



EXHIBITS: February 4-5, 2020 | EDUCATION: February 3, 2020
Fort Worth Convention Center, Halls A-F



DISCOVERY STARTS HERE.

Be among the first to find out about new trends and award-winning products your clients will love.

BUSINESS STARTS HERE.

Make meaningful connections with top suppliers on a welcoming show floor.



KEYNOTE WITH
JESSE ITZLER



ASI SHOW BASH AT
BILLY BOB'S TEXAS

EDUCATION STARTS HERE.

Build your expertise with education featuring 40+ new courses to keep you informed of trends and techniques you need to stay ahead of the competition.

NETWORKING STARTS HERE.

Have fun and experience one-of-a-kind events such as the ASI Show Bash and the New Product Preview Reception.

Register for FREE using promo code **AS5323** at asishow.com.

Follow us: @TheASIShow | #ASIFortWorth

JOIN US IN FORT WORTH



ASI® is dedicated to providing the products, services and experiences that help you, our valued members, become a trusted resource for your clients. Our goal is to help you grow and succeed in the ever-changing promotional products industry. At ASI Show, we listen to your feedback and adopt changes yearly to provide the best experience possible.

Thanks to your support, the inaugural 2019 ASI Show Fort Worth was such an overwhelming success that we won the prestigious Best of Show award presented by Trade Show News Network (TSNN). Thank you, our members, for voting for us – we could not have achieved this honor without your support.

In 2020, we're excited to introduce our new theme: **Discovery Starts Here**. From new products to insightful education to outstanding networking experiences and countless business opportunities, there's so much to discover at ASI Show. We're committed to providing new features – and keeping your favorites – to make ASI Show® Fort Worth the outstanding early-year event for creating connections that deliver results!

The numbers say it all:

- **97% of ASI Show Fort Worth attendees report that live events are crucial to product sourcing.**
- **92% say they are more likely to present products seen at the show.**
- **90% of ASI Show Fort Worth attendees successfully find new products to offer clients.**

WHAT'S NEW IN 2020?

- **ASK Norman** – Join us in the Connect It area on the show floor to participate in a **Q&A with ASI Chairman Norman Cohn**
- **Education** – 40+ new courses, always FREE for members
- **New exhibitors, new products** – More than 400 exhibitors, including 30 new to Fort Worth

The ASI Show family looks forward to hosting you in Fort Worth.

I'll see you in February,

Rita Ugianskis-Fishman
Sr. Vice President and General Manager, ASI Show

EDUCATION DAY

MONDAY, FEBRUARY 3

- 7:45 a.m. - 5:30 p.m. Registration Open
- 9 a.m. - 9:50 a.m. How to Get the Most Out of Your Trade Show Experience
FREE to ASI Members
- 10 a.m. - 5 p.m. Education Sessions
FREE to ASI Members
- 1 p.m. - 2:30 p.m. Meet the Experts Lunch
FREE or Ticketed Option - ASI Distributor Members Only
(Seating is limited! First come, first served, or you can buy a ticket in advance to reserve your seat - NEW!)
- 5 p.m. - 6 p.m. New Product Preview Reception
FREE to ASI Distributor Members, Participating Suppliers and Speakers
- 6 p.m. - 8 p.m. NEW - Dutch Treat Dinner at Wild Salsa
Dutch Treat = Pay Your Own Way

EXHIBIT DAY 1

TUESDAY, FEBRUARY 4

- 7:45 a.m. - 5 p.m. Registration Open
- 8:30 a.m. - 9:45 a.m. Motivational Breakfast with Richard Montañez
Ticket Required
- 10 a.m. - 5 p.m. Exhibits Open
FREE to ASI Members
- 11 a.m. - 3:20 p.m. Education Power Sessions
FREE to ASI Members
- 1 p.m.-1:30 p.m. ASK Norman
FREE to ASI Members
- 3 p.m.-5 p.m. Cocktail Reception in the Gift It Pavilion
Cash Bar
- 6 p.m. - 9 p.m. ASI Show Bash at Billy Bob's Texas
Ticket Required

EXHIBIT DAY 2

WEDNESDAY, FEBRUARY 5

- 7:15 a.m.-3:30 p.m. Registration Open
- 7:30 a.m. - 8:15 a.m. BASI™/MASI™ Breakfast
By Invitation Only
- 8:30 a.m. - 9:45 a.m. Keynote With Jesse Itzler
FREE to ASI Members
- 10 a.m. - 3:30 p.m. Exhibits Open
FREE to ASI Members
- 11 a.m. - 2:20 p.m. Education Power Sessions
FREE to ASI Members
- 11:30 a.m. - 12 p.m. ASK Norman
FREE to ASI Members
- 3:30 p.m. - 4 p.m. Closing Celebration
FREE to ASI Members

*Schedule is subject to change.

Register for FREE using promo code AS5323
at asishow.com or call a registration specialist at (800) 546-3300.

