

Increase Your Business

in Competitive, Changing Times

Thursday, July 14, 2005 8:30 a.m. - 9:30 a.m.
Breakfast served at 8:00 a.m. (limited availability)

With competition on the rise, few businesses can afford to sit around waiting for customers to walk in the door. But how do you keep sales strong in this ever-evolving and increasingly challenging marketplace?

FREE KEYNOTE BREAKFAST

In this keynote, Lorna Riley will explore proven strategies for surviving and thriving among the competition:

- Learn incisive tactics to keep your business booming
- Find out how to prevent declining sales.
- Discover the importance of getting up close and personal with your clients
- Hear why it's important to partner with your adversaries to increase profits and build success.



LORNA RILEY

Lorna Riley, CSP, president of the American Training Association, creator of over 60 skill development programs, is considered one of the elite sales and productivity speakers in the country. Lorna draws upon her diverse career background in sales, teaching, and management to create innovative, humorous, and interactive programs. She is the author of four books and three audio albums and has been featured in national magazines, radio and TV programs.

REGISTER ONLINE AT WWW.ASISHOW.COM

877-ASI-SHOW (877-274-7469)

Get Your Free Hotel Room

ASI Distributor Members can get a free hotel room to *The ASI Show Chicago*. ESP subscribers can get two rooms for free with early registration.

Register online at www.asishow.com or fax the attached registration form to 800-546-6381.

FREE HOTEL ROOMS MUST BE BOOKED BY JUNE 17
Complete details and registration forms can be found at www.asishow.com/CH05freehotel.

YOU CAN'T BEAT CHICAGO IN THE SUMMERTIME



CHICAGO

SEARS TOWER THE MAGNIFICENT MILE NAVY PIER
BUCKINGHAM FOUNTAIN SHEDD AQUARIUM

Register Today for the Industry's

Largest Summer Show

- Meet 800 suppliers on one show floor
- Discover exciting new ideas and new product innovations
- Walk Chicago's largest-ever Advantages New Products Showcase

EXHIBITS OPEN JULY 13-14
Chicago!
JULY 12-14, 2005

Order your tickets for The Gala Celebration and save!

THE ASI SHOW GALA CELEBRATION
HOUSE OF BLUES
WEDNESDAY, JULY 13
7:30 P.M. - 10:30 P.M.

* ASI Distributor Member tickets are \$35 until June 17; \$50 through July 1.

Presorted Standard U.S. Postage
PAID
Permit #102 Langhorne, PA

REGISTER ONLINE AT WWW.ASISHOW.COM

REQUEST A REGISTRATION FORM BY CALLING 877-ASI-SHOW

ASI DISTRIBUTOR MEMBERS

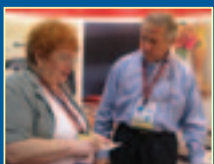


Last Chance to Register and get a Free Hotel Room

Hotels are selling out! Reserve your room today!

VISIT WWW.ASISHOW.COM/CH05FREEHOTEL

Thousands of
Profitable Ideas
All in One Place



800 Top Suppliers



Thousands of Innovative New Trends



The Advantages New Product Showcase



Holiday Fabulous Gift Ideas

THE ASI SHOW CHICAGO, JULY 12-14

Get results in the second selling season... for fast, easy and free registration* go to www.asishow.com

*For ASI distributors before June 17

EXHIBITS OPEN JULY 13-14
ASI Chicago!
JULY 12-14, 2005

Be First to Sell Your Clients New Ideas in the Busy Season



One Manageable Show Floor

Learn top selling techniques and see the latest new products from **800 suppliers**. Find **thousands of ideas** to convert into profitable sales as you build momentum entering the second half of the year and **prepare for the busy holiday season**.

Education and Training

Top-notch education, unique Keynote presentations and **highly focused seminars** are *ASI Show* standards. Plus, get the **newest selling strategies** that set you apart from the competition.

