









TIME	Monday, February 4, 2019			
	 Beginner Sales Success	 Advanced Sales Success	 Social Media & Marketing	 Corporate Gifts & Incentives
9:00 a.m.- 9:45 a.m.	How to Get the Most Out of Your Trade Show Experience Matthew Cohn, ASI Ballroom C			
10:00 a.m.- 10:50 a.m.	Time is Money: Maximize Your Dollars Per Minute Carolyn Strauss, Carolyn Strauss Consulting 203A	Five Strategies to Help You Hit \$10 Million Bobby Lehew, commonsku 201B	Self-Promotion Campaigns That Wow, Engage & Get Results Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu 204A	Corporate Gifts 101: Expanding Your Business With Corporate Gifts & Incentives Cindy Mielke, GC Incentives 202A
11:00 a.m.- 11:50 a.m.	Storytelling: Share Your Story, Convince Clients, Convert Leads Bobby Lehew, commonsku 203A	Capitalize on Collaboration: Understanding Your Clients' Needs Diane Ciotta, Training Classics 201B	Increase Your Visibility & Leads Through LinkedIn Jay Busselle, Equipment Zone 204A	Corporate Gifts 201: What Corporate Gift Suppliers Can Do for You Cindy Mielke, GC Incentives & Panel 202A
Noon- 12:50 p.m.	Put Your Passion to Work: Hone Your Sales Strategy & Grow Your Base Brett Bowden, Printed Threads 203A	Selling to Women: Gain Insight Into These Influencers Carolyn Strauss, Carolyn Strauss Consulting 201B	Reach Every Customer: Proven Marketing Strategies to Complement Your Online Presence Danny Friedman, DANNY, Inc. 204A	Corporate Gifts 301: How Distributors Are Profiting From Corporate Gifts Cindy Mielke, GC Incentives & Panel 202A
1:00 p.m.- 2:00 p.m.	Meet the Experts Lunch <i>(First come, first served. Space is limited)</i> Contributing Sponsors: 3M/Promotional Markets Dept., asi/91240; Aunt Beth's Cookie Keepers, asi/37456; Best Promotions USA, LLC, asi/40344; Custom Color Solutions, asi/47905; DEVARA, asi/49470; LarLu, asi/66390; Magnet America, asi/68519; National Banner Company, Inc., asi/73280; Orbus Exhibit & Display Group, asi/75209; RiteLine LLC, asi/82498; SanMar, asi/84863; Showdown Displays, asi/87188 and SIMBA, asi/87296. Ballroom C			
2:10 p.m.- 3:00 p.m.	How to Make 50%+ Profit on Every Order Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu 203A	Tailor Your Pitch: Sales Tactics to Persuade Each Gender Carolyn Strauss, Carolyn Strauss Consulting 201B	Showcase Yourself: Add Video to Your Social Media Mix Jay Busselle, Equipment Zone 204A	
3:10 p.m.- 4:00 p.m.	Overcome Client Objections: Effective Techniques to Win the Sale Diane Ciotta, Training Classics 203A	Wake Up! Reenergize Your Sales Approach & Yourself Danny Friedman, DANNY, Inc. 201B	Make Your Website Work for You: Expert E-Commerce Tools & Tips Ryan Moor, Ryonet 204A	
4:10 p.m.- 5:00 p.m.				
5:00 p.m.- 6:00 p.m.	New Product Preview Reception Ballroom A			
7:00 p.m.- 9:00 p.m.	Welcome Party at Reata Rooftop			




Download handouts from selected Education Day sessions at www.asishow.com/handouts.