Follow us: [@TheASIShow](https://www.instagram.com/TheASIShow) | [#FortWorth](https://www.tiktok.com/@FortWorth)

SPONSORS

DIAMOND SPONSOR



Next Level Apparel,
asi/73867

GOLD SPONSORS



Ameramark,
asi/53455



Dri-Duck Traders, Inc.,
asi/50835



STAHLS',
asi/88984

SILVER SPONSORS



Devon Corporation,
asi/49500



Label Specialties,
asi/66361



Logo Mats, LLC,
asi/67849



OmniPrint,
asi/16008



Snugz/USA,
asi/88060



The Magnet Group,
asi/68507

BRONZE SPONSORS



Alexa Springs, Inc.,
asi/34037



Bic Graphic,
asi/40480



Digital Art Solutions,
asi/14970



Leashables by Oralabs,
asi/66715



Tekweld,
asi/90807



Terry Town,
asi/90913

SHOW SPONSORS



Ad Bands Plus,
asi/34345



AlightPromos,
asi/34194



AZK Sport USA,
asi/30250



Best Promotions,
asi/40344



Custom Printing,
asi/47971



Indigo,
asi/62560



Lungsal,
asi/68190



My GreenBag,
asi/72679



National Banner Co., Inc.,
asi/73280



Pop Pop Shoppe LLC,
asi/78967



RiteLine LLC,
asi/82498

DISTRIBUTOR SPONSOR



Geiger,
asi/202900

ASSOCIATION SPONSORS



Houston Promotional
Products Association



Incentive Marketing
Association



Incentive Manufacturers &
Representatives Alliance



Promotional Products
Association Southwest

For more information on sponsors,
visit asishow.com/shows/2020/Fort_Worth/sponsors.
Sponsor list as of 12/2/19.

KEYNOTE WITH JESSE ITZLER

Build Your "Life Resume" With the Power of Experience

Wednesday, February 5 | 8:30 a.m. - 9:45 a.m. | FREE for ASI Members

"When you START with nothing, you STOP for nothing." – Jesse Itzler

Wildly successful entrepreneur Jesse Itzler, founder of Marquis Jet, an owner of the Atlanta Hawks, former MTV rapper, business owner, ultra-marathon runner, songwriter and bestselling author, has always lived outside the box.

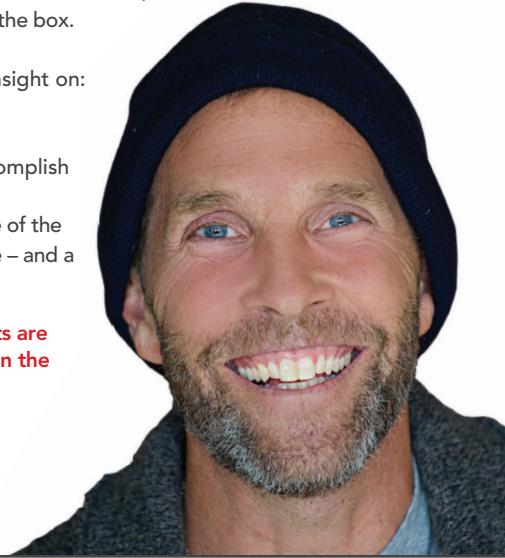
During this energizing presentation, Itzler will share his insight on:

- Building winning routines and a mindset to accelerate your success
- Creating winning habits over the next year to help accomplish your goals
- How leveraging your own unique experiences can be one of the most valuable differentiators you have in the marketplace – and a powerful way to give your business a competitive edge.

Early admission tickets are \$29 and Meet and Greet tickets are \$79 (limited availability). Both are available for purchase on the ASI Show Fort Worth registration site at asishow.com.

Co-Sponsors:

Label Specialties Inc., asi/66361 | Next Level Apparel, asi/73867
OmniPrint International Inc., asi/16008 | Stahls', asi/88984
Terry Town, asi/90913



MOTIVATIONAL BREAKFAST WITH RICHARD MONTAÑEZ

Fear Can Be the Key to Success

Thursday, February 4 | 8:30 a.m. - 9:45 a.m. | (Ticket Required)

Vice President of Multicultural Sales & Community Activation for PepsiCo North America

Join Richard Montañez as he shares life-shaping moments from his humble beginnings in a migrant labor camp all the way to launching the Flamin' Hot Cheetos phenomenon.

Montañez, subject of an upcoming biopic directed by Eva Longoria, will challenge you to understand the importance of believing in yourself, building confidence and taking risks some might find crazy.

Tickets include the presentation and a hot breakfast.

Sponsor:

Dri-Duck Traders, Inc.,
asi/50835



PARTY LIKE A TEXAN



ASI SHOW BASH AT BILLY BOB'S TEXAS

Tuesday, February 4 | 6 p.m. - 9 p.m.

*Ticket Required**



During this exclusive party combining the best in fun, food and flair, you will enjoy a true down-home Texas Honky Tonk. Embrace your inner Texan at Billy Bob's Texas, located inside the Fort Worth Stockyards. This iconic venue features an indoor rodeo arena, memorabilia and so much more!

- U A full bar and a buffet
- U Live music, dancing and a photo-bull
- U A high-energy environment to network and make new friends

Come experience Billy Bob's Honky Tonk attitude, friendly Fort Worth hospitality and a truly unique atmosphere.

Dress Code: Casual Attire

*Tickets will be \$55 through January 6, 2020, then \$75 from January 7-February 2, 2020. Tickets onsite will be \$95.

Co-Sponsors:

AlightPromos, asi/34194; Custom Printing II LTD, asi/47971; Logo Mats LLC, asi/67849; National Banner Co Inc., asi/73280; Next Level Apparel, asi/73867



**SHUTTLE SCHEDULE FOR ASI SHOW BASH
AT BILLY BOB’S TEXAS**

DATE	TIME	SERVICE
Tuesday, February 4	5:45 p.m. - 9:45 p.m.	Round trip shuttle service between ASI Show designated hotels and Billy Bob’s Texas. The last shuttle departs from Billy Bob’s Texas at 9:30 p.m.

BASH SHUTTLE LOCATIONS	
Fort Worth Convention Center	Walk to Omni Hotel on Houston St.
Courtyard by Marriott-Blackstone	On E. 5th St.
Embassy Suites Fort Worth	Walk to Courtyard by Marriott-Blackstone on E. 5th St.
Fairfield Inn & Suites Fort Worth	Walk to Omni Hotel on Houston St.
Holiday Inn Express Towne Suites Express	No Shuttle Service (Complimentary parking available at Billy Bob’s Texas) May use Bash shuttle service provided between any ASI Show designated hotel and Billy Bob’s Texas.
Omni Fort Worth	On Houston St.
Worthington Renaissance	On W. 2nd St.
Sheraton Fort Worth	On Commerce St.

