

LET'S GO TO A TRADE SHOW

S STAHL'S
TRANSFER EXPRESS



AGENDA

Where the shows are located

Show sponsors and differences

Planning to get the most out of a show

In-person education opportunities

Show specials



2023 SHOW SCHEDULE

Show	Dates
ASI Orlando	January 4-6
PPAI Las Vegas	January 9-12
Impressions Long Beach	January 20-22
ASI Ft Worth	January 23-25
DAX Kansas City	February 24-25
EEM Lafayette	March 3-5
GPX Irving	March 9-10
Impressions Atlantic City	March 23-25
Pinner's Atlanta	March 24-25
DAX Minnesota	March 31-April 1
DAX Chicagoland	April 14-15
GPX Charlotte	April 27-28
GPX Indianapolis	June 15-16
GPX Portland	July 19-20
GPX Long Beach	August 18-19
GPX Baltimore	September 13-14
Impressions Ft Worth	September 14-16
Printing United Georgia	October 18-20

TYPES OF SHOWS- ASI

Advertising Specialty Institute

Regional locations:

- Orlando January 4-6
- Ft Worth January 23-25
- Chicago July 25-27

Promotional Products Industry

- Apparel
- Drinkwear
- Pens
- Stress Balls
- Keychains



TYPES OF SHOWS- ASI

Must be member or guest of a member, given ASI number

Sponsors Wearables digital magazine

Hosts ESP - search and sales tool



TYPES OF SHOWS- ASI

Large shows with many exhibitors

Education starts day before
exhibits - 4 tracks

- Entrepreneur
- Social Media & Marketing
- Product Decoration
- Business Fundamentals

Well known keynote speaker
Alex Rodriguez (Orlando 2023)

Promo Party



TYPES OF SHOWS- PPAI

January 9-12 Las Vegas

Promotional Products Association
International

One National Show

PPAI Hosts SAGE – supplier listing



TYPES OF SHOWS- PPAI

Supplier Awards

Education

Must be a member to attend or prequalified non-member

- Members - no cost to attend with early registration, \$49 after cut-off
- Prequalified non-members - \$99-\$149

Membership cost based on size of your company



TYPES OF SHOWS- IMPRESSIONS EXPO

Dedicated to Decorated Apparel
Industry

- Long Beach January 20-22
- Atlantic City March 23-25
- Fort Worth September 14-16

Publisher of Impressions Magazine

Free passes for early registration
(too late for Long Beach 😞) \$25-\$45

Conference Package \$220-\$320 or
about \$60-\$100 each a la carte



TYPES OF SHOWS- IMPRESSIONS EXPO



Workshops and Seminars

Tracks - Digital, Embroidery,
Business, Screen Printing and Heat
Applied

Certification if you complete 10 credits



TYPES OF SHOWS- IMPRESSIONS EXPO

Classes with the Stahls' team as instructors

- Artwork for DTF - Dane Clement
- Heat Press Shop Makeover - Josh Ellsworth
- Top 10 Apparel Decorating Trends - Jenna Sackett
- Year-Round Printing Calendar - Dave Conner (Workshop)
- Easy Tips for Small Business Branding - Dave Conner
- Turning Your Hobby into a Business - Dave Conner
- Successful Print Placement - Dave Conner

Note: Impressions hires speakers to keep self promotion out of the class



TYPES OF SHOWS- IMPRESSIONS EXPO

Pro Day

Long Beach / Atlantic City / TBD

- Half Day Workshop
- Includes kit so you can press items
- Learn how to improve efficiency and become confident Heat Printers
- Learn emerging apparel trends to stay relevant
- Learn how to diversify product offerings with digital heat transfers
- Learn how to maximize profit with dimensional decorating



TYPES OF SHOWS- IMPRESSIONS EXPO

Promo Code to attend Long Beach

Promo Code: EXIV165380

Link: <https://registration.experientevent.com/ShowISS231?flowcode=ATTENDEE&marketingcode=EXIV165380>

A promotional banner for the Long Beach event. The banner has a dark blue background with a yellow dotted border on the left and a colorful geometric pattern of red, orange, and black stripes on the right. The text is white and orange.

