

The First and Only Major Industry Trade Show in New York



Tuesday, May 4 • Education • 9 a.m. – 5 p.m.
 Wednesday, May 5 • Exhibits • 10 a.m. – 4 p.m.
 Thursday, May 6 • Exhibits • 10 a.m. – 3 p.m.

A national event in the world's leading business and tourism destination, ASI New York is the industry's first and only major trade show in New York. Providing national appeal with an exciting atmosphere, New York City was voted the #1 choice for a Northeast event in numerous surveys conducted among ASI membership. With more distributors within the New York City metro area than any other region in the country, ASI New York provides a dynamic environment for suppliers and distributors to conduct business.

Returning to May in 2010, ASI New York features one-on-one time with hundreds of innovative suppliers, thousands of new products debuting for the summer, top-notch education, inspiring Keynotes and fun networking.

Make sure thousands of reps see your book at one of the biggest shows for promotional products salespeople.

And conduct an autographing session there!

We display the catalog featuring your book at showcase events and trade shows annually. This is included in your listing in our special-sales program. We attend these shows primarily to get new sales people and increase the number of sales people using our catalog to sell your books.

Get additional exposure

But now we have an opportunity to reach *thousands* of these sales people in two days. Your title will be accessible to them via the catalog. But if you want *even more exposure* you can have your actual book displayed there. **AND**, if you have your book displayed there, you can also conduct an autographing session and meet personally with these sales people.

This event will take place at the Jacob Javits Center in New York City on May 5 and 6, 2010. We can display your book there for \$50. And if you want to meet face-to-face with the sales people, you can do that during a one-hour autographing session held at our exhibit. There will be an additional fee of \$50 for that to cover our expense of getting a badge for you. Space is limited!



For more information about displaying your books or meeting the reps, contact:



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