**Molly the Trolley –
FREE Transportation Around Town**



Molly the Trolley is a vintage-style trolley with all the modern amenities and is a quick and convenient way to travel around downtown Fort Worth. The Molly route travels from the Fort Worth Convention Center to Sundance Square 7 days a week.

Worth Savings Show Your Badge Program



ASI Show attendees can enjoy discounted and free offerings at establishments participating in the Worth Savings Show Your Badge Discount Program. Take advantage of free or discounted appetizers, meals, drinks, desserts and Fort Worth gifts just by showing your ASI Show badge.

Visit asishow.com/shows/2019/Fort-Worth/travel-and-convention-center/travel-discounts for more information.

NETWORKING STARTS HERE.



MEET THE EXPERTS LUNCH

Monday, February 3 | 1 p.m. - 2:30 p.m.

FREE or Ticketed Option – ASI Distributor Members Only

During this interactive event, you'll enjoy a lively roundtable discussion with sponsoring suppliers and your distributor peers. You'll discuss relevant topics and industry trends while suppliers share their knowledge as subject-matter experts.

Participating Suppliers:

3M/Promotional Markets Dept., asi/91240
Aunt Beth's Cookie Keepers, asi/37465
Best Promotions USA LLC, asi/40344
Label Specialties Inc., asi/66361
Magnet America, asi/68519
National Banner Co Inc., asi/73280
Orbus Exhibit & Display Group, asi/75209
RiteLine LLC, asi/82498

SanMar, asi/84863
Showdown Displays, asi/87188
Sideline Gear, asi/89375
SIMBA, asi/87296
Snugz/USA Inc., asi/88060
The Magnet Group, asi/68507
Webb Company, asi/95838

Visit asishow.com to view the updated list of participating suppliers.

Want to secure your seat at this popular lunch event? Simply select the \$10 ticket option in registration and you are guaranteed a seat at this event. Otherwise, you can still attend for FREE on a first come, first served basis. However, space is limited and you are not guaranteed a seat unless you purchase a ticket. Note: Children under 18 are not permitted to participate in this event.

NOTE: RESERVE YOUR SPOT EARLY. SPACE IS LIMITED AND \$10 TICKETS ARE AVAILABLE UNTIL SOLD OUT.

DUTCH TREAT DINNER*

Monday, February 3, 6 p.m - 8 p.m.

Location: Wild Salsa, 300 Throckmorton St., Fort Worth, TX 76102

Dine and network with your colleagues and show your badge to save 20% on your dinner.

HOW TO PARTICIPATE:

1. Show your badge at the restaurant and tell the host/hostess you're with ASI Show.
2. Dine with other distributor and supplier attendees.
3. Each diner pays their own tab and gets 20% off by showing their ASI Show badge.

*Note: 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

PRODUCT DISCOVERY
STARTS HERE.

DISCOVERY
STARTS HERE.



NEW PRODUCT PREVIEW RECEPTION

Monday, February 3 | 5 p.m. - 6 p.m.

FREE to ASI Distributor Members, Participating Suppliers and Speakers

The night before the show floor opens, get a preview of NEW products that suppliers will highlight in their booth on both Exhibit Days. Enjoy beer, wine and snacks, mingle with suppliers and peers, and connect with Education Day speakers.

Participating Suppliers:

3M/Promotional Markets Dept., asi/91240
Acehigh Tech Corp., asi/30537
Alexa Springs Inc., asi/34037
Alpi International, asi/34415
Aunt Beth's Cookie Keepers, asi/37465
AWDis, asi/45222
Bastian Company Inc., asi/38780
California Tattoos, asi/43530
ChicoBag Company, asi/44811
DEVARA, asi/4970
I dex International Inc., asi/62138
Kati Sportcap, asi/64140
Label Specialties Inc., asi/66361

Logo Mats, LLC., asi/67849
Otto Intl. Inc., asi/75350
Pop Pop Shoppe, asi/78967
Showdown Displays, asi/87188
Sideline Gear, asi/89375
SIMBA, asi/87296
Snugz/USA Inc., asi/88060
Stahls', asi/88984
Sticker You, asi/89791
Stuffed Tees, asi/79662
The Magnet Group, asi/68507
Totally Bamboo, asi/91565
Webb Company, asi/95838

Visit asishow.com to view the updated list of New Product Preview exhibitors.

Distributor Bar Sponsor: Geiger, asi/202900



REDISCOVER THESE EXCITING EXPERIENCES ON THE SHOW FLOOR IN 2020!



GIFT IT

BRANDS, REWARDS & RECOGNITION

GIFT IT is the new name for the Corporate Gifts & Incentives Pavilion. Corporate gifts and incentives programs have become increasingly popular in corporate America. Incentive Marketing Association (IMA)/Incentive Manufacturers and Representative Alliance (IMRA) and ASI Show have developed a strong partnership that brings education and exhibits to a dedicated area on the show floor. Learn all about this \$90 billion promo segment with education sessions on Education Day and Power Sessions on the show floor, a cocktail hour and a raffle.



ASK IT TO WIN IT

PASSPORT TO PRODUCTS PROGRAM

ASK IT TO WIN IT is the new name for our Passport Plus: Ask the Supplier program. Visit the participating exhibitors' booths to ask them about their hottest product – you'll receive a stamp for each booth you visit. When you complete your Passport card (located inside your badge holder), you'll have a chance to win valuable prizes during the Closing Celebration – including \$1,000 in cash!



