



Our Business Is Helping YOUR Business Grow



Information for Distributors

ASI SHOW EVENTS

ASI ROADSHOW | ASI SHOW | asi engage | fASIlite



97%

of ASI Show attendees agree that live events are critical to their product sourcing.

Nothing substitutes the value of seeing items up close and personal, while discussing the best way to sell it with the company who supplies it. That's why live events and face-to-face interaction with industry colleagues and suppliers are so important to the growth of your business and the service you can give to your customers.

How can your business benefit from you attending live events?



Networking

With so many of your industry colleagues in the same place at the same time, take advantage of the opportunities to network at free receptions, education courses or on the exhibit floor. Swap business cards, exchange your personal case studies and build new relationships to grow your business.



Hands-on exposure

Sure, you can see a product online or in a catalog, but do you truly know the quality and feature benefits until you see the product in person? When attending a live event, you have the opportunity to see and touch products in person, and hear from the company itself the best way to sell it to your clients.



New products, new suppliers

The top 2 reasons distributors attend live events are to source new products and meet new suppliers. What better way to do this in a time efficient manner than by bringing a number of industry professionals together in one place? With so many products and suppliers you may not have seen before, you'll make those lucrative connections to expand your business.



Stay up-to-date on industry trends

In an ever-evolving industry, it can be difficult to stay up-to-date on the latest trends and sales and marketing tactics that will keep you ahead of the competition. That's where live events and live industry education can bring you to the next level and give you the competitive edge you need – especially at ASI Show events where we bring in the industry's leading experts on a variety of topics and for different levels of industry experience – at no cost to you!

For more information on the full suite of events, visit www.asishow.com.

Grow Your Business with ASI Show Events

As a part of your ASI membership, you have FREE access to the ASI Show family of events, created to help you grow your business, no matter if you're just starting out, a mid-level distributor or million-dollar producer. We now have something for everyone!

ASI ROADSHOW

Just starting out or looking for a venue to source products in person close to home? This 4-hour tabletop event, stopping in 40 cities throughout the U.S. and Canada, makes it easy to connect with suppliers in an intimate environment. Plus, you can even escort your clients on the floor.



When you take your business to the next level, you need an outlet to make a lot of new connections, find a lot of new products to differentiate your offerings, and find new markets to grow your business. You can make that happen at our traditional trade shows held in Orlando, Dallas and Chicago. Benefit from a full day of education and 2 exhibit days to meet with hundreds of suppliers at the start of the year and in time for the 4th quarter.



With the success of your business, you're ready to take yourself to that next level. Grow your business through the valuable connections you'll make at our NEW hybrid event, Engage, combining the best of large trade shows, roadshows and hosted buyer events. Engage will replace ASI Show® Long Beach and New York, and will be held in the all-important West Coast and Northeast regions. The first 2 days connect 75 top suppliers and 200 pre-qualified distributors who personally sell \$300K+ in promotional products during Enhanced Engagement sessions. Day 3 starts with an inspiring Keynote, followed by a half day in the Engagement Hall, open to all distributors and their clients for free, and concludes with interactive two hour educational workshops.



Are you a million-dollar producer who is looking for a way to connect with the industry's most elite suppliers in a private setting? ASI's hosted buyer event connects you – a million-dollar distributor – with those top suppliers during 20 minutes private, pre-scheduled meetings at beautiful resorts. All distributors must be pre-qualified and then attend at no cost.

Attending an ASI Show Event Couldn't Be Easier for an ASI Member!

- FREE admission to ASI Show events*
- FREE education workshops, featuring topics for every level of experience
- A manageable environment to connect with suppliers from across the country (including the Top 40)
- Access to high-profile/inspiring Keynote presentations, including earlier seating for select events
- FREE networking activities, including daily receptions and special events
- Discounted tickets to the popular Gala Celebration at the ASI Shows
- FREE Catalog Courier service, making carrying samples and catalogs carefree, at the ASI Shows
- FREE shipping of catalogs and samples at the ASI Shows (part of the Passport Plus program)
- Thousands of dollars' worth of prizes available in the Passport Plus program at the ASI Shows
- Special ASI member travel discounts
- Attendee incentives, including complimentary meals and travel accommodations*
- Hotel accommodations at select events, including a hotel room reimbursement for the ASI Shows and hotel accommodations for the duration of fASIlitate* and Engage*
- Business building opportunities in more intimate environments than typical trade show formats.