Long Beach
January 20 - 22, 2023

**Registration
is Open!**

TYPES OF SHOWS- DECORATED APPAREL EXPO (DAX)

Embroidery, Digital, Screen printed and
Heat applied

Smaller but much more time with vendors

- Kansas City, MO - February 24-25
- Treasure Island, MN - March 31-April 1
- Tinley Park, IL - April 14-15

Great show if just starting out!

Early registration FREE



TYPES OF SHOWS- DECORATED APPAREL EXPO (DAX)

Education

- Free morning seminars on show floor
- All Day Workshops day before the show
 - \$90-\$219 depending on when you register and class
- Individual Seminars \$35 each with quantity discounts
- Entry/Beginner/Intermediate/Advanced
- On-Floor Happy Hour!



TYPES OF SHOWS- GRAPHICS PRO EXPO (GPX)

Publishers of Graphics Pro Magazine

Apparel Decoration as well as Awards/Recognition
and Sign/Digital Graphics

Mid Size show - also great for start-ups

- Irving, TX - March 9-10
- Charlotte, NC - April 27-28
- Indianapolis, IN - June 15-16
- Portland, OR - July 19-20
- Long Beach, CA - August 18-19
- Baltimore, MD - September 13-14

Free for Early Birds/\$25 as show gets close/door



TYPES OF SHOWS- GRAPH EXPO

Education is included!

Free for early birds

Just \$25 for entry for others

Exhibitors pay to host a class, so education is more branded than other shows

Buyer Bucks - \$500 gift card to use with any exhibitor is given out daily



TYPES OF SHOWS- EVERYTHING EMBROIDERY (EEM)

Annual show - primarily embroidery
and heat applied

This year in Lafayette, LA
March 3-5th

Very social - the same show goes
year after year

Admission: \$30-\$45

Education classes: \$15

Raffle Craft Press



TYPES OF SHOWS- PINNERS CONFERENCE

Our first year!

March 24-25 Atlanta, Georgia

Hundreds of classes with kit purchase optional (in-person Toast to Transfers)

Make and Takes in the booth

General Admission \$10

Unlimited classes \$149

Kits \$15-\$35



Printing Made Easy

TOAST TO TRANSFERS SPRING EDITION

- Print & Learn Along With Us!

\$35

FREE SHIPPING

- Goof Proof / UltraColor Pro + Max
- T-Shirt, Womens Zip Hoodie, Cinch Pack
- Placement Ruler / Mousepads
- Event: Thursday, **JAN 26th, 7PM ET**



