over free beer, wine and other beverages while enjoying snacks and music. Exciting prizes will also be given away during the Passport to Winnings drawing, taking place at 4:15 p.m.

# The Networking Clubs

In 2015, *The ASI Show* is rolling out specialized networking clubs, being held at some of the locals' favorite settings in each *Show* city. Bringing together suppliers and distributors alike, enjoy taking part in fun activities with fellow members of the ad specialty industry. At *The ASI Show* Orlando, you can be a part of:

## The Explorers Club

**Sunday, January 4 | 1p.m.-5 p.m. | \$75 | Registration required**

Get stoked for wakeboarding at Action Park for 4 hours – price includes transportation, basic gear, wetsuit and group instruction. Maximum of 10 people.



## The Diners Club

**Sunday, January 4 | 7 p.m. | \$45 | Registration required**

Meet new industry friends over a fun prix fixe dinner menu at Café Tu Tu Tango. Your hosts are Kathy Huston, editor of *Advantages* magazine, and Joe Haley from ASI TV's *The Joe Show*. Maximum of 20 people.



## The Good Spirits Club

**Sunday, January 4 | 7 p.m.-9 p.m. | \$15 | Registration required**

Spend an evening networking with other *ASI Show* goers at Taverna Opa while sampling martinis. Price includes one tasting flight of martinis. Maximum of 30 people.



## The Runners Club

**Monday, January 5 | 6:30 a.m. | \$10 | Registration required**

Get your dose of adrenaline by participating in a fun 5K with fellow running enthusiasts. The run starts at the Hilton Orlando. Maximum of 50 people.



## The Yoga Club

**Tuesday, January 6 | 6:30 a.m. | \$10 | Registration required**

Start off the day at the Hilton Orlando with an invigorating yoga class exclusively for show attendees. Yoga mats provided. Maximum of 40 people.



Register today at [www.asishow.com](http://www.asishow.com).

# Education Overview

In such a competitive market, advertising specialty distributors like you need the skills to out-think, outperform and out-service the competition. When you attend *The ASI Show*, take advantage of one of the greatest benefits of your ASI membership – FREE access to LIVE education on show site. In 2015, we're introducing 50 NEW education workshops and 11 new speakers so you can stay up to date on the latest trends and techniques in sales, marketing, social media and more.

## Levels of Experience

You'll find workshops for every level of experience at *The ASI Show Orlando*. We're committed to helping our members grow professionally, whether you've just been introduced into the business or you're an industry veteran. Follow this simple key to choosing the courses at your skill level:

### Introductory – 0-2 Years

If you're new to the ad specialty industry, our introductory sessions will bring you up to speed and give you a strong foundation to build on. Recommended for those with 0-2 years of industry experience.

### Intermediate – 3-5 Years

Once you have a few years of experience under your belt, these sessions will help you further develop the sales, marketing and other skills that are vital to your success. Recommended for those with 3-5 years of industry experience.

### Advanced – 6-10 Years

Industry veterans will benefit from our advanced sessions, which allow you to dig deeper into SEO techniques, social media best practices and more. Recommended for those with 6-10 years of industry experience.

### Executive – 10+ Years

If you're a C-level executive or the owner of your company, these sessions will address the unique needs you face, including hiring and training and increasing profits throughout your organization. Recommended for those with 10+ years of industry experience.

### All Levels

Whether you've been in the ad specialty industry for 20 days or 20 years, these unique sessions will help you truly understand garment decoration, ESP, body language, smartphone-video production and more.








# ASI Orlando Education Schedule



TIME				
	 Get Started!	 Get Selling!	 Get Noticed!	 Get Your Company on the Fast Track!
	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 a.m.- 9:55 a.m.	<b>Lead-Generation Made Simple: Grow Your Customer Base in 21 Days</b> <b>INTRODUCTORY 1</b> David Blaise, Top Secrets of Promotional Products Sales	<b>Develop a Highly Effective Sales Game Plan</b> <b>INTERMEDIATE 1</b> Lisa Peskin, Business Development University	<b>Plan a Powerful Social Media Marketing Calendar</b> <b>INTERMEDIATE 1</b> Marki Lemons-Ryhal, Marki Lemons Unlimited	<b>Turn Obstacles Into Opportunities: Increase Performance and Profits</b> <b>EXECUTIVE 1</b> Ford Saeks, Prime Concepts Group
10 a.m.- 10:55 a.m.	<b>Leverage Online and Offline Connections to Build Your Business</b> <b>INTRODUCTORY 1</b> Chris Vanderzyden, Chris Vanderzyden Global	<b>The Power of Body Language: Discover What Your Clients Aren't Telling You</b> <b>ALL LEVELS 1</b> Lillian Glass, Dr. Lillian Glass	<b>Findability Formula: The Easy, Non-Technical Approach to SEM</b> <b>INTERMEDIATE 1</b> Heather Lutze, Findability Group	<b>Top-Level Branding: Tactics to Market Your Business Online</b> <b>EXECUTIVE 1</b> Bobby Lehew, Robyn Promotions
11 a.m.- 11:55 a.m.	<b>Profit From Social and Mobile Marketing</b> <b>INTRODUCTORY 1</b> Ford Saeks, Prime Concepts Group	<b>5 Ways to Win Big Corporate and Nonprofit Clients</b> <b>INTERMEDIATE 1</b> David Blaise, Top Secrets of Promotional Products Sales	<b>Connect With Hot Prospects Via LinkedIn</b> <b>INTERMEDIATE 1</b> Marki Lemons-Ryhal, Marki Lemons Unlimited	<b>Sales Superstars: Get the Most Out of Your Team</b> <b>EXECUTIVE 1</b> Lisa Peskin, Business Development University
12 p.m.- 1:25 p.m.	<b>Networking Lunch: Ask the Experts Anything</b> (First come, first served) <b>ALL LEVELS 1.5</b> Moderated by Dave Vagnoni, ASI			<b>Secrets of Successful Women: Empower Yourself to Become Exceptional</b> (Feel free to bring your own lunch) <b>EXECUTIVE 1.5</b> Jessica Hutwelker, Match-Up Promotions
1:30 p.m.- 2:25 p.m.	<b>Create a Financial Plan to Accelerate Growth</b> <b>INTRODUCTORY 1</b> Chris Vanderzyden, Chris Vanderzyden Global	<b>Loyal for Life: Build Trust, Credibility and Revenue</b> <b>ADVANCED 1</b> Ford Saeks, Prime Concepts Group	<b>Email Marketing: Capitalize on Today's Trends and Tactics</b> <b>ALL LEVELS 1</b> Natalie Henley, Volume Nine	<b>Serious SEO Strategies: Dominate the Search Engines</b> <b>EXECUTIVE 1</b> Heather Lutze, Findability Group
2:30 p.m.- 3:25 p.m.	<b>Get Searched: Drive Customers to Your Website</b> <b>INTRODUCTORY 1</b> Natalie Henley, Volume Nine	<b>Earn More by Doing Less: How Million-Dollar Producers Sell</b> <b>ADVANCED 1</b> David Blaise, Top Secrets of Promotional Products Sales	<b>ASI's Ad Impressions Study: Marketplace Facts You Can Use</b> <b>ALL LEVELS 1</b> Nathaniel Kucsma and Dave Vagnoni, ASI	<b>Improve Your Workplace Dynamics: Use Body Language to Hire and Train</b> <b>EXECUTIVE 1</b> Lillian Glass, Dr. Lillian Glass
3:30 p.m.- 4:25 p.m.	<b>The Instant Expert: Become a Promotional Consultant</b> <b>INTRODUCTORY 1</b> David Blaise, Top Secrets of Promotional Products Sales	<b>Living the Charged Life: Rev Up Your Sales and Success Now</b> <b>INTERMEDIATE TO ADVANCED 1</b> Greg Muzzillo, Proforma	<b>The Facebook Formula: Reach 1 Billion Buyers</b> <b>INTERMEDIATE 1</b> Heather Lutze, Findability Group	<b>Bridge the Age Gap: Succeed at Generational Marketing</b> <b>EXECUTIVE 1</b> Ford Saeks, Prime Concepts Group
4:30 p.m.- 5:30 p.m.	<b>ASI's Minute to Win It 1</b>			

