



# Our Business Is Helping YOUR Business Grow



Information for Suppliers

## ASI SHOW EVENTS

ASI ROADSHOW | ASI SHOW | asi engage | fASIlitate



# The ASI Show Family of Events

## What's the Value of Live Events?

Live events enable the personal relationships that are the backbone of the ad specialty industry. There's no better way to bring your brand to life than by talking with the distributors who will be selling them, and getting your products in their hands. What do live events enable you to do?

- **Create new, profitable connections with the people who bring your products to market**
- **Generate a large pipeline of leads for your sales team and future marketing efforts**
- **Spend time with current customers and deepen existing relationships**
- **Promote your brand, demo products, tell your story and share case studies**

### ASI ROADSHOW

- A traveling roadshow giving you direct access to high-quality distributors in top regions across the U.S and Canada
- Build relationships with regional distributors AND their escorted end-buyers – sell even more of your portfolio
- The Super Sales Call: see 100 distributors per day – more time-effective and more cost-effective than traditional sales visits.

### ASI SHOW

- Large-scale convention center trade shows drawing thousands of distributors from across the U.S. and internationally – our flagship event
- The best place to launch new products, promote your brand to a large audience and collect a lot of qualified leads
- Held in top markets – Orlando, Dallas and Chicago – at strategic times of the year.

### asi engage

- A hybrid event giving you the best of all of our event type
- Spend 2 days of structured time with 200 invited, pre-qualified distributors who personally sell \$300k+ in promotional products from across the country during enhanced engagement sessions
- Engagement Day 3 allows for a larger pool of regional distributors and their escorted end-buyers
- Held on the West Coast and in the Northeast
- Participation is limited to just 75 companies.

### fASIlitate Connect for Success

- A hosted buyer event fostering relationships among the industry's elite – partner with million-dollar sales producers from top companies
- Benefit from pre-scheduled, private meetings and networking events, and take home detailed profiles of each distributor attendee
- Held in high-quality resort settings across the country
- Participation is limited.

For more information on the full suite of events, visit [www.asishow.com](http://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](http://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, Halls A & B

Projected Attendance: 6,250

Projected Exhibitors: 750



### Quality Attendees



6,066 distributor attendees, up 8.2% over 2014



2,266 attending companies, up 5.2% over 2014



Attendees from 49 U.S. states & 22 countries



\$3.9 billion of industry sales (up \$200M from 2014) were represented by attendees

*// We had a great show in Orlando! We have an unusual product, so we need people to stop and understand it, and these attendees were doing their homework. We're definitely returning - we already signed up for all the 2016 shows! //*

— Jack G., BookWear®, asi/41044

### Valuable Leads

**199,044** total scans were collected in 2015

Each exhibitor averaged **359** scans

### Huge Sales Opportunity

**94%** of attendees found products that met their clients' needs

**89%** of attendees are more likely to present products they found at the shows

### Proven ROI for Exhibitors

**96%** achieved success launching a product

**94%** focused on networking achieved their goal

**92%** who wanted to educate attendees met their objectives

### Distributor Meetings On-Site in 2015

**26** big-name distributor companies brought in reps for meetings, including:

AIA Corporation | American Solutions for Business | Brown & Bigelow | EmbroidMe | Geiger  
HALO Branded Solutions | iPROMOTEu | Kaeser & Blair | Press-A-Prin | Proforma | Vernon



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

Suppliers interested in exhibiting at ASI Show Orlando should contact Karen DiTomasso at [kditomasso@asicentral.com](mailto:kditomasso@asicentral.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

Projected Attendance: 3,500

Projected Exhibitors: Over 500



## Quality Attendees



3,540 distributor attendees, up 6.4% over 2014



1,540 attending companies, up 21.3% over 2014



Attendees from 49 U.S. states & 19 countries




\$3.5 billion of industry sales (up \$800M from 2014) were represented by attendees

*// Discount Labels has been exhibiting at ASI Shows for many, many years. These shows give us opportunities to introduce new product categories and to distribute new information to ASI® partners. Where else can you have 300+ sales calls in a 2-day period? //*

— Melissa M., Discount Labels, asi/49890

## Valuable Leads

**92,928** total scans were collected in 2015 

Each exhibitor averaged **269** scans 

## Huge Sales Opportunity

**95%** of attendees found products that met their clients' needs

**90%** of attendees are more likely to present products they found at the shows

## Proven ROI for Exhibitors

**95%** achieved success in launching a product

**95%** reached their branding goals

**89%** met their lead-generation goals

## Distributor Meetings On-Site in 2015

**20** big-name distributor companies brought in reps for meetings, including:

AIA Corporation | Brown & Bigelow | EmbroidMe | Geiger | HALO Branded Solutions  
iPROMOTEu | Kaeser & Blair | Press-A-Print | Proforma | Safeguard | Vernon



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

Suppliers interested in exhibiting at ASI Show Dallas should contact Karen DiTomasso at [kditomasso@asicentral.com](mailto:kditomasso@asicentral.com).

