

FREE ADMISSION



AWARDS and
PERSONALIZATION
ASSOCIATION



EAST COAST
Awards &
Personalization
EXPO

October 7-8 | Greater Philadelphia Expo Center | Oaks, PA

www.AwardsPersonalization.org

ENGRAVING | SUBLIMATION | UV PRINTING | CUSTOMIZATION

EAST COAST Awards & Personalization

EXPO



Ready for a one-stop shop experience?

Are you personalizing awards, gifts, apparel, or signage? Then the **East Coast Awards & Personalization Expo**, set for **October 7–8**, is your opportunity to grow your business. Join us for 2 days to see products, build relationships with your suppliers, and learn about new trends and techniques. The industry's top manufacturers and distributors will be here to help you make the right decision for your business!

Expo Floor Hours

10 am–5 pm Friday, October 7

10 am–3 pm Saturday, October 8

“Expos are an extremely valuable resource for education and networking. I have learned all kinds of techniques, equipment tips, etc. from the classes and the people. Be sure to bring your questions!” —Judy Sisson, IB Trophies & Awards

Register today!

www.AwardsPersonalization.org

#ECexpo16

The expo floor is **FREE** for all qualified retailers— Register today!

All education sessions are **FREE** to members.

Check Out:

- Laser Engravers
- Rotary Engravers
- Sublimation
- Imprinters
- UV-LED Printers
- Sandcarving Systems
- Heat Presses
- Wide-Format Printers

Not a member? Join today to attend education sessions for no additional fee and to take advantage of member benefits all year long. Retailer member benefits include countless opportunities to connect with local retail members and leading industry suppliers, complimentary webinars, a valuable annual coupon book, a subscription to *Insights* magazine, and more! It's an investment for you and your business.



EDUCATION SESSIONS

These sessions are free to Awards and Personalization Association members. Nonmembers are welcome to attend education for the low fee of \$49 per session—or join to attend FREE!

FRIDAY, OCTOBER 7

8:30–10 am

UV Printer Panel: Experts Answer Your Questions

Panel includes representatives from Direct Color Systems, ITNH, LogoJET, and GoVivid USA.

Session 101

UV printing is the next big thing. What questions do you have about bringing this profit center into your shop? This expert panel will answer your questions about direct-to-substrate printing. Ask in person during the event or submit your questions in advance by e-mailing khaley@awardspersonalization.org.

.15 CEUs Business

Sandcarving Photos

Darin Jones, IKONICS Imaging

Session 102

Learn to efficiently convert photographs to halftones perfect for sandcarving using Half-Wiz and Corel or Photoshop. This class is appropriate for all skill levels.

.15 CEUs Technical

1–2:30 pm

Vectorizing Bitmaps in CorelDRAW

Foster D. Coburn III, CorelDRAW Unleashed

Session 103

Have customers asked you to convert crummy bitmap logos into perfect vector versions? Find out ways to perform these conversions in CorelDRAW and Corel PowerTRACE. You'll learn how to identify fonts used, clean up a bad trace, and use the Bezier tool to manually re-create artwork quickly.

.15 CEUs Technical

The Laser Clinic

Mike Fruciano, LaserBits

Session 104

Maximize the profitability of your laser by learning how to make fixtures, color fill, and create decorative add-ons (such as foils and engraving plastics), and wood embellishments and inlays. Attendees will watch as projects are designed and created live via the Laser Cam.

.15 CEUs Technical

SATURDAY, OCTOBER 8

8:30–10 am

Lessons from Successful Retailers

Session 201

Members of our expert panel have grown and diversified their businesses, overcoming obstacles on the way to success. Turn to our retailers to find out how they built up their businesses—and how you can do the same!

.15 CEUs Business/Marketing

Troubleshooting and Color Matching for Sublimation

Shon Roti, JDS Industries

Session 202

From concept to final product, review challenges and solutions for sublimation artwork, printers, transfers, products, and heat presses. See real failures caused by one of the many variables in the process. You'll also learn how color pertains to sublimation and learn techniques for color matching during CorelDRAW demonstrations.

.15 CEUs Technical

Foster Coburn on the Expo Floor

Join Foster D. Coburn III from 2:30–4 pm Friday and 1:30–3 pm Saturday in a designated area of the expo floor for CorelDRAW Q&A!