Course Level Key: Introductory: 0-2 years experience ■ Intermediate: 3-5 years experience  
Advanced: 6-10 years experience ■ Executive: 10+ years experience

 Get Designing!	 Get Decorating!	 Become a Star Supplier!	 Get Schooled in ESP!
Co-sponsored by 			
<b>Adobe Illustrator: Understand Vector Graphics and Drawing Tools</b> <b>INTRODUCTORY 2</b> Steve Oswald, ASI	<b>9 a.m.-11:55 a.m.</b> <b>Decorate More to Sell More: Any Quantity, Any Colors, Any Fabric</b> <b>ALL LEVELS 3</b> Carleen Gray, Stahls' ID Direct		<b>Boost Sales With The ESP Web Presentations Tool</b> <b>ALL LEVELS 1</b> Peter Knappenberger, ASI
<b>11 a.m.-12:25 p.m.</b> <b>Adobe Illustrator: Use Color to go Beyond the Basics</b> <b>INTERMEDIATE 1.5</b> Steve Oswald, ASI			<b>ESP Websites: How to Optimize Your Site and Your Sales</b> <b>ALL LEVELS 1</b> Peter Knappenberger, ASI
<b>12:30 p.m.-1:25 p.m.</b> <b>CorelDRAW: Essential Skills for Apparel Decoration</b> <b>INTERMEDIATE 1</b> Craig Mertens, Digital Art Solutions	<b>12:30 p.m.-1:25 p.m.</b> <b>The Elements of Good Embroidery</b> <b>ALL LEVELS 1</b> Colleen Hartigan, Madeira USA		<b>Online Stores Made Simple: Using ESP Stores to Increase Sales, Win Clients, and Strengthen Relationships</b> <b>ALL LEVELS 1</b> Heather DiPrato, ASI
<b>CorelDRAW: Master the Top 10 Tools in X7</b> <b>INTRODUCTORY 2</b> Jay Busselle, Affinity Express	<b>Hands-On Workshop: Rhinestone Multi-Decoration Using a Vinyl Cutter</b> <b>ALL LEVELS 1</b> Craig Mertens, Digital Art Solutions	<b>10 Ways to Improve Distributor Loyalty</b> <b>ALL LEVELS 1</b> Darlene Kirk, THINK Promotional Products	<b>Traffic Builder Lunch and Learn: Discover ASI's Search Engine Marketing Solution</b> (First come, first served) <b>ALL LEVELS 1.5</b> Jamie Tumas, ASI
	<b>2:30 p.m.-5:30 p.m.</b> <b>Increase Profits with Full-Color Digital and Direct-to-Garment Printing</b> <b>ALL LEVELS 3</b> Carleen Gray, Stahls' ID Direct	<b>Tradeshaw Strategies That Deliver Sales</b> <b>ALL LEVELS 1</b> Darlene Kirk, THINK Marketing Solutions	<b>Boost Sales With The ESP Web Presentations Tool</b> <b>ALL LEVELS 1</b> Peter Knappenberger, ASI
<b>CorelDRAW: Create Rich Design Effects in X7</b> <b>INTERMEDIATE 1</b> Jay Busselle, Affinity Express			<b>ESP Websites: How to Optimize Your Site and Your Sales</b> <b>ALL LEVELS 1</b> Peter Knappenberger, ASI
			<b>Online Stores Made Simple: Using ESP Stores to Increase Sales, Win Clients, and Strengthen Relationships</b> <b>ALL LEVELS 1</b> Heather DiPrato, ASI

# ASI Orlando Education Schedule

TIME	Monday, January 5, 2015		
8:30 a.m.-9:45 a.m.	<b>The Joe Show LIVE: Hot Products to Make More Money</b> Hosted by Joe Haley, ASI 1.5		
10 a.m.-5 p.m.	EXHIBIT FLOOR OPEN		
	 Power Sessions Room 1	 Power Sessions Room 2	 Get Decorating on the Show Floor
11 a.m.-12 p.m.	<b>Self-Promo Power: Design Eye-Catching Marketing Campaigns</b> <b>INTRODUCTORY 1</b> David Blaise, Top Secrets of Promotional Products Sales	<b>Energize Your Elevator Pitch: Make Your Company's Story Unforgettable</b> <b>INTERMEDIATE 1</b> Bobby Lehw, Robyn Promotions	Presented by Jimmy Lamb, Sawgrass Technologies <b>11 a.m.-11:30 a.m.</b> Sublimation <b>ALL LEVELS 5</b> <b>11:45 a.m.-12:15 p.m.</b> Digital Heat Transfers <b>ALL LEVELS 5</b> <b>1:15 p.m.-1:45 p.m.</b> Direct-to-Garment Printing <b>ALL LEVELS 5</b> <b>2 p.m.-2:30 p.m.</b> Embroidery and Digitizing <b>ALL LEVELS 5</b>
12:15 p.m.-1:15 p.m.	<b>The Affordable Care Act: How It Will Affect Your Clients' Buying Decisions</b> <b>ALL LEVELS 1</b> Ron Williams, Fey Promotional Products Group	<b>Content Marketing Success: Increase Your Response Rate Today</b> <b>INTERMEDIATE 1</b> Bobby Lehw, Robyn Promotions	
1:30 p.m.-2:30 p.m.	<b>Increase Your Close Rate: 7 Secrets to Success</b> <b>ADVANCED 1</b> Lisa Peskin, Business Development University	<b>Interactive SEO Workshop: Get Your Website Found Immediately</b> <b>ADVANCED 1</b> Natalie Henley, Volume Nine	
2:45 p.m.-3:45 p.m.	<b>Boost Your Sales With Instagram, Pinterest and Flickr</b> <b>INTRODUCTORY 1</b> Marki Lemons-Ryhal, Marki Lemons Unlimited	<b>Dig Deep: Discover Your Client's Needs and Sell More</b> <b>ADVANCED 1</b> Chris Vanderzyden, Chris Vanderzyden Global	
3 p.m.-5 p.m.	<b>Happy Hour on the Show Floor</b> Co-sponsored by alphabroder, asi/34063 and Impact Advertising, asi/62293		
5 p.m.-6:30 p.m.	<b>Counselor Distributor Choice Awards</b>		
7 p.m.-10 p.m.	<b>Gala Celebration at Universal Studios The Wizarding World of Harry Potter™ – Diagon Alley™</b> <b>MEN IN BLACK™ Alien Attack™</b> ■ Krustyland/Springfield (Ticket required) Product Co-sponsors: Ad Bands, asi/34345; Buztronics Inc., asi/42963; Logo Mats, LLC., asi/67849; Next Level Apparel, asi/73867 and Cooler Graphics Ltd, asi/80345		

TIME	Tuesday, January 6, 2015	
7:30 a.m.-8:15 a.m.	BASI/MASI Breakfast Reception (Invitation only) Hosted by Tim Andrews 1	
8:30 a.m.-9:45 a.m.	Steve Wozniak Keynote: Building the World's Most Iconic Brand: An Intimate Conversation with Steve Wozniak 1.5 Co-sponsored by Showdown Displays, asi/87188; BIC Graphic USA, asi/40480 and Prime Resources Corp., asi/79530	
10 a.m.-4 p.m.	EXHIBIT FLOOR OPEN	
	 Power Sessions Room 1	 Get Decorating on the Show Floor
11 a.m.-12 p.m.	Point and Shoot: Create a 30-Second Video on the Show Floor ALL LEVELS 1 Joe Haley, ASI	Presented by Jimmy Lamb, Sawgrass Technologies  11 a.m.-11:30 a.m. — Sublimation ALL LEVELS 5  11:45 a.m.-12:15 p.m. — Digital Heat Transfers ALL LEVELS 5  1:15 p.m.-1:45 p.m. — Direct-to-Garment Printing ALL LEVELS 5  2 p.m.-2:30 p.m. — Embroidery and Digitizing ALL LEVELS 5
12:15 p.m.-1:15 p.m.	Manage and Edit Client Logos Like a Pro INTRODUCTORY 1 Jay Busselle, Affinity Express	
1:30 p.m.-2:30 p.m.	Create Sticky Content: Win Clients and Grow Profits Online ADVANCED 1 Jake Krolick, ASI	
4 p.m.-4:30 p.m.	Closing Celebration (Passport to Winnings drawing at 4:15 p.m.)	