* Some ASI Show event benefits are dependent of pre-qualification to attend based on sales volume. Visit www.asishow.com for details.

Register today using promo code AS12208 at www.asishow.com.

ASI SHOW™ 2016 EVENTS

ASI
ROADSHOW

ASI
SHOW

asi
engage

fASIlitate
Connect for Success

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

ASI SHOW – Multi-day trade shows in easy to navigate exhibit halls.

January 4-6	ASI Show® Orlando	Orange County Convention Center, South Building, Halls A & B
February 9-11	ASI Show® Dallas	Kay Bailey Hutchison Convention Center, Halls E & F
July 12-14	ASI Show® Chicago	McCormick Place, North Building, Halls B1 & B2

ENGAGE – NEW hybrid event, combining the best of trade shows, roadshows and hosted buyer events.

March 14-16	Engage West	Anaheim Marriott, Anaheim, CA
May 9-11	Engage East	Marriott Marquis, New York, NY

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

March 29-April 1	Las Vegas, NV	The Signature at MGM Grand Resort & Casino
April 6-8	Huntington Beach, CA	Hyatt Regency Huntington Beach Resort & Spa
June 14-17	Nashville, TN	Gaylord Opryland Resort & Convention Center
September 26-29	Park City, UT	Montage Deer Valley
October 24-27	New Orleans, LA	Hotel Monteleone

ASI ROADSHOW – “The Super Sales Call” – traveling show visiting 40 cities in the U.S. and Canada.

January 25-28	Southeast	Raleigh, Charlotte, Atlanta, Nashville
February 22-25	Pacific Northwest	Seattle, Portland, Sacramento, San Francisco
March 30-April 1	Canada East	Toronto, Burlington, London
April 11-15	Midwest I	Minneapolis, Des Moines, Omaha, Kansas City, St. Louis
April 25-28	Midwest II	Detroit, Cleveland, Indianapolis, Chicago
May 23-26	Great West	Salt Lake City, Denver, Albuquerque, Phoenix
June 6-9	Canada West	Vancouver, Travel Day, Calgary, Edmonton
Aug. 29-Sept. 2	Northeast	Boston, Long Island, NJ, Philadelphia, Baltimore
September 12-15	Florida	Orlando, Tampa, Sarasota, Ft. Lauderdale
September 26-29	South	San Antonio, Houston, Baton Rouge, New Orleans

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Stay tuned for more information at www.asishow.com.

Where the industry meets
to kick-off the new sales year



EDUCATION DAY

Monday, January 4

EXHIBIT DAYS

Tuesday-Wednesday, January 5-6

LOCATION

Orange County Convention Center, South Building



In 2015, ASI Show® Orlando attendance was up over 8%, 100 new suppliers exhibited and 94% of attendees agree they found products or services that will meet their clients' needs. With more distributors than ever benefiting from the first ASI Show of the year, the 2016 ASI Show Orlando is your chance to be the first in the industry to:

- Meet with over 700 suppliers who are choosing ASI Show Orlando to launch their new product lines (including the Top 40 which all exhibited in 2015!)
- Find new markets to introduce your clients to in the Incentive and Decorating Pavilions
- Benefit from a full day of education that will grow your knowledge in sales, social media, marketing and more
- Grow your professional network during the many events offered during the show, including the Gala Celebration, Closing Celebration and more (many are free!)

What's everyone saying about ASI Show Orlando?

