















EDUCATION AND EVENT SCHEDULE

MONDAY, FEBRUARY 3, 2020

| Time |  BEGINNER SALES SUCCESS |  ADVANCED SALES SUCCESS |  SOCIAL MEDIA & MARKETING |
|----------------|--|---|---|
| Sponsor | | | |
| 9-9:50 a.m. |  How to Get the Most Out of Your Trade Show Experience Matthew Cohn, ASI Sponsored by: Lungsal, asi/68190 LUNGSAL | | |
| 10-10:50 a.m. | Fantastic Follow-Up: Convert Leads Into Sales & Customers Into Fans Liz Wendling, Insight Business Consultants 203A | Ten Secrets to Small-Business Success & Profitability Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu 201B | Implement a Video Strategy to Get More Prospects Marki Lemons Ryhal, ReMarkiTable, LLC 204 |
| 11-11:50 a.m. | BrandYOU: How to Out-Amazon Your Competitors Bill Petrie, PromoCorner 203A | Five Keys to Evict Negative Thinking: Change Your Life & Grow Your Sales Kathleen Ronald, Speaktacular 201B | LinkedIn Basics: Set Yourself Up to Succeed Jay Busselle, Equipment Zone 204 |
| 12-12:50 p.m. | Understanding the Dynamics of the Promo Products Industry: Your First Steps Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu 203A | Start a Conversation, End With a Sale: How to Sell the Way People Buy Liz Wendling, Insight Business Consultants 201B | Maximize Your Company's Presence & Leads With Instagram & IGTV Marki Lemons Ryhal, ReMarkiTable, LLC 204 |
| 1-2:30 p.m. |  Meet the Experts Lunch This event is first come, first served – or you can purchase a \$10 ticket in Registration to reserve your seat. See ad on page 15. Ballroom C | | |
| 2:40-3:20 p.m. | Family Business Fundamentals: Improve Your Communication & Relationships Dr. Steve Treat, Council for Relationships 203A | Clutteronomics: Clear Your Way to Profits, Productivity & Peace Kathleen Ronald, Speaktacular 201B | LinkedIn in Depth: Increase Your Leads & Engagement Jay Busselle, Equipment Zone 204 |
| 3:30-4:10 p.m. | Create Lasting Loyalty by Removing Client Friction Bill Petrie, PromoCorner 203A | How Well Is Your Sales Portfolio Performing? Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu 201B | Create Your Social Media Marketing Planner Marki Lemons Ryhal, ReMarkiTable, LLC 204 |
| 4:20-5 p.m. | Avoid the Seven Deadly Sins of Business Networking Kathleen Ronald, Speaktacular 203A | Differentiate in a Crowded Marketplace & Outsell the Competition Liz Wendling, Insight Business Consultants 201B | Keep Your Brand Strong With an Annual Checkup Jay Busselle, Equipment Zone 204 |
| 5-6 p.m. |  New Product Preview Reception See ad on page 15. Ballroom A | | |
| 6 p.m. |  Dutch Treat Dinner* Dine and network with other show attendees. *This dinner is not hosted by ASI Show and will be first come, first served. Seating is subject to availability. Dutch Treat = Pay Your Own Way Wild Salsa, 300 Throckmorton St., Fort Worth | | |



Get full course descriptions and create your personal schedule in the ASI Show Fort Worth mobile app.

|  GIFT IT: BRANDS, REWARDS & RECOGNITION |  GRAPHIC DESIGN & PRODUCT DECORATION |  MULTI-DECORATION DESIGN & PRODUCTION |  BUSINESS-BUILDING FUNDAMENTALS |
|--|---|---|--|
|  | | Digital Art Solutions  | |
| Getting Started With Gifts: Grow Your Business Through Rewards & Incentives Cindy Mielke, Tango Card 202A | 10-11:20 a.m. Win More Sales: Elevate Your Clients' Branded Apparel With Heat Printing Rachel Sennett & Alison Zuccaro, Stahls' 202D | Multi-Decoration Apparel: Maximize Profit With a Vinyl Cutter & Heat Press Craig Mertens & Justin Pearson, Digital Art Solutions 202C | What Your Competition Doesn't Want You to Know About Sales & Marketing (Beginner) Don Burbach, ASI 202B |
| The Power of Partnership: How Incentive & Gift Suppliers Can Help Your ROI Cindy Mielke, Tango Card & Panel 202A | 11:30 a.m. -12:50 p.m. Make Your Webstores More Profitable With Heat Printing Rachel Sennett & Alison Zuccaro, Stahls' 202D | Rhinestone Multi-Decoration: Producing & Selling Unforgettable Apparel Craig Mertens & Justin Pearson, Digital Art Solutions 202C | Secrets to Successful SEO, Social Media & Email Marketing (Advanced) Abby Koss, ASI 202B |
| Learn From the Best: Discover How Distributors Are Profiting From Gifts & Incentives Cindy Mielke, Tango Card 202A | | Be Your Own Designer: Producing Customized Apparel Graphics Craig Mertens & Justin Pearson, Digital Art Solutions 202C | Go Beyond the Search & Get More Out of ESP® (Beginner/Intermediate) 202B |
|  Meet the Experts Lunch This event is first come, first served – or you can purchase a \$10 ticket in Registration to reserve your seat. See ad on page 15. Ballroom C | | | Four Easy Ways to Improve Your ESP Website™ (Intermediate/Advanced) Joan Miracle, ASI 202B |
| | 2:40-4:10 p.m. Adobe Illustrator: Creating Vector Artwork for Imprinting Steve Oswald, ASI <i>(We recommend bringing your own mouse and laptop, loaded with Adobe Illustrator software, to this session.)</i> 202D | Improve Your Apparel Graphics to Improve Your Bottom Line Craig Mertens & Justin Pearson, Digital Art Solutions 202C | Connect With Your Customers Using Video (All Levels) Don Burbach, ASI 202B |
| | | The Ultimate Sales & Marketing Tips for Decorated Goods Craig Mertens & Justin Pearson, Digital Art Solutions 202C | Top Markets & Products You Should Be Selling Now (All Levels) Michelle Castells, ASI 202B |
| | Adobe Illustrator and Photoshop: Bitmap Images & Vector Tracing Plans Steve Oswald, ASI <i>(We recommend bringing your own mouse and laptop, loaded with Adobe Illustrator software, to this session.)</i> 202D | Embroidery Files Made Easy: Converting Without Digitizing Craig Mertens & Justin Pearson, Digital Art Solutions 202C | Promote Your Business on Facebook & Instagram: Finding & Attracting New Clients (All Levels) Abby Koss, ASI 202B |