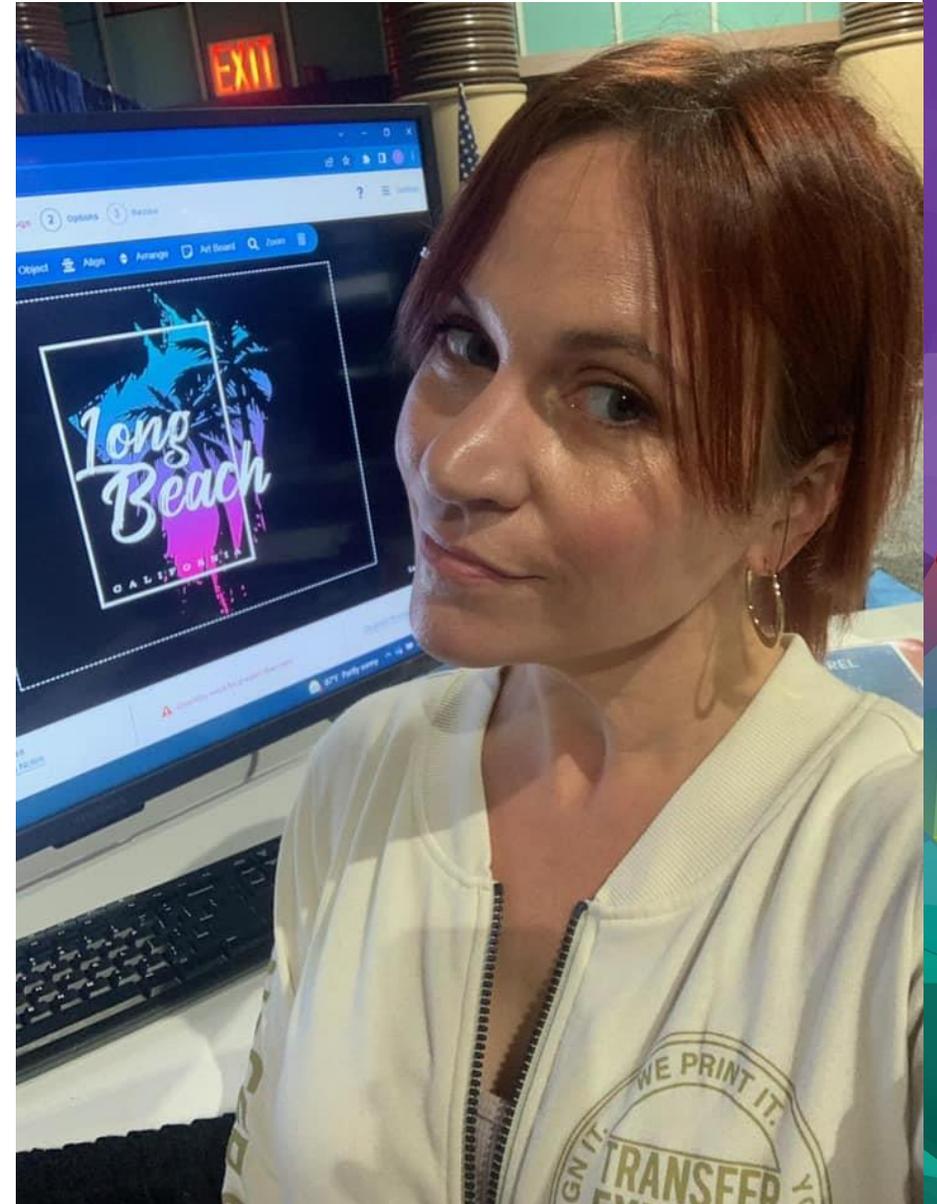
THIS & THAT

Register Early to get on the show mailing list and stay informed

Most shows do not allow children under for safety reasons (equipment being used)

Wear comfortable shoes!

Register early - most shows have free admission for early birds, and all have fees as show gets closer



QUICK TIPS FOR ATTENDING A SHOW

1. Pre-show planning

Register early

Review show website

Make a list of must-see exhibitors



QUICK TIPS FOR ATTENDING A SHOW

2. Travel and Lodging

Show sponsor has secured discounted hotel rates

Show hotels sell out

Show hotels are connected or shuttles are offered to show



Everything Embroidery
Lafayette, LA

QUICK TIPS FOR ATTENDING A SHOW

3. Show Specials

Every exhibitor has show specials

Get hands-on with equipment

Often exhibitors sell everything in the booth rather than pack/ship

Our show specials
Heat Presses
Marketing Kits



QUICK TIPS FOR ATTENDING A SHOW

4. Networking

Go to show events/parties

Attend classes & learn

Talk to others on the show floor



QUICK TIPS FOR ATTENDING A SHOW

5. Post Show

Evaluate samples

Compare companies

Accept follow-up emails and calls



WHERE WILL WE SEE YOU?



EASY PRINTS MARKETING KIT

Your T-Shirt Business In A Box

Sell more custom apparel with a personalized Idea Book, 20+ full size transfers, color selector swatch book, \$15 off coupon and more!

**Tradeshow Special:
Only \$35 – Save \$14!**

(Normally \$49)



Thank you for attending

Do you have more questions?

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

- Email us – info@transferexpress.com
- Call us – 1-800-622-2280
- Read and Subscribe to our Blog – blog.transferexpress.com
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