

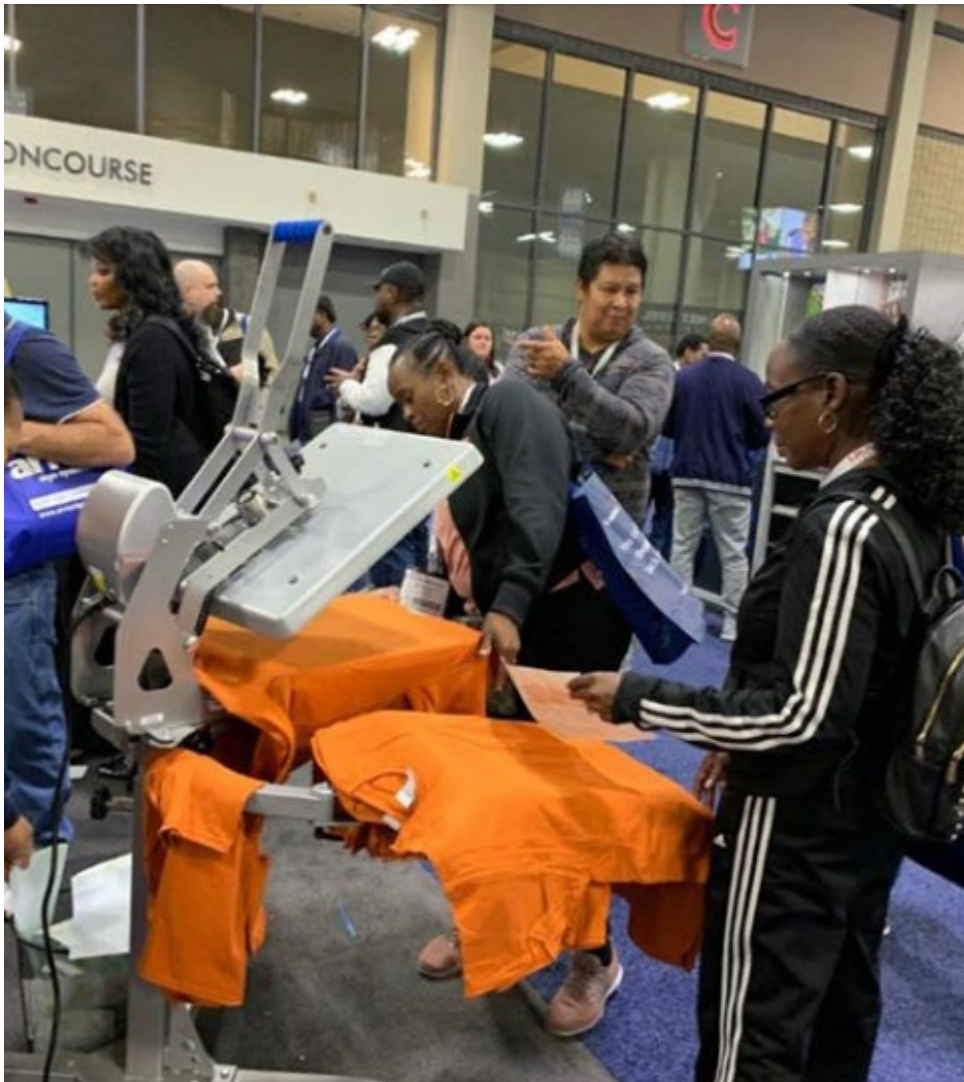


# ATTENDING A PRINTING TRADE SHOW [WEBINAR]



# Today's Agenda

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- What are trade shows?
- What types of trade shows exist?
- Where are they?
- Why should I attend?
- What do they cost?
- Trade show attending tips

# What Is A Trade Show

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A trade show brings together an industry. It gives all the different aspects of the apparel business an opportunity to come together to display, demonstrate and discuss their latest products and services.

Typically 2-3 days long

Typically held at a convention center



# Industry Trade Shows-ASI

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- ASI - Advertising Specialty Industry (promotional Products)
- What you will see—
  - About 600 suppliers
  - Famous key note speaker
    - Orlando's is Madeline Albright (Secretary of State 1997-2001)
    - Terry Bradshaw in Chicago
  - Show Bash (Orlando's is at Universal Studios)
  - Education Sessions all on one day
    - Tracks include Sales, Social Media, Entrepreneurs, Graphic Design, Branding, Decoration and Business Fundamentals
  - New Product Review Section

# *Industry Trade Shows-ASI*

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## Locations:

ASI Orlando - January 5-6  
ASI Fort Worth - February 4-5  
ASI Chicago - July 22-23