# Education Speakers



David Blaise, Top Secrets of Promotional Products Sales



Jay Busselle, Affinity Express



Matthew Cohn, ASI



Heather DiPrato, ASI



Lillian Glass, Dr. Lillian Glass



Carleen Gray, Stahls' ID Direct



Joe Haley, ASI



Colleen Hartigan, Madeira USA



Natalie Henley, Volume Nine



Jessica Hutwelker, Match-Up Promotions



Darlene Kirk, THINK Promotional Products



Peter Knappenberger, ASI



Jake Krolick, ASI



Nathaniel Kucsma, ASI



Jimmy Lamb, Sawgrass Technologies



Bobby Lehew, Robyn Promotions



Marki Lemons-Ryhal, Marki Lemons Unlimited



Heather Lutze, Findability Group



Craig Mertens, Digital Art Solutions



Greg Muzzillo, Proforma



Steve Oswald, ASI



Lisa Peskin, Business Development University



Ford Saeks, Prime Concepts



Jamie Tumas, ASI



Dave Vagnoni, ASI



Chris Vanderzyden, Chris Vanderzyden Global



Ron Williams, Fey Industries

## Get Started!



If you're a new distributor trying to establish yourself as an expert in the field, this track was created just for you. These information-packed sessions will help jump-start your business and your sales, sharpen your skills and give you a solid blueprint for success.

## Get Designing!



In this interactive track that offers beginner- and intermediate-level workshops, you'll learn by doing. We offer hands-on training in popular graphics, embroidery and digitizing programs so that you can easily create and edit your clients' logos and designs on the fly. For distributors and decorators who want to master programs such as CorelDRAW and Adobe Illustrator, this track is a must-attend.

## Get Selling!



This track will provide you with a game plan to do business – and see sales skyrocket – in any economic situation. You'll benefit from the knowledge of experienced industry and sales experts, and learn how to outsell your competitors every time.

## Get Decorating!



Decorated apparel makes up more than 30% of the \$21 billion your clients spend every year on advertising specialties. If you aren't selling apparel yet – or you just want to sell a lot more of it – attend our interactive "Get Decorating" track. Here you'll learn about the most innovative products and cutting-edge techniques, see decorating machinery in action and find out how to position yourself as a decorated-apparel expert.

## Get Noticed!



In this fast-paced track, you'll learn everything you need to know to market your business – and yourself – online, offline and face-to-face. You'll learn how to use social media tools to fit your marketing goals, and leave with strategies and tips to really stand out from the crowd.

## Become a Star Supplier!



If you're an ASI supplier member, be sure to attend this track of classes, held on exhibit set-up day. You'll learn 10 ways to improve distributor loyalty, and discover trade show strategies that deliver sales results. So take a break from building your booth, and earn some points toward your ASI Certification, too!

## Get Your Company on the Fast Track!



Calling all owners, presidents and CEOs: This is the track for you. No matter if your top business concern is branding, selling, hiring and training, or SEO dominance, you're sure to discover new ways to succeed when you attend these sessions.

## Get Schooled in ESP!



In this specialized track, you'll learn all about the latest version of ASI's ESP Web, the industry's largest, most accurate sourcing and marketing service. You'll also see how ESP Websites, ESP Stores and Traffic Builder can help you boost your sales and grow your bottom line.

## Power Sessions



Take a break from the exhibit floor and attend an hour-long Power Session to learn tips, techniques and insight into improving your sales, marketing and social media efforts.

# Course Descriptions



Sunday, January 4

## Get Started!

### Lead-Generation Made Simple: Grow Your Customer Base in 21 Days

**Speaker:** David Blaise | 9 a.m. – 9:55 a.m. | **INTRODUCTORY 1**

Many advertising specialty distributors struggle through grueling, repetitive cycles of cold calls and rejection just to bring on a single new client. They spend weeks or even months pursuing an appointment with a particular prospect only to find out the person isn't even qualified to buy. If you're ready to trade in the anxiety and frustration of the "standard approach" for a tested, proven process for bringing new customers through the door like clockwork, then this session is for you. Discover the simple steps you need to take to turn the tables on rejection and begin getting new customers within 21 days.

### Leverage Online and Offline Connections to Build Your Business

**Speaker:** Chris Vanderzyden | 10 a.m. – 10:55 a.m. | **INTRODUCTORY 1**

In today's digital age, we're presented with countless opportunities to network and develop relationships with ease, both online and in person. In this can't-miss session, you'll learn how to combine a traditional selling approach with the new social selling in the digital age. You'll acquire the techniques and skills necessary to effectively engage and convert buyers within the online and offline community and positively impact your bottom-line results. You'll leave armed with:

- Ten top tips for networking success
- Tricks for building and engaging connections to drive sales
- Ways to create a plan to identify prospects and build relationships
- The knowledge you need to gain network referrals.

### Profit From Social and Mobile Marketing

**NEW SPEAKER:** Ford Saeks | 11 a.m. – 11:55 a.m. | **INTRODUCTORY 1**

There are lots of social media platforms and smart mobile marketing tactics that you can use to reach your prospects and customers. In this session, you'll discover how in less than an hour a week, you can create a powerful social and mobile footprint to increase visibility and connect with prospects and customers – and gain a competitive and digital advantage. You'll leave knowing how to:

- Use simple, actionable online tools and tactics to make money from your social and mobile marketing efforts
- Turn "likes," follows and other online interactions into recurring buyers
- Manage and grow your online reputation
- Avoid cash-sucking pitfalls and time-wasting missteps.



Get Started! Continued...



## Networking Lunch: Ask the Experts Anything

(First come, first served)

Co-sponsored by Fields Mfg., asi/54100; Fey Promotional Products Group, asi/54040; A+ Career Apparel & Image-Wear, asi/84835; Stahls', asi/88984 and ADG Promotional Products, asi/97270

**Moderator: Dave Vagnoni** ■ Noon – 1:25 p.m. ■ **ALL LEVELS** 1.5

In this fast-paced lunch session, you'll discuss hot topics with our popular ASI Show speakers, subject-matter experts and your distributor peers. Want to know how other industry members are dealing with a top business challenge? Or what hot markets others are finding success with? You'll get the answers to all of your burning questions, along with fresh ideas for doing business in 2015, when you spend one-on-one time with other ad specialty professionals during this unique networking opportunity.



## Create a Financial Plan to Accelerate Growth

**Speaker: Chris Vanderzyden** ■ 1:30 p.m. – 2:25 p.m. ■ **INTRODUCTORY** 1

The fear of money, and misunderstanding business numbers, often holds businesses back from achieving their full potential. According to the Small Business Administration, one-third of new businesses fail within two years, and 56% within the first four years; the primary inadequacy cited is lack of financial knowledge.