COLLECT & SHIP IT

ATTENDEE CATALOG & SAMPLE COURIER SERVICE

COLLECT & SHIP IT is the new name for our Catalog Courier and Shipping program for attendees. You'll receive two bags you can use to collect samples and catalogs. At the end of the show you can have your items shipped right from the show floor to your office. Plus, receive FREE shipping of one box via ground transportation (up to \$30) when you complete the Ask It to Win It: Passport to Products Program.



CONNECT IT

CONNECT, REFRESH & RECHARGE

CONNECT IT is the new name of our Collaboration Zone and Refresh and Recharge Zone. Stop by to recharge your mind, body and phone. Join two 30-minute sessions with ASI Chairman Norman Cohn while enjoying refreshments.

NEW!

ASK NORMAN

We're excited to announce a new show feature – **ASK Norman**, a Q&A with ASI Chairman Norman Cohn taking place in the exhibit hall.

Held in the brand new Connect It area of the show floor, ASK Norman gives you an opportunity to gain valuable insights from an industry legend.

Norman has 65+ years as a leader in the promotional products industry and will provide plenty of tips for success.

Join us on **Exhibit Day One at 1 p.m.** or **Exhibit Day Two at 11:30 a.m. in the Connect It area - Booth #243** to take advantage of this unique opportunity. Refreshments will be served!



Refreshment Co-Sponsors

Alexa Springs Inc., asi/34037; DEVARA, asi/49470; Shepenco/Shelbyville Pencil Co, Inc., asi/86850; Webb Company, asi/95838

NEW!

SELFIES WITH PROMO, THE ASI SHOW MASCOT

Join us in the **Connect It** area on the show floor for selfies with Promo, who is always ready for a close-up! Bring your smile and your cell phone to take photos with the ASI Show mascot.

SELFIE SCHEDULE:

Tuesday, February 4

12:40 p.m. – 1 p.m.
2:10 p.m. – 2:30 p.m.

Wednesday, February 5

10:40 a.m. – 11 a.m.
1:05 p.m. – 1:25 p.m.

In the **Connect It Area**,
Booth #243





Education and knowledge are key factors to your professional success. At each show, we provide you with educational training to keep you in the know and on the cutting edge of industry trends.

Visit asishow.com/FortWortheducation to see the complete description for each education course.

EDUCATION SPEAKERS

JEFFREY BRENNER, Seiko Watch of America, LLC

JAY BUSSELLE, Equipment Zone

JESYCA HOPE, Hope Communications Consulting

CINDY MIELKE, Tango Card

CRAIG MERTENS, Digital Art Solutions

JUSTIN PEARSON, Digital Art Solutions

BILL PETRIE, PromoCorner

CLIFF QUICKSELL, JR., Cliff Quicksell & Associates & iPROMOTEu

KATHLEEN RONALD, Speaktacular

MARKI LEMONS RYHAL, ReMarkiTable, LLC

RACHEL SENNETT, Stahls'

DR. STEVE TREAT, Council for Relationships

LIZ WENDLING, Insight Business Consultants

ALISON ZUCCARO, Stahls'

PLUS ...

Guest speakers from ASI in the Beginner Sales Success, Graphic Design & Product Decoration, and Business-Building Fundamentals tracks.

■ BEGINNER SALES SUCCESS

Sharpen your skills and get insider tips for winning clients and closing deals.

■ ADVANCED SALES SUCCESS

Hear from industry and sales experts, and learn how to outsell your competitors every time.

■ SOCIAL MEDIA & MARKETING

Market your business – and yourself – online, offline and face-to-face using social media.

■ GIFT IT: BRANDS, REWARDS & RECOGNITION

Get an insider's look at how to make the move to selling brand-name products and programs in the lucrative \$90 billion corporate gifts and incentives markets. You'll learn from experts who can help you expand your promo products business and profit from this niche.

■ GRAPHIC DESIGN & PRODUCT DECORATION

Receive hands-on Adobe Illustrator training so you can create and edit your clients' logos and designs on the fly. You'll also learn about innovative decorating techniques and see machinery in action.

■ MULTI-DECORATION DESIGN & PRODUCTION

Dive into an interactive learning experience for designing, selling and producing multi-decoration apparel and personalized products.

■ BUSINESS-BUILDING FUNDAMENTALS

Learn about the latest version of ASI's ESP® and see how ESP Websites™ and digital marketing tools can help you boost your sales and grow your bottom line. Plus, discover how to use video in your marketing, and hear about the hottest markets and products to focus on now.

■ POWER SESSIONS

Take a break from the exhibit floor and attend a fast-paced Power Session to discover tips, techniques and insights into improving your marketing, customer service, public speaking and social media skills.