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Education Day

 Graphic Design & Product Decoration Contributing Sponsor 	 Multi-Decoration Design & Production Contributing Sponsor 	 Screen-Printing Success	 Business-Building Fundamentals	 Factory Tour Contributing Sponsor 
Heat Press Transfers: What to Use When Matt Jokinen & Sonia Vargas, Stahls' 202D	Mastering Multi-Decoration Apparel With a Vinyl Cutter & Heat Press Craig Mertens, Digital Art Solutions 202C Producing & Selling Profitable Rhinestone Multi-Decoration Apparel Craig Mertens, Digital Art Solutions 202C Profitable Opportunities in Monogrammed Wearables & Personalized Products Craig Mertens, Digital Art Solutions 202C		Stand Out & Attract More Clients With Strategic Marketing Rick Mancini, ASI 202B Improve Your Website: Five Ways to Make a Dramatic Difference Steve Oswald, ASI 202B ESP Websites Workshop: Make Your Site Work for You Joan Miracle, ASI 202B	Factory Tour of 1Place Promo Meet in the 13th Street Lobby by 10 a.m.
Beginner Adobe Illustrator: Master the Fundamentals Steve Oswald, ASI *We recommend bringing your own mouse and laptop, loaded with Adobe Illustrator software, to this session. 202D	Essential Graphics Skills for Apparel Decoration & Personalization Craig Mertens, Digital Art Solutions 202C Maximizing Sales in the School, Team & Sports Markets Craig Mertens, Digital Art Solutions 202C Converting Vector Artwork to Embroidery & Appliqué Without Digitizing Craig Mertens, Digital Art Solutions 202C	Garment Screen-Printing Basics: Proven Ways to Start Your Own Shop Charlie Taublieb, Taublieb Consulting 202A Hands-on Workshop: Multicolor Garment Screen Printing Charlie Taublieb, Taublieb Consulting 202A	Build Your Skill Set to Enhance Your Sales Effectiveness Conrad Franey, Elements of Success Consulting Group 202B PrintGizmo: Cloud Software & Strategy to Grow Your Business Michael D'Ottaviano, ASI 202B Social Networking Strategies That Drive Sales Michael D'Ottaviano & Joan Miracle, ASI 202B	
			The Perfect Product for Your Buyers: Find It, Present It, Order It Through ESP Michael D'Ottaviano, ASI 202B	

TIME	Tuesday, February 5, 2019 • Exhibit Day One	
8:30 a.m.-9:45 a.m.	Motivational Breakfast with Roger Staubach: From the Locker Room to the Board Room <i>(Ticket Required)</i>	Ballroom B
EXHIBIT FLOOR OPEN • 10:00 a.m.-5:00 p.m.		
 POWER SESSIONS		
11:00 a.m.-11:50 a.m.	Fire Up Your Imagination: Five Secrets to Developing Your Creativity Bobby Lehew, commonsku	Booth #140
Noon-12:50 p.m.	Get the Most From Every Sale: Upselling & Cross-Selling Danny Friedman, DANNY, Inc.	Booth #140
1:30 p.m.-2:20 p.m.	Top 10 Twitter Tips to Close the Deal Jay Busselle, Equipment Zone	Booth #140
2:30 p.m.-3:20 p.m.	Seven Major Marketing Fails: Identify & Prevent These Common Mistakes Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu	Booth #140
3:00 p.m.-5:00 p.m.	Cocktail Reception in the Corporate Gifts & Incentives Pavilion <i>(Cash Bar/Drink Tickets)</i> Location: 600-700 aisles <i>Drink Ticket Sponsor: Indigo, asi/62560</i>	
6:00 p.m.-9:00 p.m.	ASI Show Bash at Billy Bob's Texas <i>(Ticket Required)</i> <i>Contributing Sponsors: Caro-Line/Bandanna Promotions, Div. of Springs Creative, asi/44020; Custom Printing II LTD, asi/ 47971; Next Level Apparel, asi/ 73867; Logo Mats, asi/ 67849; National Banner Company, asi/73280.</i>	

TIME	Wednesday, February 6, 2019 • Exhibit Day Two	
7:30 a.m.-8:15 a.m.	BASI/MASI Breakfast Reception <i>(Invitation Only)</i> Hosted by Timothy M. Andrews  MEMBER ONLY BENEFIT	201B
8:30 a.m.-9:45 a.m.	Keynote with Laura W. Bush and Jenna Hager: The Power of Compassion FREE <i>Sponsor: Terry Town, asi/90913</i>	Ballroom B
EXHIBIT FLOOR OPEN • 10:00 a.m.-3:30 p.m.		
 POWER SESSIONS		
11:00 a.m.-11:50 a.m.	Managing a Customer Service Crisis: What to Do When It's Your Fault Steven Sewell, Steven Sewell Enterprises	Booth #140
Noon-12:50 p.m.	Social Media Success: How to Create an Online Following Brett Bowden, Printed Threads	Booth #140
1:30 p.m.-2:20 p.m.	Banish Sales Burnout: Take Care of Yourself & Your Clients Steven Sewell, Steven Sewell Enterprises	Booth #140
3:30 p.m.-4:00 p.m.	Closing Celebration (Passport Plus Drawing at 3:45 p.m.) FREE 	Product Showcase Lobby