// This is such a diverse show with so many areas of promotion merchandise – from apparel to promotional products to incentives. //

— Charles Anderson, Acosta Sales, asi/104418

// Having 27+ yrs in the industry, I know I benefit from ASI Show Orlando by making it my primary promotional industry event to attend each year. Count me in for 2016! //

— Debra Buzzell, Quality Resource Group, asi/303015



Ticket Required

Gala Celebration at SeaWorld

Tuesday, January 5 • 7 p.m.-10 p.m.

Exclusive rides, dinner buffet, open bar and music.



FREE!

Keynote by Marcus Lemonis

Host of CNBC's hit show, *The Profit*

Wednesday, January 6 • 8:30 a.m.-9:45 a.m.

The Profit King: Tough-Love Secrets to Building a Better Business

Register today using promo code AS12208 at www.asishow.com.

The first and biggest industry show in the Southwest



EDUCATION DAY

Tuesday, February 9

EXHIBIT DAYS

Wednesday-Thursday, February 10-11

LOCATION

Kay Bailey Hutchison Convention Center, Halls E & F



In 2015, ASI Show® Dallas attendance was up over 6%, 45 new suppliers exhibited and over 80% of attendees found new products to present to their clients. With more distributors than ever benefiting from the biggest ad specialty event in the Southwest, the 2016 ASI Show Dallas is your chance, early in the sales year to:

- Meet with over 500 suppliers, including the Top 40, to learn about money-making products your competitors haven't seen yet
- Take advantage of a manageable exhibit floor to have solid conversations that will help you grow your business
- Benefit from a full day of education that will grow your knowledge in sales, social media, marketing and more
- Grow your professional network during the many events offered during the show including the Gala Celebration, Closing Celebration and more (many are free!)

What's everyone saying about ASI Show Dallas?

// ASI Show Dallas is so nice because you can see suppliers one-on-one, we can talk to them about projects we have upcoming, we don't feel rushed and they give us their time – it's wonderful. //

— Sharron Anders, B&B Solutions, asi/131601

// It's so helpful to be at the show and talk to our suppliers to make those one-on-one connections, but also hear how people are using products in different applications. //

— Liz Cavitt, Scarborough Specialties, asi/319940



Ticket Required

Gala Celebration at Eddie Deen's Ranch

Wednesday, February 10 • 6:30 p.m.-9:30 p.m.
Home-style barbeque, live music, open bar and great networking.



FREE!

Keynote by J.R. Martinez

Actor, best-selling author and wounded U.S. Army veteran

Thursday, February 11 • 8:30 a.m.-9:45 a.m.
Facing Adversity with Optimism and Resilience

Register today using promo code AS12208 at www.asishow.com.

The industry's biggest
show of the summer



EDUCATION DAY

Tuesday, July 12

EXHIBIT DAYS

Wednesday-Thursday, July 13-14

LOCATION

McCormick Place, North/South Halls



In 2015, ASI Show® Chicago attendance was up 2.4%, 98 new suppliers exhibited and 91% of attendees agree they found products and services that will meet their clients' needs. With more distributors than ever benefiting from the last big industry event of the year, the 2016 ASI Show Chicago is your chance, just in time for the 4th quarter, to:

- Meet with approximately 700 suppliers, including the Top 40, to discover promotional products for your clients' 4th quarter needs
- Take advantage of a manageable exhibit floor to have conversations that will refresh you on the products you discovered earlier this year
- Benefit from a full day of education that will grow your knowledge in sales, social media, marketing and more
- Grow your professional network during the many events offered during the show, including the Gala Celebration, Closing Celebration and more (many are free!)

What's everyone saying about ASI Show Chicago?

/// ASI Show Chicago gives us a chance to bring our group together to experience new products and technologies so we can share them with our clients for the winter season. ///

— Dan Granick, Creative Promotional Products, asi/170669

/// I came to ASI Show Chicago looking for products for schools and colleges and was able to find new education products and meet new suppliers. ///

— Jason Christianson, JC Imaginations, asi/234328



Ticket Required

Buddy Guy's Legends

Wednesday, July 13 • 6:30 p.m.-9:30 p.m.