ASI EDUCATION

Time	 BEGINNER SALES SUCCESS	 ADVANCED SALES SUCCESS	 SOCIAL MEDIA & MARKETING
Sponsor			
9 a.m.-9:50 a.m.	 How to Get the Most Out of Your Trade Show Experience Matthew Cohn, ASI		
10 a.m.-10:50 a.m.	Fantastic Follow-Up: Convert Leads Into Sales & Customers Into Fans Liz Wendling, Insight Business Consultants	Ten Secrets to Small-Business Success & Profitability Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu	Implement a Video Strategy to Get More Prospects Marki Lemons Ryhal, ReMarkiTable, LLC
11 a.m.-11:50 a.m.	BrandYOU: How to Out-Amazon Your Competitors Bill Petrie, PromoCorner	Five Keys to Evict Negative Thinking: Change Your Life & Grow Your Sales Kathleen Ronald, Speaktacular	LinkedIn Basics: Set Yourself Up to Succeed Jay Busselle, Equipment Zone
12 p.m.-12:50 p.m.	Understanding the Dynamics of the Promo Products Industry: Your First Steps Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu	Start a Conversation, End With a Sale: How to Sell the Way People Buy Liz Wendling, Insight Business Consultants	Maximize Your Company's Presence & Leads With Instagram & IGTV Marki Lemons-Ryhal, ReMarkiTable, LLC
1 p.m.-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.		
2:40 p.m.-3:20 p.m.	Family Business Fundamentals: Improve Your Communication & Relationships Dr. Steve Treat, Council for Relationships	Clutteronomics: Clear Your Way to Profits, Productivity & Peace Kathleen Ronald, Speaktacular	LinkedIn in Depth: Increase Your Leads & Engagement Jay Busselle, Equipment Zone
3:30 p.m.-4:10 p.m.	Create Lasting Loyalty by Removing Client Friction Bill Petrie, PromoCorner	How Well Is Your Sales Portfolio Performing? Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu	Create Your Social Media Marketing Planner Marki Lemons Ryhal, ReMarkiTable, LLC
4:20 p.m.-5 p.m.	Avoid the Seven Deadly Sins of Business Networking Kathleen Ronald, Speaktacular	Differentiate in a Crowded Marketplace & Outsell the Competition Liz Wendling, Insight Business Consultants	Keep Your Brand Strong With an Annual Checkup Jay Busselle, Equipment Zone
5 p.m.-6 p.m.	 New Product Preview Reception		
6 p.m.-8 p.m.	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		

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

Register for FREE using promo code AS5323 at asishow.com or call a registration specialist at (800) 546-3300.

Follow us: @TheASIShow | #FortWorth 15

ASI EDUCATION

EXHIBIT DAY 1 • TUESDAY, FEBRUARY 4, 2020














8:30 a.m.- 9:45 a.m.	 Motivational Breakfast with Richard Montañez: Fear Can Be the Key to Success	
10 a.m.- 5 p.m.	EXHIBIT FLOOR OPEN	
	 POWER SESSIONS	 CONNECT IT: CONNECT, REFRESH & RECHARGE
Sponsor		
11 a.m.- 11:50 a.m.	Solidify Your Brand: Use a Style Guide to Enhance Your Marketing Jay Busselle, Equipment Zone	12:40 - 1 p.m. Selfies With Promo
12 p.m.- 12:50 p.m.	Find Your Voice & Stand Out From the Crowd Bill Petrie, PromoCorner	
1 p.m.- 1:30 p.m.		 ASK Norman
1:30 p.m.- 2:20 p.m.	Beyond Marketing: Creating Engagement That Sticks Cliff Quicksell, Jr., Cliff Quicksell & Associates & iPROMOTEu	2:10 p.m. - 2:30 p.m. Selfies With Promo
2:30 p.m.- 3:20 p.m.	Gift It: Expert Insight From the IMA/IMRA on This \$90 Billion Segment Jeffrey Brenner, Seiko Watch of America LLC	
6 p.m.- 9 p.m.	 ASI Show Bash at Billy Bob's Texas (Ticket Required)	

EXHIBIT DAY 2 • WEDNESDAY, FEBRUARY 5, 2020

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

ASI Show Fort Worth will host over 500 exhibitors. Visit asishow.com/shows/2020/FortWorth/exhibitorlist to view the most up-to-date list, or download the mobile app to view exhibitors by name, booth number, product category and more, plus bookmark the ones you want to see!

Company Name	asi #	Company Name	asi #
3M/Promotional Markets Dept.....	91240	Ball Pro / Diversified Quality Kitchenware.....	38120
A P Specialties.....	30208	BamBams	38228
A T Cross Company	47520	Banaka Inc	38243
A. T. Designs	30239	Bastian Company Inc	38780
Acclaim Screen Printing	30477	BAW Athletic Wear LP	37689
Acehigh Tech Corp	30537	BCG Creations	37693
Action Illustrated.....	12310	Beacon Promotions Inc.....	39250
Ad Bands Plus	34345	Bebco	39395
Adams Headwear By Whispering Pines	97027	BELLA+CANVAS	39590
ADCAPITOL Aprons, Bags, Banners, Flags & Wearables	31260	Berne Apparel	40260
ADG Promotional Products	97270	Best Promotions USA LLC	40344
Admore	32050	Best Way Promotions.....	40348
Ads On Magnets.....	31061	BIC Graphic NA.....	40480
Advertising Spec Inst. (ASI).....	33020	Bison Coolers	40588
Alexa Springs Inc.....	34037	Bloomin Promotions	40646
Alexander Manufacturing	34040	Blue Generation	40653
ALightPromos	34194	Boxcraft.....	41325
All Color Badge & Awards.....	34264	Brand Box USA, LLC	41561
Allcasion Travelware Co.....	34046	Brentwood - Sourcing Dept.....	88245
Allen Company/The.....	34330	Brighter Promotions Inc.....	42016
Allmade	34341	Brother International Corporation.....	12600
ALPHA Signs and Displays.....	34409	Burnside / Sierra Pacific	87224
alphabroder.....	34063	California Tattoos	43530
Alpi International LTD	34415	Cap America Inc.....	43792
Alternative Apparel.....	34850	Caro-line/Bandanna Promotions, Div. of Springs Creative.....	44020
Ameramark.....	53455	Castelli Div of The Magnet Group.....	44305
American Accents	35375	Catania Medallie Specialty.....	44342
American Ad Bag Co	35290	Cedar Crest Manufacturing	44368
American Zebra Line/AZL.....	35745	Century Place Apparel	85988
Aminco International.....	35850	CFS Promotional Products.....	42989
Antigua Group Inc.....	36320	Charles River Apparel	44620
Apogee Commemoratives Inc.....	36533	Chochn/Lanco	44900
Ariel Premium Supply Inc.....	36730	Chocolate Chocolate	44897
ASI Computer Systems Inc	30238	Citizen Watch America.....	*
AST Sportswear Inc.....	30244	Clothpromotions Plus	45513
Augusta Sportswear.....	37461	Coaster Factory.....	43677
Aunt Beth's Cookie Keepers.....	37465	Coasters Plus.....	45540
Auto-Sun-shade/Intertek	37586	CoasterStone	60965
AWDis	45222	Cobra Cap.....	45575
AZX Sport USA.....	30250	Coleman Co Inc.....	45647
Badger Sportswear	37876	Commonsku	*
Bag Makers Inc.....	37940	Concap Sportswear LLC	46187
BAGGO, Inc	38028	Conimar Custom	72795

Exhibitor listing continues on pages 18-20. →

Register for FREE using promo code AS5323
at asishow.com or call a registration specialist at (800) 546-3300.