# Industry Trade Shows-ASI

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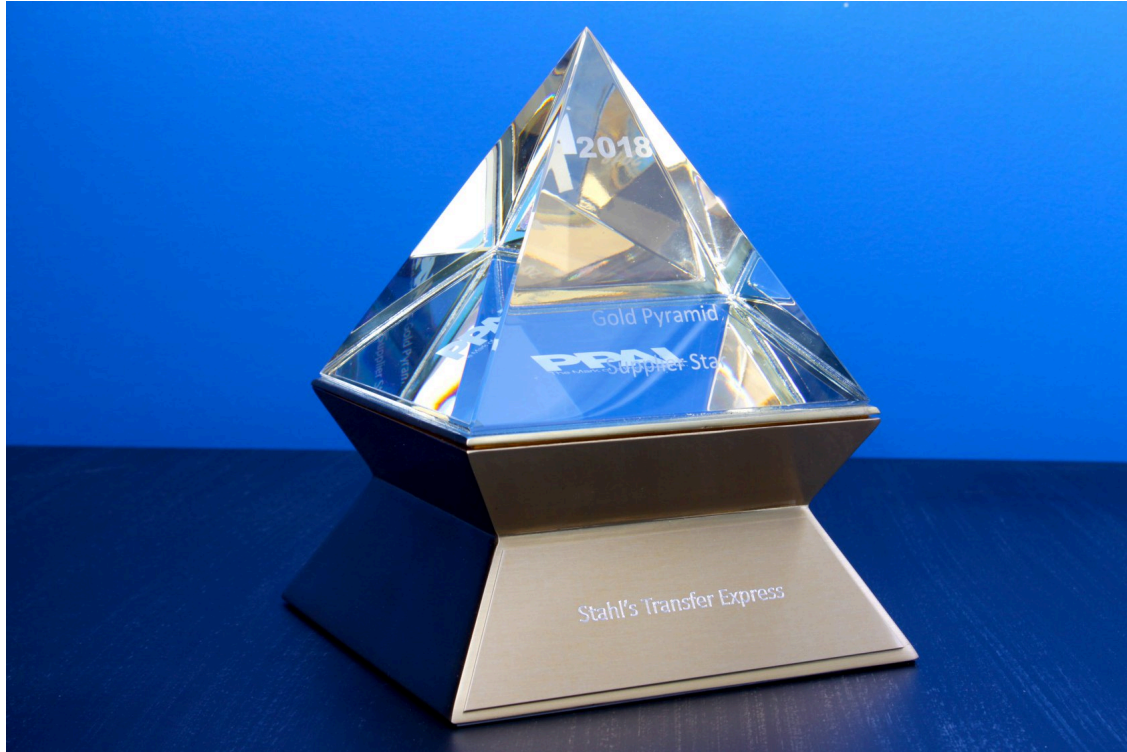
## Cost:

- Hotels are discounted about \$150/night
- Members get free admission; if not a member, cost is \$10/day
- Education is free to members; \$199 for non-members



# Industry Trade Shows-PPAI

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- PPAI is Promotional Products Association International
- Similar exhibitors as ASI
- Education spread over 4 days
- To attend must be PPAI member or verified ASI supplier
- Cost: free if register early (by December 21), \$49 if register two weeks before or at door
- Keynotes each day (less known than ASI speakers)
- Education tracks  
Incentives, Corporate Responsibility, Marketing, Decorate, Diversity, Sales, Strategies, New to Industry, Customer Service and SAGE
- Awards dinner



# Industry Trade Shows-PPAI

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January 12-16 (Exhibits January 14-16)  
Mandalay Bay Las Vegas





# Industry Trade Shows-Impressions Expo

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- Put on by Impressions Magazine - rebranded for 2020 from Imprinted Sportswear Show (ISS) to Impressions Expo
- Largest custom apparel industry shows in US (Long Beach and Atlantic City)
- All about decorated apparel - more focused than ASI/PPAI
- Screen printing and embroidery demos common
- Education sessions - show sponsored for fee and in booth (free)
- Open to all apparel businesses, no membership needed



# *Industry Trade Shows-Impressions Expo*

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January 17-19



March 19-21



June 18-20



April 2-4



August 28-30



# Industry Trade Shows-Impressions Expo

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## Cost:

### Expo Floor Pass

Free if register early

\$36 Pre-register last three weeks

\$45 at the door

### Single Workshop (includes Expo Floor Pass)

\$55 if register early

\$75 Pre-register last three weeks

\$100 at the door

### Seminars (includes all seminars, floor pass, no workshops)

\$135 if register early

\$180 Pre-register last three weeks

\$225 at the door

### Full Package (Expo pass, workshops and seminars)

\$180 if register early

\$249 Pre-register last three weeks

\$300 at the door



# Industry Trade Shows-NBM Shows









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- NBM is National Business Media who issues Printwear, Sign & Digital Graphics, and Awards & Engraving (show is divided into these segments)
- Smaller than Impressions but still has all major exhibitors
- Business to Business, no membership is needed



