










# EVENT SCHEDULE

TIME	Tuesday, July 24, 2018				
	 Beginner Sales Success	 Advanced Sales Success	 Social Media & Marketing	 Entrepreneur's Essentials	 Corporate Gifts & Incentives
9:15 a.m.-9:45 a.m.	<b>How to Get the Most Out of Your Trade Show Experience</b> ⑤ Matthew Cohn, ASI <span style="float: right;">N227B</span>				
10:00 a.m.-10:50 a.m.	<b>Manage the Customer Cycle: Maximize Revenue From Your Base</b> ① David Blaise, Top Secrets of Promotional Products Sales <span style="float: right;">N226</span>	<b>Expert Techniques to Overrule Client Objections and Get the Sale</b> ① Rob Liano, Rob Liano, Inc. <span style="float: right;">N231</span>	<b>Enhance Your Customer Communication: Social Media, Text and More</b> ① Emmie Brown, Southwestern Consulting <span style="float: right;">N229</span>	<b>Self-Promotion Campaigns That Wow, Engage and Get Results</b> ① Cliff Quicksell, Jr., Cliff Quicksell & Associates and iPROMOTEu <span style="float: right;">N227A</span>	<b>Your New Business Opportunities: Prosper Using Gifts and Incentives</b> ① Jon Hanson, The Data Direct Group <span style="float: right;">N230A</span>
11:00 a.m.-11:50 a.m.	<b>25 Secrets for Selling Over the Phone</b> ① Julie Hansen, Performance Sales and Training <span style="float: right;">N226</span>	<b>Total Domination: Become a Recognized Force in Your Marketplace</b> ① David Blaise, Top Secrets of Promotional Products Sales <span style="float: right;">N231</span>	<b>7 Easy Social Media Tips to Grow Your Brand and Your Bottom Line</b> ① Marki Lemons Ryhal, Marki Lemons Unlimited, Inc. <span style="float: right;">N229</span>	<b>The Science of Success: Selling to the 21<sup>st</sup> Century Buyer</b> ① Stephanie Chung, Stephanie Chung and Associates <span style="float: right;">N227A</span>	<b>Incentive Quick Start: Your Guide to Offering Your First Program</b> ① Jon Hanson, The Data Direct Group, and Panel <span style="float: right;">N230A</span>
Noon-12:50 p.m.	<b>The Lead-Generation Machine: Prospecting Made Simple</b> ① David Blaise, Top Secrets of Promotional Products Sales <span style="float: right;">N226</span>	<b>Qualifying, Closing and Beyond: Learn the 12 Traits of Top Salespeople</b> ① Rob Liano, Rob Liano, Inc. <span style="float: right;">N231</span>	<b>Create Once, Post Everywhere: Your Time-Saving Social Media Solution</b> ① Emmie Brown, Southwestern Consulting <span style="float: right;">N229</span>	<b>5 Strategies to Help You Hit \$10 Million</b> ① Bobby Lehw, commonsku <span style="float: right;">N227A</span>	<b>Expert Advice: Understand How to Source and Provide Branded Merchandise</b> ① Jon Hanson, The Data Direct Group, and Panel <span style="float: right;">N230A</span>
1:00 p.m.-2:00 p.m.	<b>Meet the Experts Lunch</b> ① (Space is limited. First come, first served) <i>Contributing Partners: 1Place Promo, asi/54333; 3M/Promotional Market, asi/91240; ADG Promotional Products, asi/97270; Aunt Beth's Cookie Keepers, asi/37465; Citadel Brands LLC, asi/45222; Custom Color Solutions, asi/47905; Diamondback Engraving LLC, asi/49546; Dynamic Drinkware, asi/51183; Fields Manufacturing Inc., asi/54100 LarLu, asi/66390; Magnet America, asi/68519; Raining Rose Inc., asi/80489; Riteline LLC, asi/82498 SanMar, asi/84863; Showdown Displays, asi/87188 and Simba, asi/87296.</i> <span style="float: right;">N227B</span>			<b>Prop 65 Requirements: What Suppliers &amp; Distributors Must Know to Do Business in California</b> ① Erik Swanholt and Alyssa Titcher, Foley & Lardner LLP <span style="float: right;">N227A</span>	
2:10 p.m.-3:00 p.m.	<b>Simplify for Success: Get More Done by Doing Fewer Things</b> ① David Blaise, Top Secrets of Promotional Products Sales <span style="float: right;">N226</span>	<b>Deliver Confident Presentations: Discover Acting Skills You Can Use Today</b> ① Julie Hansen, Performance Sales and Training <span style="float: right;">N231</span>	<b>Perfect Your SEO and Email Marketing Plan</b> ① Marki Lemons Ryhal, Marki Lemons Unlimited, Inc. <span style="float: right;">N229</span>	<b>Family Business Insights: Improve Your Dynamics and Dialogue</b> ① Steve Treat, Council for Relationships <span style="float: right;">N227A</span>	
3:10 p.m.-4:00 p.m.	<b>Beginner Sales Bootcamp: Perfect Your Pitch and Win the Client</b> ② Julie Hansen, Performance Sales and Training <span style="float: right;">N226</span>	<b>Advanced Sales Bootcamp: The No-Fail System to Get More Business, Sales and Referrals</b> ② Rob Liano, Rob Liano, Inc. <span style="float: right;">N231</span>	<b>Social Media Bootcamp: Sell on LinkedIn, Facebook, Instagram and Other Top Sites</b> ② Emmie Brown, Southwestern Consulting <span style="float: right;">N229</span>	<b>Business Owner's Bootcamp: Create Wealth With the 3 Strategies Millionaires Follow</b> ② Stephanie Chung, Stephanie Chung and Associates <span style="float: right;">N227A</span>	
4:10 p.m.-5:00 p.m.					
5:00 p.m.-6:00 p.m.	<b>NEW Product Preview Reception</b>  <span style="float: right;">N228</span>				