Follow us: @TheASIShow | #FortWorth

EXHIBITOR LIST

Company Name	asi #	Company Name	asi #
Continental Mktng Svc Inc.....	46420	Gordon Sinclair	57800
Cosmo Fiber Corp	46755	Graphco line.....	57956
Cotton Love, LLC	46756	Grizzly Coolers, LLC	58224
Cross Canvas Company Inc.....	47541	H T T Apparel & Headwear.....	58842
Crown/IMAGEN Brands.....	47700	Hadrus Vinyl Graphics	58883
C-Slide.....	43075	Halls & Company	59080
Curto Toy Mfg Co LTD	47897	HandStands.....	59525
Custom Printing II LTD	47971	Hanes/Champion	59528
Da Vinci Imports.....	48639	Harbor Group LLC	59631
Dacasso	48125	High Caliber Line USA	43442
Delta Apparel Inc	49172	Hirsch Gift Inc.....	61005
DEVARA	49470	Hit Promotional Products.....	61125
Devon Corporation	49500	Hospitality Mints LLC	61820
DFS.....	47991	Houston Promotional Products Association	*
Diamondback Branding LLC.....	49546	Howard Miller.....	61943
Digispes Visstun Counterpoint	49716	Hub Pen Co.....	61966
Digital Art Solutions.....	14970	Identification Plates Inc.....	62150
Discount Labels.....	49890	Idex International	62138
DollarDays International, Inc.....	50287	Illini	62190
Dri Duck Traders Inc.....	50835	IMARK/American Nat'l Supply Inc.....	35579
Dunbrooke	50930	Impact Advertising Inc	62293
Emblematics Inc	52280	imprintID	73651
EMT	52263	In Your Face Apparel.....	62494
Epilog Laser.....	14981	Incentive Concepts, LLC	62536
Epoly Corp	52541	Incentive Marketing Association (IMA).....	*
ERB Safety & Fame Fabrics.....	51204	Indigo	62560
ETS Express Inc	51197	Innovation Line.....	62660
Evans Manufacturing.....	52840	J America	62977
Evolve Scholastic.....	53301	J. Charles.....	62985
Express-A-Button	53408	Jornik Manufacturing Corp.....	63549
Fastbadge Inc.....	53744	Journalbooks/Timeplanner Calendars	91340
Fey Promo	54040	Kanooler Products.....	63826
Fields Manufacturing Inc.....	54100	Kati Sportcap	64140
Flash Direct	54582	KC Caps	58760
Folder Express.....	54896	KD Kanopy	63730
Fossa Apparel Inc.....	55141	Kellmark Corp	64190
Fossil Corporate Markets.....	55145	Kelvin Tools	64202
Fox 40 International Inc	55225	Kittrich Canopy & Promotions	65180
Galaxy Balloons Inc	55675	Knobby Krafters Inc.....	65485
Game Sportswear Ltd.	55752	Koolgator LLC	65579
Gamehide.....	46701	L&Q Tactical USA Inc	65971
Gannett Graphics.....	55775	Label Specialties, Inc.....	66361
Garyline	55990	Label Works.....	66040
Gemini Ind Inc.....	56100	Landes Inc	66230
Gill Studios Inc	56950	Landway	66238
Gogglesoc Apparel Limited.....	57679	LarLu.....	66390
Golden Pacific Intl.....	55549		
Goldstar.....	73295		

