

# The ASI Show

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## S·T·I·T·C·H·E·S ROADSHOW (D)

The *Stitches* Roadshow, a traveling show brought to you by *Stitches* magazine, is the perfect place for you to showcase your machines, products and services to over 250 clients and prospects in just one day.

Featuring three locations, the *Stitches* Roadshow is co-located with the advertising specialty industry's best-attended traveling show, the ASI *Advantages* Roadshow, allowing you to spend one-on-one time with the crossover of promotional products distributors who are growing as embroiderers and decorators.

### FAST FACTS

- Visiting Atlanta, St. Louis and Denver in 2010
- The most aggressively marketed regional tabletop show, featuring 100,000 promotions inviting decorators to attend for free
- Quality time with over 250 decorators and distributors daily
- Access to the 21,000+ readers of *Stitches* magazine, including decorators, embroiderers and screen printers
- The crossover of advertising specialty distributors who are growing as embroiderers and decorators
- More clients and prospects than you can see making traditional sales calls

*“We definitely benefit from doing the Stitches Roadshow. You get to meet many local companies in the industry and enjoy personal interaction with customers, as well as potential customers. We look forward to participating in many more in the future.”*

*Eric Quinn, Hirsch International*

*“The Stitches Roadshow in St. Louis was incredible and surpassed our expectations! We met 400 attendees in four hours, and were busy from beginning to end. I'm already looking forward to the next Stitches Roadshow.”*

*Jim Jaspersen, Brother International Corp.*