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TIME	Education Day				
	 Graphic Design & Product Decoration	 Multi-decoration Design & Production	 Decoration Success	 What's New	 Factory Tour
	Contributing Partner 	Contributing Partner 			Contributing Partner 
9:15 a.m.-9:45 a.m.					
10:00 a.m.-10:50 a.m.	<b>Unlock Your Profit Potential: Experience Heat Printing LIVE</b> ③ Bob Robinson, Stahls'	<b>Producing Multi-decoration Apparel With a Vinyl Cutter and Heat Press</b> ① Craig Mertens, Digital Art Solutions <small>N139</small>		<b>ESP Overview</b> ① Michael D'Ottaviano, ASI <small>N230B</small>	<b>(10:00 a.m.-3:00 p.m.) Factory Tour of Orbus</b> ⑤ This exclusive tour is sponsored by Orbus Exhibit & Display Group  <b>Meet in the Registration Lobby by 10 a.m.</b> <i>(Seats are limited. First come, first served)</i>
11:00 a.m.-11:50 a.m.		<b>Rhinestone Apparel Basics With a Vinyl Cutter and Heat Press</b> ① Craig Mertens, Digital Art Solutions <small>N139</small>		<b>Streamline Your Business With All-New ESP Order Management System</b> ① Peter Knappenberger, ASI <small>N230B</small>	
Noon-12:50 p.m.		<b>Producing Multi-decoration Monograms With a Vinyl Cutter and Heat Press</b> ① Craig Mertens, Digital Art Solutions <small>N137</small>		<b>Master Your Digital Marketing Strategy</b> ① Matt Kliesh, ASI <small>N230B</small>	
1:00 p.m.-2:00 p.m.	<b>(1:30 p.m.-3:20 p.m.) Adobe Illustrator: Learn the Fundamentals, Plus Power Tips and Tricks</b> ② Steve Oswald, ASI <small>N137</small> <i>*We recommend bringing your own laptop loaded with Adobe Illustrator software.</i>			<b>ESP Websites: Build the Perfect Site for Your Business</b> ① Joan Miracle, ASI <small>N230B</small>	
2:10 p.m.-3:00 p.m.		<b>Design and Production Techniques for Apparel Graphics and Personalization</b> ① Craig Mertens, Digital Art Solutions <small>N139</small>	<b>Sublimation: The Ultimate Diversification Tool</b> ① Jimmy Lamb, Sawgrass Technologies <small>N230A</small>	<b>Learn More, Earn More: Maximize Your ASI Membership Benefits</b> ① Nate Kucsma and Stephanie Turner-Scott, ASI <small>N230B</small>	
3:10 p.m.-4:00 p.m.	<b>(3:30 p.m.-5:00 p.m.) CorelDRAW: Create Custom Virtual Samples, T-shirt Designs and More</b> ⑮ Jay Busselle, Printa Systems <small>N137</small> <i>*We recommend bringing your own laptop loaded with CorelDRAW software.</i>	<b>Design and Sales Techniques for the School, Team and Sports Markets</b> ① Craig Mertens, Digital Art Solutions <small>N139</small>	<b>Explore What's New in Digital Garment Printing</b> ① Jimmy Lamb, Sawgrass Technologies <small>N230A</small>	<b>Create Sales Easily With ASI's New Email Marketing Platform</b> ① Ryan Law and Matt Smyth, ASI <small>N230B</small>	
4:10 p.m.-5:00 p.m.		<b>Design and Production Techniques for Embroidery and Appliqué</b> ① Craig Mertens, Digital Art Solutions <small>N139</small>	<b>Decorating Pricing Demystified: How Much Do I Charge?</b> ① Jimmy Lamb, Sawgrass Technologies <small>N230A</small>	<b>Master Your Digital Marketing Strategy</b> ① Matt Kliesh, ASI <small>N230B</small>	
5:00 p.m.-6:00 p.m.					