Company Name	asi #	Company Name	asi #
Laser Light Engraving	66455	The Magnet Group)	77350
Leashables By Oralabs	66715	Perry Ellis International	77715
Let's Support LLC.....	61681	Piel Leather Inc.....	78073
Liberty	67340	Pilot Corporation Of America.....	78110
Lion Circle Corp	67620	Pop Pop Shoppe LLC.....	78967
Logo Mats, LLC	67849	Pop! Promos.....	45657
Logoincluded	67837	Portwest, LLC.....	79022
Logomark/Valumark.....	67866	Power Sales And Advertising.....	79083
Lone Star Incentives.....*		Preferred Nation Inc.....	79384
Lungsal	68190	Premco Associates	79373
MAC Specialties Ltd.....	68207	Premier Canopies.....	79604
Mad Dasher Inc.....	68400	Price Chopper Wristbands.....	79500
Magnet America	68519	Principle Business Enterprises Inc.....	79568
Magnets In Print.....	62491	Print Appeal, Inc.....	79541
Manhattan Line, LLC	68621	Private Design Wear	79650
Marathon Mfg & Supply Co.....	68707	Pro Am Golf	79657
Markyt USA	68772	Pro Golf Premiums Inc	79680
Max Apparel USA LLC	69706	Pro Towels	79750
Maxwell Park Blazers.....	40637	Prodigy Embroidery	79686
Metropak.....	70830	Promo PSI.....	81465
Midsouth Digitizing & Graphics.....	71093	Promotional Products Assn SW	*
Minya International Corp	71370	Promovision.....	79898
Modernline®	65910	PVH Corporate Outfitters	75633
Morris Magnets	72521	PWS	75731
MTC Promo.....	68326	Q1 Sport.....	88794
My Green Bag	72679	Quikey Mfg Co Inc.....	80210
National Banner Co Inc.....	73280	R3D, Lda.....	80366
Nationwide Pennant & Flag Mfg	73450	Radians, Inc.	81549
Navitor Inc.....	81500	Radius Display Products.....	49916
NexBelt	73884	Ready 4 Kits	80882
Next Level Apparel	73867	Redline	81133
Nucom/Burk's Bay.....	74600	Regal Poly-Pak	81350
Off The Wall Magnetics LLC	74849	Rhombus Canvas LLC	82308
OmniPrint International Inc.....	16008	RiteLine LLC	82498
Oowee Products	75126	Rugged Outfitters Inc	84143
Openers Plus.....	63073	Rustico.....	84264
Orbus Exhibit & Display Group	75209	S & S Activewear.....	84358
OrderMyGear.....	75225	Same Day Tees.....	81749
OrigAudio	75254	Sanford Business-To-Business	84833
Otto Intl Inc.....	75350	SanMar	84863
Outdoor Cap Co	75420	Sarge Knives.....	84875
Panola Pepper Corp.	75787	Scalable Press.....	87178
Panther Vision	75825	Seville Gear	86565
Paramount Apparel Intl Inc.....	75945	Shepenco/Shelbyville Pencil Co, Inc.....	86850
Payne Publishers Inc.....	76575	ShopWorks	*
Pentel Of America LTD	77240	Showdown Displays	87188
Pepco Promotional	77280	Sideline Gear.....	89375
Perfect Line (A Division of		Silipint, Inc.....	87306

Register for FREE using promo code AS5323
 at asishow.com or call a registration specialist at (800) 546-3300.

Follow us: @TheASIShow | #FortWorth

EXHIBITOR LIST

Company Name	asi #	Company Name	asi #
SIMBA	87296	Tomax USA.....	91435
Sling Grip By DMD Products	50164	Totally Bamboo	91565
Snugz/USA Inc	88060	Towel Specialties.....	91605
Sock Club Enterprises LLC.....	88072	Transfer Express	91804
Sock101.....	88071	Tranter Graphics Inc.....	91880
Sofia's Cookies	88099	Tri-Mountain.....	92125
Soft Stuff Creations Inc.....	88121	Tropico Imports LTD.....	92245
Solo Stove	55476	TSF Sportswear	90522
Spec Cast	88564	T-Shirt Tycoon Solutions, Inc	87000
Spector & Co.	88660	Twintech Industry Inc.....	92357
Spectrum Uniforms	88680	Uniflex	92480
St Regis Group.....	84592	Universal Auto Frames.....	92940
STAHL'S'	88984	US Poly Enterprise Inc.....	92868
Starline USA Inc.....	89320	USColorworks	789297
StickerYou.....	89791	Utica Cutlery Co/Kutmaster 400 Line	93130
Stormtech USA Inc.....	89864	Vantage Apparel	93390
Strand Art Co Inc	89865	Ventura Inc	93520
Strideline	89926	Versa-Tags Inc.....	93630
Strike Promo.....	67451	Victorinox Swiss Army Inc.	93755
Stuffed Tees.....	79662	Visual Promotions.....	93997
Supreme Color Graphics.....	90264	Visual Textile Resource.....	94105
Sweda Company LLC.....	90305	Vitronic/IMAGEN Brands	93990
Tekweld	90807	Vu Line Direct	94226
Terry Collection	90912	Warwick Publishing Co	95280
Terry Town	90913	Water Promotions Inc	95395
The Bentcil Company.....	39850	Webb Company	95838
The Chest.....	44830	Windbrella™ Products Corp.....	97247
The Leslie Company Inc.....	67120	WOWLine.....	98360
The Magnet Group	68507	Xpedite Fulfillment..... *	
The Page Seed Co	75760	Xtreme Visibility, LLC	98774
The Stadium Chair Company.....	79912	YMLabs.....	67636
Threadfast Apparel	91163	You the Fan Custom Products	88882
Tiger Hill Houston Inc	91223	Zane's Inc.....	63400
Time Products International.....	91320	Zeit Company Inc.....	98975
TM Works Embroidery & Screen Printing.....	91755		

2020 Fort Worth Exhibitor List as of 12/5/2019.

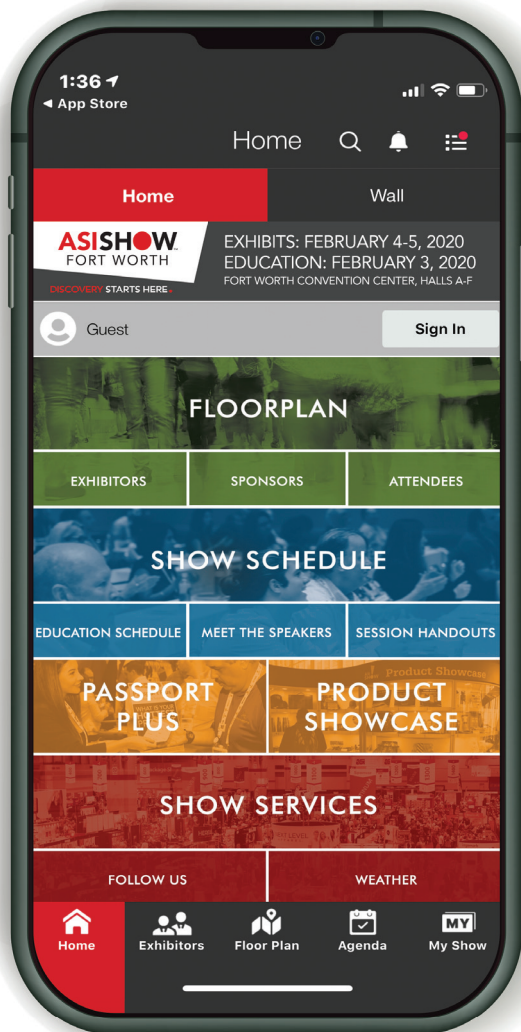
DOWNLOAD THE ASI SHOW MOBILE APP AVAILABLE SOON!