Real growth occurs when time is spent focusing on the long-term planning of a business, and the numbers are a key component to planning and achieving maximum growth. In this presentation you'll learn strategies to overcome financial fear, how to understand the value numbers provide, and the importance of developing an action plan to ensure the highest level of performance within your business. You'll leave with:

- **Clear steps to understanding the complete financial picture of your business**
- **The knowledge to assess and utilize key financial metrics as tools to expose business strengths and weaknesses**
- **The secrets to overcome that nagging fear of money that impedes the flow of money into our businesses**
- **Tips on creating an action-based financial plan to drive your sales numbers, profit margins and income**

## Get Searched: Drive Customers to Your Website

**NEW SPEAKER: Natalie Henley** ■ 2:30 p.m. – 3:25 p.m. ■ **INTRODUCTORY** 1

Want to take the guesswork out of search engine optimization (SEO) and social media marketing? In this session, you'll learn easy SEO strategies to find your customer online, connect with them meaningfully and get them to take action on your website. By the time you leave, you'll understand:

- **How to know when a searcher is ready to take action**
- **Why Internet marketing plans fail and how to avoid common mistakes**
- **How to research keyword searches in Google**
- **How to estimate and then measure ROI for an Internet marketing campaign**
- **How Google views websites and how to stay optimized for top results**
- **How you can make an action plan for implementing these strategies and tips.**

## The Instant Expert: Become a Promotional Consultant

**Speaker: David Blaise** ■ 3:30 p.m. – 4:25 p.m. ■ **INTRODUCTORY** 1

We all know that consultative sellers often earn many times what typical product sellers earn. For that reason, the sooner we can begin to function as a true promotional consultant, the sooner we can increase our income. In this groundbreaking session, business-growth expert David Blaise will empower you with the consultative questions and tools you need to accelerate your results, position yourself as an expert and serve your clients as a true consultant.

## Get Selling!

### Develop a Highly Effective Sales Game Plan

**NEW SPEAKER:** Lisa Peskin | 9 a.m. – 9:55 a.m. | **INTERMEDIATE 1**

Most salespeople wake up in the morning, check their voice mail and email, check for the appointments on their schedule and from there... they wing it. However, the most successful sales superstars have well-defined game plans, including very specific activity and results goals that guide their daily, weekly, monthly and quarterly efforts. In this session, you'll discover an easy process that will help you analyze your business and develop a personalized strategic game plan based upon your role, business and past successes. This session will ultimately help you maximize your time and efforts, increase your sales pipeline significantly and close more business on a consistent basis.

### The Power of Body Language: Discover What Your Clients Aren't Telling You

**NEW SPEAKER:** Lillian Glass | 10 a.m. – 10:55 a.m. | **ALL LEVELS 1**

Being able to read and understand body language can be your secret weapon when dealing with clients, whether you're meeting for the first time or negotiating a multi-thousand-dollar deal. For example, if someone has reservations about dealing with you, using positive body language can minimize their hesitation. In this interactive workshop, you'll discover how to tell when your client isn't giving you an honest answer, and ways to fine-tune your own non-verbal cues to improve your vocal, speaking and communications skills. By giving your body-language style a makeover, you'll gain the winning edge in your personal and professional interactions.

### 5 Ways to Win Big Corporate and Nonprofit Clients

**Speaker:** David Blaise | 11 a.m. – 11:55 a.m. | **INTERMEDIATE 1**

Every distributor wants to know how to land the big accounts, and in this session, business-growth expert David Blaise will explain how to do just that. In this information-packed session, you'll discover the five proven methods for pinpointing the perfect larger corporations and nonprofits to target. You'll also learn how to identify and establish contact with likely buyers within the organization, and find out what larger clients are really looking for – and how to position yourself and your company to deliver these powerful campaigns. From targeting the specific accounts you want, to overcoming many of the objections common to larger clients, you'll come away from this session with the action plan you need to convert big corporate and nonprofit prospects into clients today.

### Loyal for Life: Build Trust, Credibility and Revenue

**NEW SPEAKER:** Ford Saeks | 1:30 p.m. – 2:25 p.m. | **ADVANCED 1**

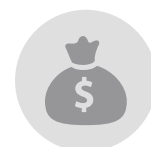
If you really want to get an edge over your competition, one key strategy for doing so is to always have a full sales pipeline. In this session, you'll also discover a counterintuitive strategy that will take the mystery and fear out of competitive dominance and lead generation. Ford Saeks' innovative market-domination strategies modernize the customer-engagement model by applying reverse psychology: placing the influence in the buyer's hands rather than the seller's. This hands-on sales training seminar will reveal underutilized methods that you can use to attract qualified prospects, increase conversion rates and quickly grow your bottom line. You'll leave knowing how to:

- Immediately build trust and credibility that will foster customer loyalty
- Create a successful buying culture
- Set your lead-generation efforts on cruise control
- Become a true and lasting sales leader.

### Earn More by Doing Less: How Million-Dollar Producers Sell

**Speaker:** David Blaise | 2:30 p.m. – 3:25 p.m. | **ADVANCED 1**

If you could track the activities of million-dollar producers, you'd discover that instead of doing more work than their lower-performing counterparts, they're actually doing less. Specifically, they're doing less of the work that costs money and more of the work that makes money. In this eye-opening session, business-growth expert David Blaise will reveal a handful of actions that million-dollar producers perform better and differently than those who sell less. You'll leave armed with the tips you need to start performing at your peak.



Get Selling! Continued...

## Living the Charged Life: Rev Up Your Sales and Success Now

**Speaker:** Greg Muzillo | 3:30 p.m. – 4:25 p.m. | **INTERMEDIATE TO ADVANCED 1**

Dramatically growing your sales and profits – even achieving \$1 million in sales – can be easy if you're living a wholly charged life. Proforma founder and CEO Greg Muzzillo will share the easy-to-implement personal and professional secrets he used to build a \$25 million distributorship from the ground up in this powerful session. This course is designed to help both business owners and sales professionals create an actionable plan to achieve their first \$1 million year or add \$1 million to their annual sales. Proforma has more than 100 individuals who have achieved \$1 million to over \$25 million in sales using these very secrets and strategies. Additionally, in 2012, Inc. magazine included eight Proforma distributors who work with Muzzillo in its prestigious list of the 5,000 fastest-growing companies.

### Get Noticed!

## Plan a Powerful Social Media Marketing Calendar

**Speaker:** Marki Lemons-Ryhal | 9 a.m. – 9:55 a.m. | **INTERMEDIATE 1**

In this session, you'll create a "60 minutes per day" social media marketing calendar. You'll also learn the top tools to master the utilization of social media and learn how to incorporate it into your daily life. You'll leave this session knowing how to:

- **Expand your marketing reach by using the top social media marketing websites**
- **Develop a social media marketing and keyword strategy to attract Internet searches to you**
- **Put your social media efforts on autopilot**
- **Create a marketing calendar that you can share with your marketing and sales team for no cost.**

## Findability Formula: The Easy, Non-Technical Approach to SEM

**NEW SPEAKER:** Heather Lutze | 10 a.m. – 10:55 a.m. | **INTERMEDIATE 1**

To succeed in any business, you have to attract the right customers and persuade them to buy. But on the Internet, people only see what the search engines point to, and competition for top spots is fierce. So how do you ensure that your business gets found when prospects are searching for solutions? Your head will be buzzing with new ideas and a greater understanding of how search engine marketing (SEM) works and how search engines find your site, including the tangible steps you can take to direct a successful online marketing campaign.

## Connect With Hot Prospects Via LinkedIn

**Speaker:** Marki Lemons-Ryhal | 11 a.m. – 11:55 a.m. | **INTERMEDIATE 1**

LinkedIn is the largest online social network for business professionals, with over 300 million users. A strong LinkedIn presence for you and your company gives you the opportunity to network globally, connect and grow your business. In this session you'll discover how to:

- **Build a killer LinkedIn profile that will get you on page one of LinkedIn**
- **Use effective keywords that land your LinkedIn profile at the top of the Google search**
- **Increase sales quickly by connecting with key decision-makers**
- **Display your credibility through recommendations and endorsements.**

## Email Marketing: Capitalize on Today's Trends and Tactics

**NEW SPEAKER:** Natalie Henley | 1:30 p.m. – 2:25 p.m. | **ALL LEVELS 1**

Email marketing is one of the most cost-effective forms of digital marketing available, with an average ROI of 4,300%. The typical consumer gets bombarded daily with dozens of marketing emails. How can you and your company leverage this powerful technology and make sure your emails actually drive results? In this session, you'll learn how to integrate email marketing into your overall marketing strategy, including the top tools and tactics you can implement to boost results. If you've been thinking about starting an email marketing program, or haven't been getting the results you want out of yours, don't miss this essential seminar.