⑮ Indicates the number of points you will receive toward your BASI/MASI Certification.

# EVENT SCHEDULE

## TIME Wednesday, July 25, 2018 • Exhibit Day One

8:30 a.m.-9:45 a.m.	Motivational Breakfast with Chris Gomez of Afterburner: Secrets of Flawless Execution (Ticket Required)   15	Contributing Partners: A. T. Designs, asi/30239; Brighter Promotions Inc., asi/42016; Diamondback Engraving LLC, asi/49546; Kasher, Inc., asi/63824	S406A
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## EXHIBIT FLOOR OPEN • 10:00 a.m.-5:00 p.m.



## POWER SESSIONS

11:00 a.m.-11:50 a.m.	10 Budget-Friendly Ways to Promote Your Business Now   1	Jimmy Lamb, Sawgrass Technologies	BOOTH #2054
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Noon-12:50 p.m.	Learn the Latest Trends in Corporate Logos   1	Colleen Hartigan, Madeira USA	BOOTH #2054
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1:30 p.m.-2:20 p.m.	The 5 Ws of Cyber Security and Data Breaches   1	Scott Reid, 360 Coverage Pros	BOOTH #2054
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2:30 p.m.-3:20 p.m.	Niches to Riches: Maximize Your Profits in Specialized Markets   1	Jimmy Lamb, Sawgrass Technologies	BOOTH #2054
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3:00 p.m.-5:00 p.m.	Cocktail Reception in the Corporate Gifts & Incentives Pavilion (Cash Bar/Drink Tickets)	 	Location: 1700-1800 aisles
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6:30 p.m.	Counselor Awards (Invitation Only)	 	N320D
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6:30 p.m.-10:00 p.m.	ASI Show Bash on Mystic Blue (Ticket Required)	 	Contributing Partners: ALightPromos, asi/34194; Logo Mats LLC, asi/67849; Next Level Apparel, asi/73867; Radius Display Products, asi/49916; Sling Grip by DMD Products, asi/50164; The Ohio Art Company, asi/74870
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## TIME Thursday, July 26, 2018 • Exhibit Day Two

7:30 a.m.-8:15 a.m.	BASI/MASI Breakfast Reception (Invitation Only)   1	Hosted by Timothy M. Andrews	 MEMBER ONLY BENEFIT	N231
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8:30 a.m.-9:45 a.m.	Robert Herjavec Keynote: The Will to Win Every Time   15	Contributing Partners: Castelli Div of The Magnet Group, asi/44035 and ConCap Sportswear LLC, asi/46187	S406A
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## EXHIBIT FLOOR OPEN • 10:00 a.m.-3:30 p.m.

## POWER SESSIONS

11:00 a.m.-11:50 a.m.	Proven Strategies to Grow Your Margins and Offer Faster Turnarounds   1	Doug Sill, Scalable Press	BOOTH #2054
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Noon-12:50 p.m.	Reach More Customers With Online and Mobile Marketing   1	Jimmy Lamb, Sawgrass Technologies	BOOTH #2054
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1:30 p.m.-2:20 p.m.	Stabilizers: The Hidden Hero of Successful Embroidery Design   1	Colleen Hartigan, Madeira USA	BOOTH #2054
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3:30 p.m.-4:00 p.m.	Closing Celebration (Passport Plus Drawing at 3:45 p.m.)	 	REGISTRATION LOBBY
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