# Industry Trade Shows-NBM Shows

 <p><b>Charlotte, NC</b> November 8 - 9, 2019</p> <p>See Show Highlights</p>	 <p><b>Santa Clara, CA</b> February 7 - 8, 2020</p> <p>Registration is Open</p>	 <p><b>Irving, TX</b> Mar 12 - 14, 2020</p> <p>Registration Opens: Dec 09</p>	 <p><b>Providence, RI</b> May 15 - 16, 2020</p> <p>Registration Opens: Feb 07</p>
 <p><b>Indianapolis, IN</b> Jun 11 - 13, 2020</p> <p>Registration Opens: Mar 05</p>	 <p><b>Richmond, VA</b> Jul 17 - 18, 2020</p> <p>Registration Opens: Apr 10</p>	 <p><b>Long Beach, CA</b> Aug 13 - 15, 2020</p> <p>Registration Opens: May 07</p>	 <p><b>Cleveland, OH</b> Sep 25 - 26, 2020</p> <p>Registration Opens: Jun 19</p>

**Webinar Insider Tip:**  
We will be having a big open house before the Cleveland NBM Show!

# Industry Trade Shows-NBM Shows

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Cost:

Early registration is FREE until the day before the show and includes unlimited education!

At the door admission is \$25





# Industry Trade Shows-DAX

**Kansas City**  
**February 21-22, 2020**

**Treasure Island, MN**  
**April 3-4, 2020**

**Tinley Park, IL**  
**April 24-25, 2020**



- DAX - Decorated Apparel Expo
- Smaller show, more time with exhibitors
- In class education and on floor education
- Located at smaller venues with free parking
- Free and anyone can attend, perfect if just starting or thinking of starting a t-shirt business



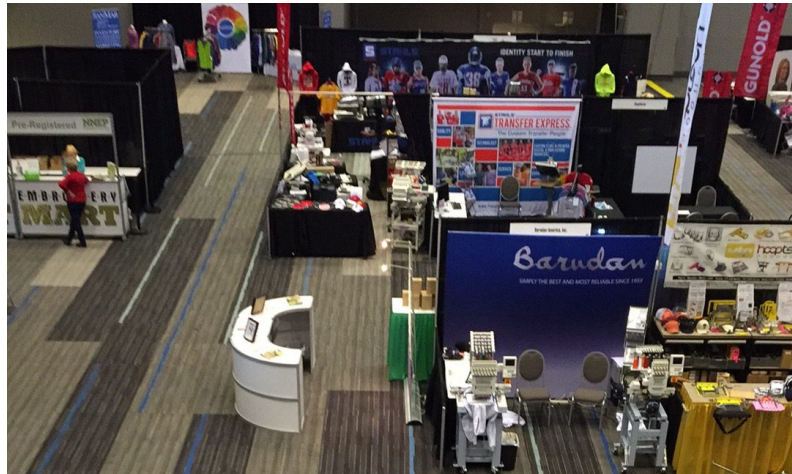
# Industry Trade Shows-NNEP

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May 1-2, 2020 at the Cobb Galleria Centre  
Atlanta

- NNEP is the National Network of Embroidery Professionals
- Emphasis on embroiderers, but apparel and other decorating methods are present
- Education included
- Cost not announced, free to early registrants



# Industry Trade Shows-EEM

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**Biloxi, MS**  
**MARCH 13-14, 2020**

- EEM is Everything Embroidery Market
- Smallest show we exhibit at but super fun!
- Geared more for crafters and small home businesses
- Tickets: \$28
- Most education included, including our session
- Some education sessions such as Silhouette Workshop have a fee, this one \$125



# Trade Show Tips

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Be prepared to be scanned!

- Take your registration to use kiosks
- Be sure your info is accurate so you get what you request



# Trade Show Tips

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Great show special deals

We never sell heat presses for any less than the cash and carry at a show



# Trade Show Tips

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- Wear comfortable shoes
- Casual dress is appropriate
- Wheeled bags are cool and can save your strength
- Many shows do not allow children due to safety (equipment is operating)
- Use exhibitor list to plan your “must sees”
- Stop by the Transfer Express booth and press your own free t-shirt!







Next Webinar January 9<sup>th</sup> 2:00 pm EST - "New from Transfer Express for you in 2020"

# Thank You For Attending

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Do you have more questions?

Stay in touch. **We're here to help you grow your business!**

- Email us – [info@transferexpress.com](mailto:info@transferexpress.com)
- Read and Subscribe to our Blog - <http://blog.transferexpress.com/>
- Watch our videos and previous webinars – <http://www.TransferExpress.com/Webinars>
- Visit our website: [www.TransferExpress.com](http://www.TransferExpress.com)
- Visit us at Trade Shows
- Connect with Us on Social Media

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