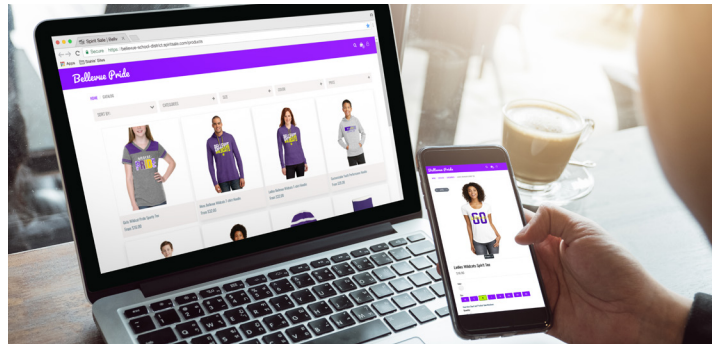


HEAT PRESS FOR PROFIT™



THE ULTIMATE EVENT TO START YOUR T-SHIRT BUSINESS

DAY 1

SELLING PERSONALIZED APPAREL ONLINE IN 2021

Josh Ellsworth & Clint Ainsworth

1:00 p.m. – 2:00 p.m.

Growing sales through online platforms has never been more relevant. Over the last year we've seen businesses evolve and purchasing trends change. How we order and promote our products will rely heavily on social media and the right e-commerce platform. Give your business a competitive edge as we walk through key methods and what will make a successful apparel business in 2021.

- ▶ Fast selling apparel for e-commerce
- ▶ E-commerce best practices & solutions
- ▶ Social media tips & tricks

MARKETS THAT BUY PERSONALIZED APPAREL

Alison Zuccaro & Rachel Corey

2:00 p.m. – 3:00 p.m.

This year is the perfect time to grow or diversify your business and step outside of your comfort zone. In this class, we'll review the top markets right now for products you can make with a heat press. We'll walk through each category to uncover what they're buying and how you can market to them.

- ▶ Heat transfer solutions for each market
- ▶ Apparel & non-apparel trends with profit potential
- ▶ Tips & tricks for your decoration expansion

ALL YOU NEED IS A HEAT PRESS

Zach Ellsworth

3:00 p.m. – 4:00 p.m.

Apparel decoration is expanding and evolving by the minute. With so many fast decoration methods out there, it's often difficult to choose the best solution for your project. This class will review various decoration methods and trends and how heat pressing measures up.

- ▶ Creative solutions for difficult projects using a heat press
- ▶ Use your heat press as a sales tool
- ▶ Unique finishes & dimensions with a heat press



Presented by



**HEAT
PRESS
FOR
PROFIT™**



**SHOW
&
SELL**

THE ULTIMATE EVENT TO START YOUR T-SHIRT BUSINESS

SHOW & SELL TREND SERIES | DAY 2

This series includes the top product sales categories to grow your business. Learn about the hottest styles and looks in personalized apparel for 2021 and get practical advice on how to print and sell them. If you purchased the Hands-On Sample Kit you'll be able to join one of our presenters in and follow along to create an actual sample to market your business.

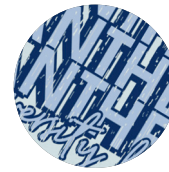


SHOW & SELL TREND: T-SHIRTS

Kelly Walters, BELLA+CANVAS, & SanMar

11:00 a.m.

We'll review T-shirt styles and fabrics that are trending and how to print them. The guest presenters will be BELLA+CANVAS and SanMar.



SHOW & SELL TREND: FLEECE

Jenna Sackett & BELLA+CANVAS

12:00 p.m.

Join Jenna and BELLA+CANVAS as they take a look at the top fleece styles and why you need to be selling them.



SHOW & SELL TREND: BAGS

Alison Zuccaro & S&S Activewear

1:00 p.m.

From tote bags to backpacks, this session will review the key pieces and sales opportunities for various markets with our friends from S&S Activewear.



SHOW & SELL TREND: OUTERWEAR

Rachel Corey

2:00 p.m.

This class will walk through the current outerwear trends and the variety of ways to decorate even the most challenging fabrics.



SHOW & SELL TREND: POLOS & KNITS

Andy Petrous & SanMar

3:00 p.m.

The ultimate class in polos and knit fabric decoration for various markets with the experts at SanMar.



SHOW & SELL TREND: HEADWEAR

Jennifer Johnson & S&S Activewear

4:00 p.m.

The possibilities are endless with headwear. Let us show you how to decorate even the most challenging caps with the hottest trends alongside S&S Activewear.

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PRINT MORE SERIES | DAY 1 & 2

PRINT MORE PER HOUR: SETTING UP YOUR HEAT PRESS FOR PRODUCTIVITY AT HOME

Danny Marcario

5:00 p.m. – 5:30 p.m.

We want you to be set up for success and profits. In this session, we'll review the basic considerations when using your press, available accessories, and tips for efficiency.

PRINT MORE LOOKS: LOGO TREATMENTS

Mark Schwarb

5:30 p.m. – 6:00 p.m.

Go beyond the basic logo creation to exceed your customer's expectations. We'll take one logo and create it using various finishes. Learn the print options available using your heat press.

PRINT MORE ITEMS/VARIETY: PLATENS = PROFIT

Andy Petrous

6:00 p.m. – 6:30 p.m.

Expand your decoration options with interchangeable platens available for heat presses. In this class we'll review decorating techniques using these crucial accessories to print on masks, pillows, can coolers, and more.

PRINT MORE FABRICS: CONQUERING SYNTHETIC FABRICS WITH CONFIDENCE

Jennifer Johnson

6:30 p.m. – 7:00 p.m.

Don't turn away challenging fabric jobs ever again! We have the solutions and techniques to show you how you can grow your business to include synthetic fabrics.

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HEAT PRESS FOR PROFIT™



THE ULTIMATE EVENT TO START YOUR T-SHIRT BUSINESS

GETTING STARTED SERIES | DAY 1 & 2

BEGINNER'S GUIDE TO HEAT PRESSES

Kelly Walters & Elizabeth Riedy

7:00 p.m. – 8:00 p.m.

Become a heat pressing pro and make high-quality merchandise at a rapid pace. Learn how to achieve the perfect application and select the right product with confidence.

BEGINNER'S GUIDE TO VINYL CUTTERS AND HTV

Jenna Sackett

8:00 p.m. – 9:00 p.m.

We'll show you how to personalize with perfection. This class will review the essentials of vinyl cutting including blades, downforce, offset, and weeding along with a review of which heat transfer vinyl to use when.

BEGINNER'S GUIDE TO CALCULATING COST & SETTING SELLING PRICES

Josh Ellsworth

9:00 p.m. – 10:00 p.m.

The biggest challenge in any business is what to charge and how to price your merchandise. We'll walk through the strategies to set pricing, what needs to be included in cost, and the formula to figure it out. Let us take the guesswork and legwork out of the equation for you.

DAY 3

We have left day three open for you to catch up on education videos, meet with the experts, and take advantage of our exclusive event specials.

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