The biggest industry show  
of the summer



**EDUCATION DAY**

Tuesday, July 12

**EXHIBIT DAYS**

Wednesday-Thursday, July 13-14

**LOCATION**

McCormick Place, North Building, Halls B1 & B2

Projected Attendance: 6,100

Projected Exhibitors: 685



**Quality Attendees**



4,442 attendees, up 2.8% over 2014




1,753 attending companies



Attendees came from 49 U.S. states  
& 17 countries

**Valuable Leads**

**99,735** total scans were collected in 2015 

Each exhibitor averaged **156** scans 

**Huge Sales Opportunity**

**91%** of attendees  
found products that met  
their clients' needs

**90%** of attendees are  
more likely to present products  
they found at the shows

// We've had a fantastic experience. Over 500 people came today and we gave out over 3,000 samples – we had to have more overnighted! We're impressed with the quantity, but also quality – these are people who have been with ASI a long time and are selling products that build brands. They are more serious professionals. A show is a great way to reach a new crowd and get face time, which is irreplaceable. //

— Sterling W., Pop! Promos, asi/45657

**Proven ROI for Exhibitors**

**95%** achieved success in launching a product

**95%** reached their branding goals

**89%** met their lead-generation goals

**A Record Breaking Amount of Distributor Meetings On-Site in 2015!**

**25** big-name distributor companies brought in reps for meetings, including:

AIA Corporation | American Solutions for Business | EmbroidMe | Geiger | HALO Branded Solutions  
iPROMOTEu | Kaeser & Blair | Press-A-Print | Proforma | Safeguard | Staples | Vernon



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**

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

All's Fair in Love, War and Politics

Suppliers interested in exhibiting at ASI Show Chicago should contact Karen DiTomasso at [kditomasso@asicentral.com](mailto:kditomasso@asicentral.com).

# IT'S THE ULTIMATE ROADTRIP



**ASI**  
**ROADSHOW™**

Visiting **40 CITIES** throughout  
the United States and Canada

We call the ASI Roadshow the Super Sales Call, because it gives you a chance to meet with many more distributors much more quickly and cost effectively than you could by making traditional sales calls for the same amount of time. Visiting top cities across the U.S. and Canada at strategic times of the year, where you will meet with regional distributors who you can't see elsewhere. And, distributors can escort their clients to the show, giving you access to end-buyers.

- See approximately 100 distributors per city, in just 4 hours a day
- Build relationships with a unique audience – 90% of ASI Roadshow attendees don't attend other industry events
- Present your products to escorted end-buyers, and show them items they didn't even know existed
- Benefit from a high level of service with our van and cargo program and helpful event staff

## Take a look at the 2016 schedule

Southeast	January 25-28	Raleigh, Charlotte, Atlanta, Nashville
Pacific Northwest	February 22-25	Seattle, Portland, Sacramento, San Francisco
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.*



Suppliers interested in exhibiting at the ASI Roadshow should contact Karen DiTomasso at [kditomasso@asicentral.com](mailto:kditomasso@asicentral.com).



## A **NEW** Hybrid Event from *ASI Show*

### Introducing Engage, our new hybrid event for 2016, replacing *ASI Show*® Long Beach and New York

Combining the best of a private hosted buyer event, traditional trade show and our traveling roadshows, *ASI Show* is reimagining live events to enhance engagement and build relationships between distributors and suppliers.

#### Days 1 & 2 Enhanced Engagement Sessions

Limited to just 75 suppliers and 200 invited, pre-qualified distributors per event for enhanced engagement. Participation options for suppliers are designed to fit your needs and preferences, and include Presentation Engagement or Roundtable Engagement. The all-inclusive two-day packages include:

- | Breakfast & lunch
- | Cocktail receptions
- | Hotel
- | Material handling
- | And much more

#### Day 3 Engagement Hall

Additional suppliers can participate on the third day, but space is limited. It's open to all regional distributors, plus the 200 from Days 1 & 2 who can escort their end-buyers (identities will remain confidential). This creates more opportunity for suppliers, all while showing end-buyers the vast array of products.