Get Noticed! Continued...

## ASI's Ad Impressions Study: Marketplace Facts You Can Use

**Speakers:** Nathaniel Kucsma and Dave Vagnoni | 2:30 p.m. – 3:25 p.m. | **ALL LEVELS 1**

What's a key to unlocking your full potential for better sales in 2015? It's effectively having and using data that your competitors don't. Using data from ASI's newest Global Advertising Specialties Impressions Study, this presentation cuts through the noise to tell you what recipients of promotional products really think. In addition to the latest metrics, you'll get trend analysis, see ROI comparisons and learn tactics to help you enjoy your best sales year yet.

To create the cutting-edge study, conducted from May through July of 2014, ASI's research team hit the streets and interviewed businesspeople in seven cities: Charlotte, Minneapolis, San Diego, Tampa, Denver, Mexico City and Monterrey, Mexico. This session also incorporates results from prior years of the study, where ASI talked with consumers in 19 cities around the United States and Europe. You won't want to miss this information-packed seminar.

## The Facebook Formula: Reach 1 Billion Buyers

**NEW SPEAKER:** Heather Lutze | 3:30 p.m. – 4:25 p.m. | **INTERMEDIATE 1**

Facebook has been called the marketing window to the world, with 50% of users logging in every day and engaging on the site for an average of 20 hours a week. If you want to have your content and message viewed and shared by millions of potential clients, don't miss this information-packed session. You'll learn how to implement simple, practical Facebook strategies that make good business sense. And you'll find out how keyword research, a well-optimized page and a simple marketing plan – combined with genuine engagement with your fans – can combine to bring you new leads and clients. You'll leave knowing how to:

- **Set up and optimize your Facebook business page and business profile**
- **Understand the what, where, when, why and how of Facebook posts**
- **Get real business with Facebook**
- **Maximize the effectiveness of Facebook ads.**

## Get Your Company on the Fast Track!

## Turn Obstacles Into Opportunities: Increase Performance and Profits

**NEW SPEAKER:** Ford Saeks | 9 a.m. – 9:55 a.m. | **EXECUTIVE 1**

Imagine achieving incredible results again and again. Get ready to fast-track your company and your life to the next level with breakthrough strategies for business owners and executives. Ford Saeks, who has sold millions of products in various industries, understands how to look at success, innovation and life a bit differently. He unravels the core to achieving greatness, freeing the optimal "you" and unlocking the hidden potential of your team so that you can increase performance and profits. Saeks' "Signature You" blueprint is a self-discovery process that demonstrates how to instantly improve your mental agility, optimize critical thinking and elevate leadership performance levels. In this unique and dynamic session, you'll learn how to turn obstacles into opportunities, and gain straightforward insights to produce better, smarter and lasting results.

## Top-Level Branding: Tactics to Market Your Business Online

**Speaker:** Bobby Lehew | 10 a.m. – 10:55 a.m. | **EXECUTIVE 1**

The world of online marketing is rich with opportunity, but how do you decide which platforms and tactics work best for your company's overarching branding and marketing goals? By starting with a powerful strategy. In this session for C-suite executives, you'll learn how to create a game plan to communicate your company's unique brand (including selecting the right target market), how to decide on the most effective platforms to deploy your distinct message and which tactics have proven to be the most successful for connecting to and converting customers online. You'll also see real-world examples from industry superstars and super brands in the business-to-business marketing arena.



*Get Your Company on the Fast Track! Continued...*



## Sales Superstars: Get the Most Out of Your Team

**NEW SPEAKER:** Lisa Peskin ■ 11 a.m. – 11:55 a.m. **EXECUTIVE ①**

In order to significantly grow and scale your company, it's necessary to have a highly effective sales team. Lisa Peskin, and CEO of Business Development University, has spent the past 20 years managing, leading and developing strong, effective salespeople and teams. In this session she'll share the best practices for structuring and growing a highly effective sales team, and discuss ways to find and develop organized, motivated and effective sales superstars. You'll leave knowing:

- **The best ways to set clear expectations with your sales team**
- **How to hold them accountable to their goals without micromanaging**
- **The three areas that can be improved to have the biggest impact on the team's success.**

## Secrets of Successful Women: Empower Yourself to Become Exceptional

**NEW SPEAKER:** Jessica Hutwelker ■ Noon-1:25 p.m. ■ **EXECUTIVE ①.5** (Feel free to bring your own lunch)

Today, there's a great opportunity for women in the advertising specialty industry to embody and express the innate power and purpose they bring to their organizations. This unique session for women will spotlight their strengths, and show them how to optimize their contributions for the betterment of themselves, the workplace and the community. In addition, you'll learn to identify gender gaps in communication, work styles and roles, and leave knowing key ways to bridge those gaps and create a productive dialogue. Feel free to bring your own lunch to this interactive session, which will also feature a panel discussion with successful women in and outside of the industry.

## Serious SEO Strategies: Dominate the Search Engines

**NEW SPEAKER:** Heather Lutze ■ 1:30 p.m. – 2:25 p.m. ■ **EXECUTIVE ①**

As a leader in your company, you know the importance of getting your website found by customers who are ready to buy. In this session, you'll learn the tools of the trade for online marketing strategies that create huge visibility and bottom-line growth for businesses of all sizes. You'll also gain access to data that was historically only available to marketing "SEO geeks." This session will pull back the curtain and give you real numbers on your competitors and customers, allowing you to create a website, social media and blogging strategy that ranks everywhere, connects and converts for real sales results.

## Improve Your Workplace Dynamics: Use Body Language to Hire and Train

**NEW SPEAKER:** Lillian Glass ■ 2:30 p.m. – 3:25 p.m. ■ **EXECUTIVE ①**

There's a lot that people aren't telling you – unless you really read and understand body language. In this can't-miss session taught by a communication and body language expert, you'll discover how to become skilled in recruiting, hiring and training your staff by using the power of non-verbal communication. You'll learn how to choose the best candidate from your interview pool, ways to communicate effectively, and how to build relationships and inspire employees at all levels to excel. By the time you leave you'll know how to:

- **Interview candidates both verbally and non-verbally**
- **Avoid hiring "toxic" people and zero-in the best hires**
- **Build a harmonious team based on staffers' personal characteristics**
- **Interact with your team and give feedback in a charismatic way**
- **Create a positive corporate culture from the top down**
- **Project your own positive body language.**



*Get Your Company on the Fast Track! Continued...*

## Bridge the Age Gap: Succeed at Generational Marketing

**NEW SPEAKER:** Ford Saeks | 3:30 p.m. – 4:25 p.m. | EXECUTIVE ①

As you lead your company, make sure your marketing messages don't get lost in the generational buying frenzy. In this information-packed session, you'll learn how to identify the diversities of younger demographics, capitalize on untapped opportunities and communicate more effectively with today's younger buyer. You'll leave knowing how to:

- Understand why the same old marketing messages don't apply in today's marketplace
- Craft compelling value propositions that appeal to different generations
- Make customers, from Baby Boomers to Millennials, cling to your every word
- Harness the power of generational marketing for the long term.

## Get Designing!

### Adobe Illustrator: Understand Vector Graphics and Drawing Tools

**NEW SPEAKER:** Steve Oswald | 9 a.m. – 10:55 a.m.

INTRODUCTORY ②

In this hands-on session you'll become familiar with Illustrator's graphical user interface and the workspace, including the Tools panel, the Menu bar and the Art board where you craft your artwork. You'll explore the basic elements that make up vector graphics: paths, strokes, fills and Typography. You'll also learn how to use each of the program's powerful drawing tools, including tracing bitmap images. Finally, you'll create a company logo and set it up to easily print the color separations for decorating almost any product.