EDUCATION AND EVENT SCHEDULE

EXHIBIT DAY 1 • TUESDAY, FEBRUARY 4, 2020

| | | | |
|----------------|---|---|--|
| 8:30-9:45 a.m. | Motivational Breakfast With Richard Montañez: Fear Can Be the Key to Success (Ticket Required. Includes presentation and a hot breakfast.) | DRI-DUCK Sponsored by: Dri-Duck Traders, Inc., asi/50835 | Ballroom B |
| 10 a.m.-5 p.m. | EXHIBIT FLOOR OPEN | | |
| | POWER SESSIONS | FREE | CONNECT IT: CONNECT, REFRESH & RECHARGE |
| Sponsor | | | |
| 11-11:50 a.m. | Solidify Your Brand: Use a Style Guide to Enhance Your Marketing Jay Busselle, Equipment Zone | Booth #2101 | |
| 12-12:50 p.m. | Find Your Voice & Stand Out From the Crowd Bill Petrie, PromoCorner | Booth #2101 | 12:40-1 p.m. Selfies With Promo Booth #243 |
| 1-1:30 p.m. | | | ASK Norman Booth #243 |
| 1:30-2:20 p.m. | Beyond Marketing: Creating Engagement That Sticks Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu | Booth #2101 | 2:10-2:30 p.m. Selfies With Promo Booth #243 |
| 2:30-3:20 p.m. | Gift It: Expert Insight From the IMA/IMRA on This \$90 Billion Segment Jeffrey Brenner, Seiko Watch of America LLC | Booth #2101 | |
| 6-9 p.m. | ASI Show Bash at Billy Bob's Texas (Ticket Required) Co-sponsors: Alight Promos, asi/34194; Custom Printing II LTD, asi/47971; National Banner Co., Inc., asi/73280; Next Level Apparel, asi/73867 | | |

EXHIBIT DAY 2 • WEDNESDAY, FEBRUARY 5, 2020

| | | | |
|-------------------|--|--------------------|--|
| 7:30-8:15 a.m. | BASI™/MASI™ Breakfast Reception (Invitation Only) | | 201B |
| 8:30-9:45 a.m. | Keynote With Jesse Itzler: Build Your "Life Resume" With the Power of Experience | FREE | Ballroom B |
| 10 a.m.-3:30 p.m. | EXHIBIT FLOOR OPEN | | |
| | POWER SESSIONS | FREE | CONNECT IT: CONNECT, REFRESH & RECHARGE |
| Sponsor | | | 10:40-11 a.m. Selfies With Promo Booth #243 |
| 11-11:50 a.m. | Paper Clips Work, Naked People Don't: Public Speaking Prep for Success Jesyca Hope, Hope Communications Consulting | Booth #2101 | 11:30 a.m.-12 p.m. ASK Norman Booth #243 |
| 12-12:50 p.m. | Promote Your Business on Facebook & Instagram: Finding & Attracting New Clients Abby Koss, ASI | Booth #2101 | 1:05-1:25 p.m. Selfies With Promo Booth #243 |
| 1:30-2:20 p.m. | From Hippies to Hipsters: Communicating Across the Generations Jesyca Hope, Hope Communications Consulting | Booth #2101 | |
| 3:30-4 p.m. | Closing Celebration Ask It to Win It: Passport to Products Program prize drawing at 3:45 p.m. | FREE | In Product Showcase Area |