Looking for an easy-to-use resource to make your time at ASI Show more efficient?

The NEW ASI Show mobile app makes it easy!

It includes an interactive exhibit hall floor plan so you can easily find your way around the show floor.

To download the free App, search ASI Show in the App Store or Google Play.



EXHIBITORS

Find exhibitors by name, booth number and product category



FLOOR PLAN

Navigate the show floor with an interactive map



AGENDA

View the full schedule of events taking place at the show



MY SHOW

Create your personal schedule and bookmark classes, exhibitors and special events

Register for FREE using promo code AS5323 at asishow.com or call a registration specialist at (800) 546-3300.

Follow us: @TheASIShow | #FortWorth 21

BOOK YOUR HOTEL TODAY!

WHY SHOULD YOU BOOK A HOTEL ROOM AT ASI SHOW?

As an ASI distributor or decorator member, your company is entitled to a hotel reimbursement for the first night of exhibits – a savings of up to \$215*!

Book through our official housing partner, MCI USA, and receive:

- 1. THE LOWEST RATES:** MCI USA has negotiated discounted rates at local hotels on your behalf.
- 2. CONVENIENT LOCATIONS:** Close to the convention center.
- 3. ADDITIONAL NETWORKING OPPORTUNITIES:** Other suppliers, distributors and ASI Show speakers stay at these hotels.
- 4. FREE TRANSPORTATION:** Complimentary shuttle service is provided between the select hotels and ASI Show Bash.

*Hotel reimbursement is one per company, per show. All hotel arrangements must be made through MCI USA, the official housing partner of ASI Show. For complete terms and conditions, visit asishow.com/distributor/2020hotelreimbursement.



DISTRIBUTOR TESTIMONIALS

“I really like coming to ASI Shows, especially this one, because I discover so many new items and get great ideas. I always leave feeling positive.”

– BENJAMIN BEST, THE UPS STORE,
asi/500033

“Downtown Fort Worth is awesome – very walkable to restaurants, bars and hotels. We’ve had a great time and are really looking forward to coming back here next year. Good job ASI Show for choosing Fort Worth!”

– CARLA SISK, COLORMIX GRAPHICS,
asi/165002

“We’ve had a great time in Fort Worth. We loved Dallas and always had a great time at those shows, but we really love the freshness and energy of Fort Worth. It’s been a great change!”

– DENISE LONG, FIRST IMPRESSION,
asi/194421

MEMBER ONLY BENEFIT

REGISTER FOR FREE

As part of your ASI membership, you can attend ASI Show Fort Worth for free using promo code **AS5323**. Visit asishow.com to register today, or call a registration specialist at (800) 546-3300.

MEMBER ONLY BENEFITS

- Attend Education Day for free (\$199 value)
- Attend both Exhibit Days for free
- Earlier seating at the high-profile keynote presentation
- Access to purchase early admission and Meet and Greet tickets to the keynote
- FREE networking activities, including daily receptions and special events
- Discounted tickets to the popular ASI Show Bash (up to a 90% discount)
- FREE Collect & Ship It: Attendee Catalog & Sample Courier Service, making carrying samples and catalogs easy
- FREE shipping of catalogs and samples (part of the Ask It to Win It: Passport to Products Program)
- Participation in the Ask It to Win It: Passport to Products Program, where you can win thousands of dollars in prizes
- Special travel discounts
- A hotel room reimbursement for the first night of exhibits
- A list, emailed to you post-show, of the suppliers' booths at which you were scanned (from those suppliers that use the ASI Show CDS scanning vendor)

Take part in the ASI Show experience all year long!



ASI Show

Discovery Starts Here. Multi-day trade shows, featuring education and exhibits in Orlando, Fort Worth and Chicago.



fASIlitate

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



fASI500

ASI Show's hosted buyer event designed to foster high-level distributor and supplier relationships for distributors with \$500k or more in annual sales.



ASI Roadshow

The ASI Roadshow visits top cities across North America and gives distributors an opportunity to escort their top clients.

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

ASI Show has made every effort to ensure the information in this brochure was accurate at the time of printing. All events, dates and times, and exhibiting companies are subject to change. For the most up-to-date information, visit asishow.com.

Register for FREE using promo code **AS5323** at asishow.com or call a registration specialist at (800) 546-3300.

Follow us: [@TheASIShow](https://twitter.com/TheASIShow) | [#FortWorth](https://twitter.com/FortWorth) 23

ASISHOWTM
FORT WORTH

EXPERIENCE
ASI SHOW FORT WORTH

EXHIBITS: February 4-5, 2020

EDUCATION: February 3, 2020

Fort Worth Convention Center, Halls A-F

- New Product Preview Reception
- Bash at Billy Bob's Texas
- Keynote with Jesse Itzler
- Closing Celebration and Passport Prize Drawing



ASI SHOWTM
4800 Street Road
Trevose, PA 19053 | USA
(800) 546-3300 | asishow.com

REGISTER TODAY!

Register for **FREE** using promo code **AS5235**
at asishow.com or call a registration specialist
at (800) 546-3300.

Follow us:
[@TheASIShow](https://www.instagram.com/TheASIShow)
[#ASIFort Worth](https://www.facebook.com/ASIFortWorth)