### Adobe Illustrator: Use Color to go Beyond the Basics

**NEW SPEAKER:** Steve Oswald | 11 a.m. – 12:25 p.m. | INTERMEDIATE 1.5

Once you've mastered the basics, it's time to discover the power and versatility of Illustrator's vector artwork. In this project-based, hands-on session, you'll explore color blending modes, trapping colors for print, manipulating typography and creating color separations. You'll build complex gradients with transparency and dynamic effects, then apply these features to paths and text to create professional-quality artwork. We'll also highlight some of the most popular features in Illustrator: Live Paint and all the Pathfinder operations.

### CorelDRAW: Essential Skills for Apparel Decoration

**Speaker:** Craig Mertens | 12:30 p.m. – 1:25 p.m. | INTERMEDIATE ①

CorelDRAW is a highly effective graphics tool for apparel decorators. Whether you're creating virtual samples or you're involved in production, there is a set of vital skills required to succeed. This class will outline those skills and provide you with a comprehensive overview of the process of creating apparel graphics in CorelDRAW.

#### Topics will include:

- Customizing the CorelDRAW workspace for apparel decoration
- Working with Pantone colors and creating color separations
- Color-correction techniques for digital printing and sublimation
- Creating dynamic effects in text and graphics
- Effectively using clipart and design templates
- Maximizing productivity using third-party add-on software
- Creating and securing virtual samples using PDF technology.



Get Designing! Continued...

## CorelDRAW: Master the Top 10 Tools in X7

**Speaker:** Jay Busselle | 1:30 p.m. – 3:25 p.m. | **INTRODUCTORY 2**

CorelDRAW is a powerful graphics suite known for being affordable and easy to learn. In this session you'll begin to master the basics and learn the essential CorelDRAW skills you need to successfully manage your clients' graphics and logos. In addition to the basic CorelDRAW tools, you'll be introduced to new industry-specific features.

### Topics will include:

- | I opened up CorelDRAW – now what do I do?
- | Which tools in the tool box will I really use?
- | Working with text properties
- | Importing clients' files
- | Creating a PDF document.

## CorelDRAW: Create Rich Design Effects in X7

**Speaker:** Jay Busselle | 3:30 p.m. – 4:25 p.m. | **INTERMEDIATE 1**

Now that you have a strong foundation in using CorelDRAW, it's time to move past the basics. The tips and techniques presented in this class are designed to help increase your creativity using intermediate graphic design skills and time-saving shortcuts.

### Topics will include:

- | Popular keyboard shortcuts
- | Professional text effects
- | Specific design techniques to add visual value
- | Power clipping and other special effects.

## Get Decorating!

## Decorate More to Sell More: Any Quantity, Any Colors, Any Fabric

**Speaker:** Carleen Gray | 9 a.m. – 11:55 a.m. | **ALL LEVELS 3**

A company's logo is its brand – and good logo decoration has a powerful effect on how the logo and the company are perceived. New decorating technology, materials and equipment have made it possible to create and apply logos in full color, with special effects and on virtually any material. Is your client's logo loud and bold, or sleek and fast, or warm and fuzzy? In this hands-on session, you'll explore decorating techniques that allow you to produce any type of logo to truly represent a brand or company. Plus, you'll discover ways to provide your customers with decorated promotional samples that feature their logo.



## The Elements of Good Embroidery

**NEW SPEAKER:** Colleen Hartigan | 12:30 p.m. – 1:25 p.m. | **ALL LEVELS 1**

What makes one left-chest, cap or jacket-back embroidery design stand out from the rest? In this session, new embroiderers and distributors who sell decorated apparel will learn the difference between average and above-average embroidery designs. In this interactive course, you'll discover:

- | The elements of excellent embroidery designs and how to achieve them
- | How to handle requests for complex embroidery designs
- | How to answer the most common questions clients ask about embroidery
- | How to choose the right design tools, supplies and equipment to achieve optimal embroidered designs and avoid downtime.



*Get Decorating! Continued...*

## Hands-On Workshop: Rhinestone Multi-Decoration Using a Vinyl Cutter

**Speaker:** Craig Mertens | 1:30 p.m. – 2:25 p.m. | ALL LEVELS ①

Craig Mertens invented the process of creating a rhinestone heat transfer with a vinyl cutter in 2007. Since then, Craig and his company, Digital Art Solutions, have helped thousands of companies succeed in the business of rhinestone multi-decoration. Rhinestone multi-decoration is the process of combining rhinestone heat transfer with a variety of production processes, including vinyl-cut heat transfers, screen printing, embroidery, applique, direct-to-garment printing and sublimation. This class will provide a broad overview of the process of designing, creating and outputting rhinestone heat transfers and vinyl-cut graphics.

### Topics will include:

- What you need in order to get started in rhinestone multi-decoration
- An overview of the process of designing a multi-decoration rhinestone pattern
- An overview of the physical process of creating a rhinestone heat transfer and heat-press vinyl graphic with a cutter
- The markets and opportunities for selling rhinestone multi-decoration
- The opportunity to create your own rhinestone heat transfer.

## Increase Profits with Full-Color Digital and Direct-to-Garment Printing

**Speaker:** Carleen Gray | 2:30 p.m. – 5:30 p.m. | ALL LEVELS ③

Whether you decorate wearables in-house or contract the jobs out, in order to grow your business it's vital to understand the full-color print methods available. In this hands-on workshop, we'll show you all the possibilities of digital and direct-to-garment printing; no matter if your job requires one piece or 1,000, there's no limit with these decorating methods. You'll discover the recent advancements in both technologies that have made it easy to offer full-color decorations on apparel, hats, bags and much more. You'll leave knowing how to profit from decorating, and with the confidence to never turn away another job because it has "too many colors" or "too low quantity."

## Become a Star Supplier!

### 10 Ways to Improve Distributor Loyalty

**NEW SPEAKER:** Darlene Kirk | 1:30 p.m. – 2:25 p.m. | ALL LEVELS ①

Over 3,000 suppliers in a multi-billion dollar industry make for a competitive market for any supplier. How do you make your product line top of mind for 20,000 distributor salespeople? How do you turn the industry's distributor network into a powerhouse sales force for your company? You'll find out how during this can't-miss session, plus you'll leave knowing:

- Tactics to build a brand that will attract the highest-performing distributorships and its top performers
- How to understand the mind of a distributor
- Ways to create a marketing blueprint to build distributor loyalty
- How to craft a sales game plan to build distributor alliances.

### Tradeshow Strategies That Deliver Sales

**NEW SPEAKER:** Darlene Kirk | 2:30 p.m. – 3:25 p.m. | ALL LEVELS ①

Tradeshow exhibition is one of the most profitable sales strategy investments you can make... if managed properly. Thousands of dollars are wasted every year in failed attempts to exhibit, without seeing the return on investment. During this session you'll learn marketing and sales strategies you should undertake before, during and after a show to make your product line stand out from the competition. You'll leave knowing:

- Ten tradeshow exhibition errors to avoid
- Pre-event planning tips for sales and marketing teams
- Show floor strategies that drive booth traffic
- Post-show follow-up strategies to capture a solid ROI.



*Become a Star Supplier!*



## Get Schooled with ESP!

### Boost Sales With The ESP Web Presentations Tool

**Speaker:** Peter Knappenberger ■ 9 a.m. – 9:55 a.m. ■ ALL LEVELS ①

The easy-to-use ESP Web Presentations tool will help you get the most out of your time spent on ESP Web. In this session, we'll show you how to sell more than ever by learning how to:

- Use creative design to make eye-catching presentations in just minutes
- Post presentations to your ESP Website and allow customers to shop from them
- Download your presentations to PowerPoint for enhanced customization
- Keep an eye on your profitability with the new Smart System Alerts.

### ESP Websites: How to Optimize Your Site and Your Sales

**Speaker:** Peter Knappenberger ■ 10 a.m. – 10:55 p.m. ■ ALL LEVELS ①

Want to increase your sales while presenting a professional image to your customers? ASI's ESP Websites is the industry's leading promotional products website service for distributors, helping buyers find relevant products and ideas. In this session, you'll be introduced to ESP Websites and learn how to create your own website. This step-by-step tutorial will show you how to promote your best-selling products and keep customers coming back to you for new and innovative promotional ideas.