Relationship-Building Networking Events

You'll meet some of your best business contacts off the show floor! Friendly **networking is key to building strong relationships**, and at *The ASI Show Chicago*, it's fun and free for you!



REGISTER ONLINE AT WWW.ASISHOW.COM

The Gala Celebration at the House of Blues

We'll be taking over the Music Hall of the renowned House of Blues Chicago for a classic *ASI Show* night of fun. You'll be treated to a diverse mix of live music in an environment celebrating the history and cultural contributions of blues music and folk art.

Don't let the name fool you — you won't be blue at this Gala. You're going to enjoy open bar, a unique, southern-inspired menu, a festive atmosphere, and live entertainment that will keep a smile on your face from beginning to end.

Dine with us, network, or just relax while experiencing some of the best musical talent in town.

Order your tickets today!

Tickets for *ASI* distributor members are only \$35 until June 17, \$50 until July 1.

THE ASI SHOW
GALA CELEBRATION
HOUSE OF BLUES
WEDNESDAY, JULY 13
7:00 P.M. - 10:00 P.M.



- Live entertainment
- Dinner and open bar
- Open seating for networking

HOUSE OF BLUES

REGISTER ONLINE AT WWW.ASISHOW.COM

Live Top Secrets Training with David Blaise at Lunch & Learn

Tuesday, July 12, 2005 • 12:00 p.m. - 1:30 p.m.
Top Secrets of Multi-Million Dollar Producers
\$25 with advance registration. \$35 on-site.

What does it take to quickly reach and exceed a million dollars a year in promotional products sales? What does one have to do differently or better to generate one million, five million or ten million dollars in annual revenues? In this information-packed session, we'll examine the behaviors of multi-million dollar producers and provide specific recommendations on how to achieve exceptional results in your business.

THE FIRST 100 DISTRIBUTORS

to register for Lunch & Learn will get a free copy of David's best selling book *Power of Promotional Products*.

Inside this book, you'll learn:

- The Four Factors of Successful Promotions
- The Big Difference Between Giveaways and Promotions
- The Necessity of Having a Purpose for Your Promotion
- How to Choose the Appropriate Product
- How to Maximize Trade Show Response
- How to Enhance Your Image with Corporate Apparel
- ...and much more



DAVID BLAISE David Blaise is a direct marketing entrepreneur and business consultant with over 25 years experience in direct marketing and advertising, with over a dozen of those years spent in the promotional products industry as a sales representative, sales manager, marketing manager, business owner, sales trainer and coach. He is the author of three promotional products sales books and is a frequent contributor to *The Counselor Magazine*, and a speaker-trainer for many marketing and industry-related seminars. Over 3,200 distributors currently subscribe to his weekly e-mail newsletter.

Industry Veterans Share the Secrets to Their Success with you!

SAVE \$50 WITH EARLY REGISTRATION

Register before June 17 and get a free ticket to Lunch & Learn.



"I took advantage of the ALL the education that I could fit into my schedule, including the half-day classes, free workshops, and the Keynote breakfast. I thought everything about the show was great."

LUNCH AND LEARN IS FREE WHEN YOU REGISTER FOR ONE OF THESE FULL-DAY SEMINARS:

JUMP START YOUR SALES: A CRASH COURSE IN PROFITABLE SELLING FOR NEW DISTRIBUTORS .60 CEU
David Blaise, Blaise, Drake and Company

PROMOTIONAL PRODUCTS APPRENTICE: TRANSITIONING TO PROMOTIONAL CONSULTANT .60 CEU
Cliff Quicksell, Jr., Net Results, Inc

THE LOGO DOCTOR: USING CORELDRAW TO CURE YOUR ELECTRONIC ARTWORK AILMENTS .60 CEU
Jay Busselle, Digital Art Solutions
Craig Mertens, Digital Art Solutions

asi/298561 - Mark Dilger,
Premier Partners, Inc.

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