#### ENGAGE WEST

March 14-16, 2016

Anaheim Marriott | Anaheim, CA



#### ENGAGE EAST

May 9-11, 2016

Marriott Marquis | New York, NY



#### All-Inclusive Packages

- | Presentation Engagement
- | Roundtable Engagement
- | Engagement Day 3 Only

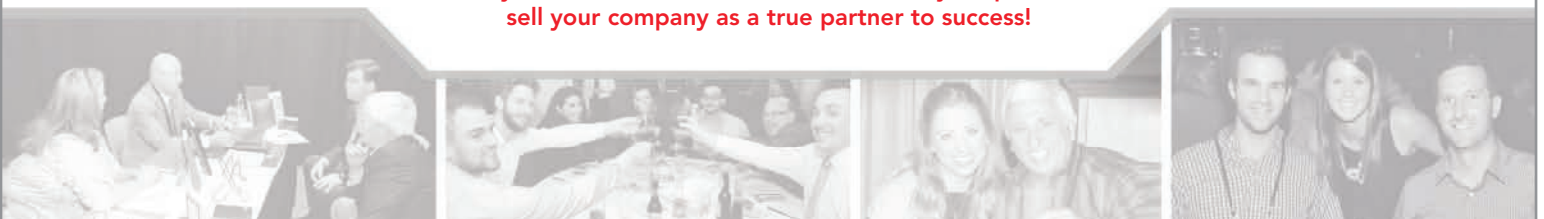
*\*Limited availability.*

We've listened to our member's feedback on our hosted buyer events, large trade show and our roadshows, and have taken the best elements of each to mold them into a unique hybrid event – Engage.

#### TOP 10 Reasons Why You Should Participate in Engage

1. 2 great locations –The West Coast and Northeast ranked as the #2 and #3 regions respectively for promotional products in *Advantages Magazine* and have seen an increase in sales over the past year.
2. There are three different participation packages to choose from – Presentation Engagement, Roundtable Engagement and Engagement Day 3 Only. (For details on each package visit [www.asiengage.com](http://www.asiengage.com))
3. A limited number of suppliers will be participating – less competition and attendees will have more time to talk to you
4. National Attendance – Attending distributors are located around the country from top firms with large client lists
5. Pre-Screened Audience – We have done the work for you. Our distributor sales team pre-qualifies distributors who meet strict criteria to make sure you're meeting with the right type of distributor.
6. Your day is prescheduled from 8 a.m. to 6 p.m. with meetings and networking opportunities, but we did leave time in the evening for you to continue, on your own, meaningful conversations with the distributors you want to speak further with over dinner or drinks
7. The match making program will ensure that you will meet with distributors who are interested in your products. Prior to the event you will be able to see who you are meeting with via the match making/scheduling program, this will help you prepare your presentations, focus your conversations and create samples
8. The first 2 days include 200 distributors who personally sell \$300K or more in promotional products, and on Day 3, all distributors and their end buyers are invited to attend. In three days we will be bringing 200-400 leads to you.
9. Escorted end buyers on Day 3 allows you to work as a partner with the distributor and directly pitch the benefits of your products.
10. Your participation cost is all-inclusive – space, furniture, carpeting material handling, meals (breakfast, lunch and cocktail hours) and hotel, plus we are bringing the attendees to you - the cost per lead is less than *ASI Shows* Long Beach and New York and the ROI is excellent!

**This is your chance to do more than show off your products – sell your company as a true partner to success!**



Suppliers interested in exhibiting at the Engage should contact Karen DiTomasso at [kditomasso@asicentral.com](mailto:kditomasso@asicentral.com).



# fASIlitate™

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

fASIlitate is ASI's hosted buyer event, fostering profitable partnerships between the industry's elite: top-caliber suppliers and million-dollar sales producers. There will be six events this year.

Taking place at luxurious resort venues across the country, fASIlitate features:

- Private, pre-scheduled meetings with 30+ top-selling distributors
- Three days of lucrative conversations with the distributors you want to know
- In-depth profiles and contact details for all participants, delivered for you to keep
- 10 BASI™/MASI™ certification points

### **What are suppliers saying about fASIlitate?**

**// The format was solid and allowed for a free flow of conversation that led to countless sales opportunities and increased business for all. //**

— Brian P., Logomark, Inc., asi/67866

Contact your ASI Show Account Manager for information about rates and availability.

# Lead Generation Brand Awareness Relationship Building Sales Opportunities

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.

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**ASI  
SHOW** Our Business  
is Helping Your  
Business Grow

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

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asi  
**engage**

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

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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](http://www.asishow.com).