### Online Stores Made Simple: Using ESP Stores to Increase Sales, Win Clients, and Strengthen Relationships

**Speaker:** Heather DiPrato ■ 11 a.m. – 11:55 a.m. ■ ALL LEVELS ①

Most distributors cite the Internet as their #1 competitor for promotional product sales. Why? They may have a Website, but don't have an online sales strategy for their business. In this session you'll learn how to leverage ASI's multi-million dollar investment in e-commerce technology to help increase your sales, protect existing client relationships, and acquire new customers.

#### You'll discover...

- One 10-minute trick that can help you beat the competition to win a key account.
- Three simple ideas for increasing sales with current clients using easy-to-access technology.
- Five important pitfalls to avoid when developing your Web strategy that can save you thousands each year.

Bonus: Step-by-step instructions to teach you how to use ESP to merchandise and build an online store in just minutes. This session is geared towards industry distributors and sales professionals who want to help service their clients using the Web and begin generating more ad specialty sales online. Each attendee will leave with actionable ideas to help develop or increase online sales for their business. Join us for this fast-paced and informative introduction to ASI's best-kept secret for online promotional product sales and marketing!

### Traffic Builder Lunch and Learn: Discover ASI's Search Engine Marketing Solution

**Speaker:** Jamie Tumas ■ Noon – 1:25 p.m. ■ ALL LEVELS 1.5 (First come, first served)

In this lunch session, you'll learn how ASI's Traffic Builder will increase traffic to your website and deliver qualified leads by placing you in top ad positions on Google and Facebook. Pay-per-click marketing is a proven way to drive quality traffic to your website at the lowest cost per customer acquisition. ASI knows you have a business to run - we'll handle everything:

- Design a complete campaign strategy around your goals
- Increase traffic to your website 24/7
- Research keywords to optimize your results
- Define your target geographic areas for location-based marketing
- Constantly test new ad copy to maximize click-through rate
- Complete competitive research and monthly analysis
- Generate weekly reports on your website performance
- Launch remarketing and retargeting campaigns.



Get Schooled in ESP! Continued...

## Boost Sales With The ESP Web Presentations Tool

**Speaker:** Peter Knappenberger | 1:30 p.m. – 2:25 p.m. | ALL LEVELS ①

The easy-to-use ESP Web Presentations tool will help you get the most out of your time spent on ESP Web. In this session, we'll show you how to sell more than ever by learning how to:

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- Keep an eye on your profitability with the new Smart System Alerts.

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**Speaker:** Peter Knappenberger | 2:30 p.m. – 3:25 p.m. | ALL LEVELS ①

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Monday, January 5

## Power Sessions!

### Self-Promo Power: Design Eye-Catching Marketing Campaigns

**Speaker:** David Blaise | 11 a.m. – Noon | INTRODUCTORY ①

Much has been said and written on the topic of effective marketing, but behind all the smoke and mirrors lies one simple fact: The success of every marketing and sales campaign – from emails and sales letters to catalogs, websites and even sales presentations – all boils down to just three critical components: "The MVPs of Marketing and Sales." In this session, business-growth expert David Blaise will walk you through the three MVPs and show you how to incorporate them into every self-promotion, marketing effort and sales initiative you create for your distributorship.



Power Sessions! Continued...

## Energize Your Elevator Pitch: Make Your Company's Story Unforgettable

**Speaker:** Bobby Lehw **■** 11 a.m. – Noon **■** INTERMEDIATE **①**

"Who are you and what do you do?" Every salesperson has heard this question from potential clients. Do you know how to reply in a way that makes your company – and what you offer – sound as compelling as it really is? Or do you resort to saying, "We do logos on hats, mugs and pens"? Successful brands all do one thing very well: They share successful stories – stories that express the heart of what makes them unique – and compel listeners to want more interaction with that brand.

In this session, you'll learn how to develop and deploy a successful brand communication strategy that centers around your unique value proposition and communicates the heart of your brand. Your secret weapon is a storytelling technique developed by Native American storytellers and popularized by Pulitzer Prize winning author N. Scott Momaday: the Narrative Wheel. You'll leave this session knowing how to use this ancient storytelling technique to craft and remember a compelling answer to that unavoidable "who and what" question, once and for all.

## The Affordable Care Act: How It Will Affect Your Clients' Buying Decisions

**NEW SPEAKER:** Ron Williams **■** 12:15 p.m. – 1:15 p.m. **■** ALL LEVELS **①**

In this session you'll learn about details of the Affordable Care Act (commonly known as ObamaCare), its effect on the promotional products industry and the new opportunities it offers distributors. This interactive session, presented by a retired health care provider, will give distributors the facts they need to know about the ACA, along with actionable information they can put into use immediately. You'll leave knowing how the ACA will cause product sales to shift, why your perceived value to your clients might not be what you think it is, and exactly what you can do to take advantage of the opportunities that never existed prior to the ACA becoming law.

## Content Marketing Success: Increase Your Response Rate Today

**Speaker:** Bobby Lehw **■** 12:15 p.m. – 1:15 p.m. **■** INTERMEDIATE **①**

According to the Content Marketing Institute's 2014 "Benchmarks and Trends" report, a whopping 93% of B2B marketers use content marketing to generate results – and they also use an average of 13 different content-marketing tactics. Compelling content is the new door-opener! But how do you develop a strategy and decide on which tactics to use? In this session, we'll give you tips on how to formulate a strategy that delivers, and review a variety of tactics guaranteed to generate a response. If you ever wondered how blogs, video, email newsletters, infographics, podcasts (and more!) can help you win business, this class is for you!

## Increase Your Close Rate: 7 Secrets to Success

**NEW SPEAKER:** Lisa Peskin **■** 1:30 p.m. – 2:30 p.m. **■** ADVANCED **①**

What does it take to be really successful in sales? What are the qualities and skills of sales superstars? What are the top ways to hit your sales revenue targets on a consistent basis? In this dynamic session, you'll hear about the seven key sales fundamentals that will enable you and your entire team fill the sales pipeline with qualified prospects on a consistent basis and significantly drive revenue by exponentially increasing your close ratios.

## Interactive SEO Workshop: Get Your Website Found Immediately

**NEW SPEAKER:** Natalie Henley **■** 1:30 p.m. – 2:30 p.m. **■** ADVANCED **①**

In this can't-miss session, digital marketing expert Natalie Henley will give you key strategies you can implement to boost your company's presence on Google, drive targeted traffic to your website and convert that traffic into a sale or lead. For attendees who volunteer, the instructor will use your own website as an example and detail the ways you can utilize the newest SEO trends and best practices to enhance the results you're getting out of your website. You'll leave with an easy-to-understand action plan based on your company's goals, and the tools to start driving results to your website today.

## Boost Your Sales With Instagram, Pinterest and Flickr

**Speaker:** Marki Lemons-Ryhal **■** 2:45 p.m. – 3:45 p.m. **■** INTRODUCTORY **①**

Social media is one of the best ways to connect with clients and meet prospects. Instagram, Pinterest and Flickr are photo-sharing websites that have great SEO and allow you to prominently display your promotional products for the world to see. You'll leave this session knowing how to:

- Leverage simple photo-sharing tools on your computer or mobile device to engage clients**
- Use high-quality photos to attract and engage new customers by adding a call to action**
- Capture priceless moments through smartphone photos and videos**
- Embed photos and display products side by side.**



Power Sessions! Continued...

## Dig Deep: Discover Your Client's Needs and Sell More

**Speaker:** Chris Vanderzyden | 2:45 p.m. – 3:45 p.m. | **ADVANCED 1**

Our technology-driven market has radically shifted business-to-business sales away from the old-school, solution-based selling. Today we have more competition and enormous price pressure, which makes navigating the sales process in the Digital Age much more challenging. The behavior of buyers has changed, and our sales style must adapt to the new environment in order to achieve sales success. You'll leave this session knowing how to:

- Ask the right questions to overcome price pressure and close deals
- Develop a collaborative sales style that speaks your client's language
- Understand the behaviors of buyers and the impact on the sales process
- Uncover the buyer's true needs
- Create a system of continuous new qualified buyers to keep your sales cycle flowing.