Great blues music, open bar, pool tables and a fun atmosphere for networking.



FREE!

Keynote by Mary Matalin and James Carville

Political power couple

Thursday, July 14 • 8:30 a.m.-9:45 a.m.

All's Fair in Love, War and Politics

Register today using promo code AS12208 at www.asishow.com.

CLIENT SOLUTIONS AT YOUR DOORSTEP



ASI
ROADSHOW™

All distributors and your clients attend for FREE!

The ASI Roadshow is hitting the road again in 2016, bringing client solutions right to your doorstep. As a traveling event, the ASI Roadshow gives distributors across the country the opportunity to see top suppliers – without traveling too far from home – in an intimate environment. Benefit from:

- Attending a half day schedule that won't keep you away from the office for long
- Seeing suppliers from across the country and their products up close and personal
- Earning 5 points towards you BASI/MASI just for attending the ASI Roadshow
- Finding products you didn't know existed

COMING TO A CITY NEAR YOU!

SOUTHEAST	JANUARY 25-28	RALEIGH, CHARLOTTE, ATLANTA, NASHVILLE
PACIFIC NORTHWEST	FEBRUARY 22-25	SEATTLE, PORTLAND, SACRAMENTO, SAN JOSE
CANADA EAST	MARCH 30-APRIL 1	TORONTO, BURLINGTON, LONDON
MIDWEST I	APRIL 11-15	MINNEAPOLIS, DES MOINES, OMAHA, KANSAS CITY, ST. LOUIS
MIDWEST II	APRIL 25-28	DETROIT, CLEVELAND, INDIANAPOLIS, CHICAGO
GREAT WEST	MAY 23-26	SALT LAKE CITY, DENVER, ALBUQUERQUE, PHOENIX
CANADA WEST	JUNE 6-9	VANCOUVER, CALGARY, EDMONTON
NORTHEAST	AUG. 29-SEPT. 2	BOSTON, LONG ISLAND, NY/NJ, PHILADELPHIA, BALTIMORE
FLORIDA	SEPTEMBER 12-15	ORLANDO, TAMPA, SARASOTA, FT. LAUDERDALE
SOUTH	SEPTEMBER 26-29	SAN ANTONIO, HOUSTON, BATON ROUGE, NEW ORLEANS

ASI Roadshow schedule subject to change.

What's everyone saying about the ASI Roadshow?

// The end-buyers we invited walked away with great ideas and we have ordered several samples to put in their hands. It has already led to increased business. We need to attend shows where end users are welcome more often. **//**

— H.A. Gross, Plaza Printers, asi/379009

The End-Buyer Component is Back!

Your clients are welcome again in 2016! We hosted 300 end-buyers during the 2015 Roadshow season, so why not consider bringing along your best clients in 2016 and watch your sales grow? Their company information will remain confidential and they will be easily identifiable so the appropriate business conversations can take place.

Register today using promo code 12208 at www.asiroadshow.com.



A **NEW** Hybrid Event from ASI Show



Replacing ASI Show® Long Beach

ENGAGE WEST

March 14-16, 2016 | Anaheim Marriott | Anaheim, CA



Replacing ASI Show® New York

ENGAGE EAST

May 9-11, 2016 | Marriott Marquis | New York, NY

Engage, ASI Show's NEW three-day hybrid event combines the best of ASI Shows traditional trade shows, intimate hosted buyer events and roadshows, giving you the opportunity to understand top level suppliers' brand stories and portfolio, hear case studies and brainstorm ways to partner in order to make bigger sales and enjoy greater success. You'll participate in:

► Days 1 & 2 Enhanced Engagement Sessions

75 top-level suppliers and 200 invited national distributors with personal annual sales volumes of \$300k+ in promotional products come together for both 15-minute Roundtable and 25-minute Presentation Engagement sessions.