12:30–2 pm

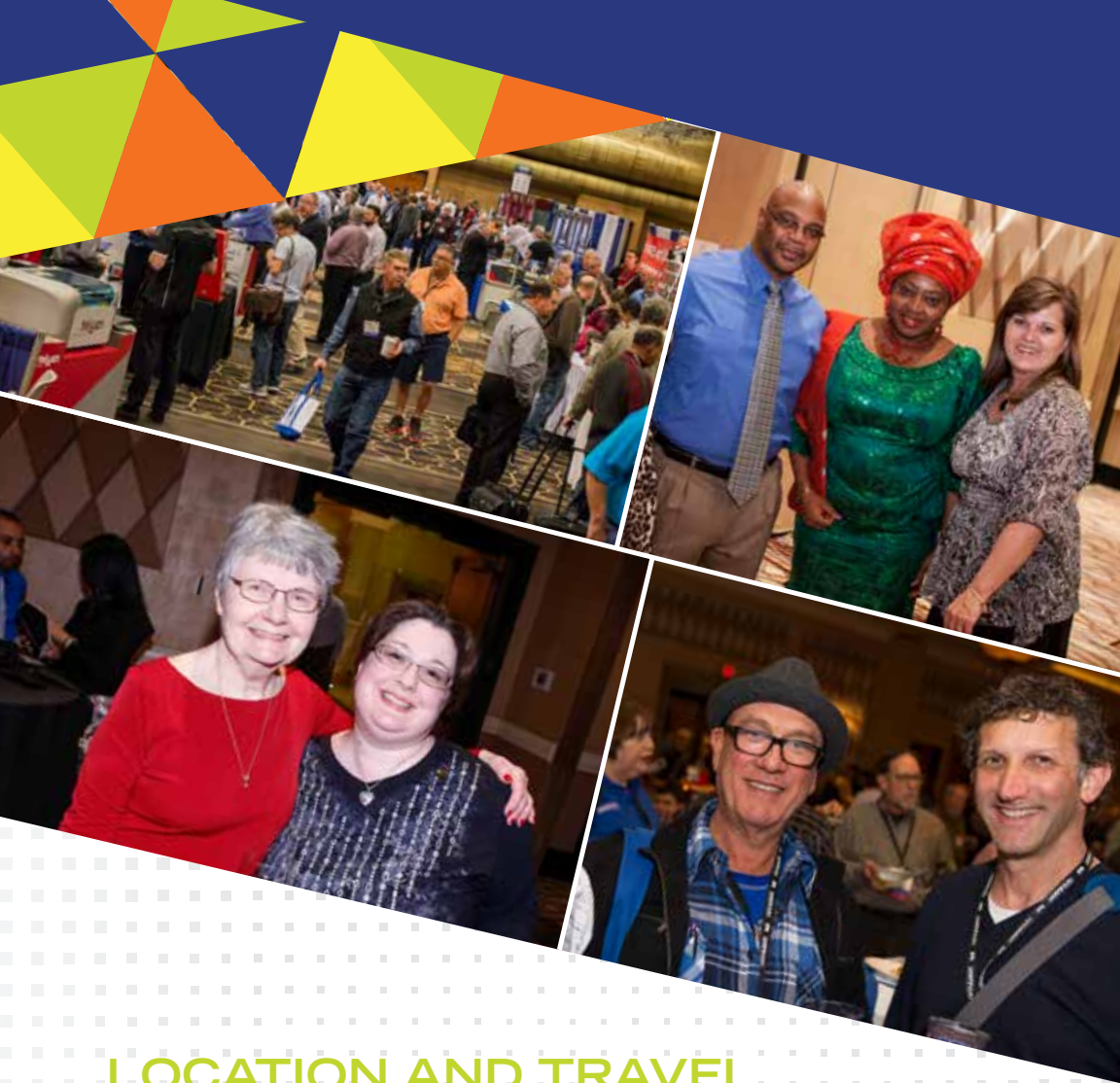
CorelDRAW Unleashed: Tips and Tricks 2016

Foster D. Coburn III, CorelDRAW Unleashed

Session 203

This fast-paced seminar will give CorelDRAW and Corel PHOTO-PAINT users a wide array of tips and tricks for creating better files in less time. Most of the information will work in CorelDRAW X5 and more recent versions, though some features specific to X6 and X7 will be demonstrated. Learn the proper settings for creating your files and the mistakes you should avoid to ensure optimized files.

.15 CEUs Technical



LOCATION AND TRAVEL

Expo location

Greater Philadelphia Expo Center at Oaks

100 Station Avenue

Oaks, PA 19456

484.754.EXPO

www.phillyexpocenter.com

The Greater Philadelphia Expo Center (GPEC) offers complimentary parking with nearby entertainment, shopping, and cultural activities.

Hotels

Reserve your room at www.AwardsPersonalization.org

Hampton Inn & Suites Valley Forge/Oaks

Registration deadline: September 21

\$129 per night per room (king/double)

Hilton Garden Inn Valley Forge/Oaks

Registration deadline: September 12

\$144 per night per room (king/queen)

Register today!
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THANK YOU TO OUR SPONSORS



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Go to www.AwardsPersonalization.org for the latest updates and to register!