## Get Decorating on the Show Floor!

**Speaker:** Jimmy Lamb | **ALL LEVELS 5** Credit Each

11 a.m.-11:30 a.m. – Sublimation 5	1:15 p.m.-1:45 p.m. – Direct-to-Garment Printing 5
11:45 a.m.-12:15 p.m. – Digital Heat Transfers 5	2 p.m.-2:30 p.m. – Embroidery and Digitizing 5

In such a competitive decorating marketplace, you can level the playing field and even take the lead by offering certain key imprinting services in-house. Embroidery, digitizing, direct-to-garment printing, heat-applied graphics and sublimation are all viable processes that can be defined as short-run or on-demand solutions. This means that it's quick and easy for distributors and small decorators to fill those small orders. Plus, you can instantly create spec samples for every sales presentation, which will significantly increase your chances of closing wearables and other promo products sales on the first visit.

Visit the ASI Decorating Pavilion on the show floor to attend four amazing, 30-minute hands-on seminars designed to show you how embroidery, digitizing, direct-to-garment printing, digital heat transfers and sublimation work – and where they can fit into your business plan. Taught by an imprinting veteran, these short workshops will give you a real-time look at the process of taking a logo from artwork to production for today's most popular imprinting applications.

## Score More Sales by Using Specialty Threads

**NEW SPEAKER:** Colleen Hartigan | 2:45 p.m.-3:45 p.m. | **INTERMEDIATE 1**

The variety of specialty threads on the market today allows for extreme personalization, cool special effects like metallic or glow-in-the-dark, highlighting small details, contrast shading and even safety, with fire-resistant thread options. If your clients think embroidery consists of simply a traditional left-chest logo, employee name or three-letter monogram, get ready to show them the powerful branding opportunities embroidery offers. In this information-packed session, you'll learn about the array of specialty threads available today and how they can help you set yourself apart from the competition.

Tuesday, January 6

## Point and Shoot: Create a 30-Second Video on the Show Floor

**Speaker:** Joe Haley | 11 a.m. – Noon | **ALL LEVELS 1**

Being out of town for business doesn't mean you aren't still working hard for your clients. In this hands-on session, you'll learn how to shoot videos from the trade show floor and upload them immediately. You'll interact with suppliers, pick the latest products for specific clients and learn how to create a top-notch video. Be sure to bring your camera or smartphone to this one-of-a-kind class!



Power Sessions! Continued...



## Manage and Edit Client Logos Like a Pro

**Speaker:** Jay Busselle | 12:15 p.m. – 1:15 p.m. | **INTRODUCTORY 1**

The client said “yes” and you got the order... but now what? Often the next major obstacle is the artwork or your client’s logo. This session is designed to help you navigate through typical artwork obstacles and challenges you’ll encounter while selling promotional products and decorated apparel. Using real-world examples, you’ll learn to be a better manager of this graphics process, to avoid the common mistakes and learn how to edit a logo for output for the top five decorating methods: screen printing, embroidery, pad printing, engraving and vinyl cutting. You’ll leave this session knowing:

- **Why you must understand what is and what isn’t production-friendly artwork**
- **Strategies to help you quickly secure production-ready artwork from your clients**
- **Why your client’s logo may need minor edits in order to be successfully prepared for output.**

## Create Sticky Content: Win Clients and Grow Profits Online

**Speaker:** Jake Krolick | 1:30 p.m. – 2:30 p.m. | **ADVANCED 1**

This interactive session will teach you how to create “sticky” content that people can’t live without – unique, interesting content that drives people wild. You’ll discover how to leverage your interests and communication skills into your own specific style for successful content creation. You’ll learn how to use your hobbies, interests and talents to create content that you can use to reach your prospects in a variety of ways. We’ll give you tips on video, photo, blogs, writing and much more that will help you win fans and more business. You’ll leave knowing:

- **How to use your interests to drive content creation**
- **Why using videos best helps promote you and your business**
- **How to use blogging/article writing to showcase your expertise**
- **All about photos: how to take them, what to do with them, and why they spread easily on the Web**
- **Where and how to place and spread your content to gain maximum results.**

## Get Decorating on the Show Floor!

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# How To Register

Register today for *The ASI Show Orlando* at [www.asishow.com](http://www.asishow.com) using promo code AS11545. You'll get free access to the industry's biggest education conference on January 4 and both exhibit days, January 5-6 — a \$199 value! Plus, order your tickets to the Gala Celebration at Universal Studios Florida® Harry Potter™- Diagon Alley™, Early Admission and Meet and Greet tickets for the Keynote with Steve Wozniak and reserve your spot for one of the NEW Networking Clubs.

For your convenience, *The ASI Show* provides complimentary shuttle service to and from each official *ASI Show* hotel to The Orange County Convention Center, except the Hyatt Regency and Hilton Orlando which are adjacent to the Convention Center. Please see the shuttle schedule below for details on this service.

## Shuttle from Show Hotels

Sunday, January 4	7:30 a.m.-3 p.m.	Service every 30 minutes *
	3 p.m.-6 p.m.	Service every 10-15 minutes
Monday, January 5	7:30 a.m.-11:30 a.m.	Service every 10-15 minutes
	11:30 a.m.-3:30 p.m.	Service every 30 minutes *
	3:30 p.m.-6:30 p.m.	Service every 10-15 minutes
Tuesday, January 6	7 a.m.-11 a.m.	Service every 10-15 minutes
	11 a.m.-5:30 p.m.	Service every 30 minutes *

\*Departs convention center on the hour & half-hour. Schedule may vary due to traffic & weather conditions. Last bus leaves from hotels 60 minutes prior to end time with no return service.

## Show Hotels & Pick-Up Locations

Hotel	Pick-Up Location
Courtyard Orlando I-Drive	Curbside on Austrian Court
Embassy Suites I-Drive South/ Convention Center	Curbside on International Drive
Hilton Orlando	Walk to Convention Center
Hyatt Regency	Walk to Convention Center
Rosen Centre Hotel	Signature One Entrance
Rosen Plaza Hotel	Curbside on International Drive
SpringHill Suites by Marriott / Convention Center	Curbside on Universal Blvd.

If you haven't booked your room for *The ASI Show Orlando* yet, the last day to reserve hotel rooms as part of *The ASI Show* block is December 12 — so, don't delay! Rooms at your favorite hotel are already filling up quickly and space is limited. To reserve your hotel room, visit [www.asishow.com](http://www.asishow.com).

## Join the Conversation

Share your *ASI Show* experience with your friends and colleagues on Facebook and Twitter using #ASIOrlando. Keep the conversation going by posting photos with *The ASI Show* mascot, Promo, connect with your new contacts, share your favorite product from the Product Showcase and more!

Don't forget to download *The ASI Show* mobile application on your smartphone. Go to the app store on your iPhone or Android and search for ASI Orlando 2015. Click install and it will download right to your phone. This free tool allows you to search for exhibitors, review the show schedule, add special events to your personal schedule, connect with other show-goers and receive show alerts right on your smartphone.

We hope you'll find your time at *The ASI Show Orlando* very productive and that you'll have an enjoyable show! If you have any last-minute questions, please call us at 877-ASI-SHOW. For more information on the full suite of *ASI Show* events, including all five *ASI Shows*, *ASI Roadshow* and *fASIlitate*, visit [www.asishow.com](http://www.asishow.com).

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The *ASI Show* has made every effort to ensure the information in this brochure was accurate at the time of printing. All events, dates and times are subject to change. For the most up to date information, visit [www.asishow.com](http://www.asishow.com).

Register for FREE using promo code AS11545.



AS-11545

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# *The ASI Show* Orlando!

Education: January 4 | Exhibits: January 5-6  
Orange County Convention Center, South Building

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