► Day 3 Engagement Hall

The day starts with an inspiring keynote, followed by a half-day in the Engagement Hall with all 75 suppliers from the first two days, plus additional suppliers from the region. The Engagement Hall is open to all distributors along with their escorted clients (whose identity will remain confidential). The day ends with 2-hour interactive workshops unique to Engage focused on sales and social media.

The first two days are invitation only and participants must be pre-qualified, ASI distributor members who personally sell \$300,000 or more annually in promotional products. Once invited, we'll cover your costs, including:

- A complimentary light, healthy breakfast and lunch
- A complimentary cocktail reception on the first two days
- Hotel accommodations for the duration of the event
- Up to a \$250 in a Visa gift card to offset your travel costs

► Engage West Education

Sales Boot Camp | Ford Saeks

Secrets of Sales Success: Engage Your Customers, Create Raving Fans and Generate Endless Referrals

Social Media Boot Camp | Heather Lutze

The Essential Business Roadmap for Social Media and Mobile Marketing

Engage West Keynote | Misty May-Treanor

World Champion Athlete

A Conversation With Misty May-Treanor: Go for the Gold

► Engage East Education

Sales Boot Camp | Chris Vanderzyden

Engage, Innovate and Elevate Your Sales in Seven Steps

Social Media Boot Camp | Marki Lemons-Ryhal

Effective Social Media Marketing Toolkit for Top Producers

Engage East Keynote | Aaron Dignan

Expert in Digital Strategy, Author and Sought-After Speaker

The Responsive Organization: Managing the Complexity of the 21st Century



Interested in participating? Contact Rafael Dosman at 215-953-3564 or rdosman@asicentral.com.

fASllitate™

Connect for Success



Las Vegas, NV
The Signature at MGM Grand Resort & Casino
March 29-April 1, 2016



Huntington Beach, CA
Hyatt Regency Huntington Beach Resort & Spa
April 6-8, 2016



Nashville, TN
Gaylord Opryland Resort & Convention Center
June 14-17, 2016



Ft. Lauderdale, FL
The W Ft. Lauderdale
August 8-11, 2016



Park City, UT
Montage Deer Valley
September 26-29, 2016



New Orleans, LA
Hotel Monteleone
October 24-27, 2016

fASllitate, ASI's hosted buyer event, is exclusively for distributors who are pre-qualified, million-dollar producers who will have the unique opportunity to meet privately with the industry's most sought after suppliers during pre-scheduled 20 minute private meetings in a hosted suite. Once pre-qualified, invited distributors attend at no cost, including round-trip airfare, hotel accommodations and meals.

You'll benefit from attending fASllitate by:

- Meeting over 30 suppliers, and their participation is limited by product category
- Participating in private 20 minute sessions with each to discuss your clients' projects
- Networking with an elite group of ad specialty professionals
- Earning 10 points toward your BASI/MASI just for attending
- Having time built into the daily agenda to allow you to reconnect with your home office, call clients or catch up on paper work

What's everyone saying about fASllitate?

// Because of fASllitate, it won me the biggest order of my career.

My sales for the month of January are already over \$800,000. What a great start! //

— JoAnne Hassen, New Paradigm Promotional Marketing, asi/149459

Interested in participating? Contact Rafael Dosman at 215-953-3564 or rdosman@asicentral.com.

Hot Trends

Innovative Suppliers

New and Unique Products

Unlimited Opportunity

Take part in the *ASI Show* experience all year long!

ASI
ROADSHOW

ASI's traveling show, stopping in 40 cities throughout the United States and Canada.

ASI
SHOW 
Our Business
is Helping Your
Business Grow

Multi-day trade shows, featuring education and exhibits in Orlando, Dallas and Chicago.

asi
engage 

ASI Show's NEW hybrid event, combining the best of traditional trade shows, hosted buyer events and traveling roadshows.

f**ASIl**itate
Connect for Success

ASI's hosted buyer event, fostering high-level distributor and supplier relationships.

For more information on the full suite of events, visit www.asishow.com.