

# The Conference

at impressions expo

# 2023 Speakers Prospectus

[ImpressionsExpo.com](https://ImpressionsExpo.com)



# The Conference

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**Impressions Expo** is a 4-day conference and 3-day expo dedicated to the imprinted and decorated apparel industry. Each event attracts thousands of the most qualified attendees looking for suppliers in screen printing, embroidery, direct-to-garment, heat-applied graphics /DTF, blank apparel, neon ink, performance stretch inks, rhinestone application, sublimation equipment, promotion products and much more. By becoming a speaker at the expo, you'll be able to share your wealth of knowledge and experience within the decorated apparel community. Whether an expert or new to the industry, there is something for everyone.

**Impressions Expo** has been known for over 40 years as THE place to learn how to take your decorated apparel business to the next level and beyond. Decorated apparel industry leaders and experts from around the world provide valuable insight into their own challenges, perspectives, and overall success in engaging sessions both on and off the show floor. Each year we adjust our programming and educators to include the most relevant topics to your business. Topic tracks include: digital, embroidery/digitizing, heat applied graphics, screen printing, and business.

## 2023 Shows Locations

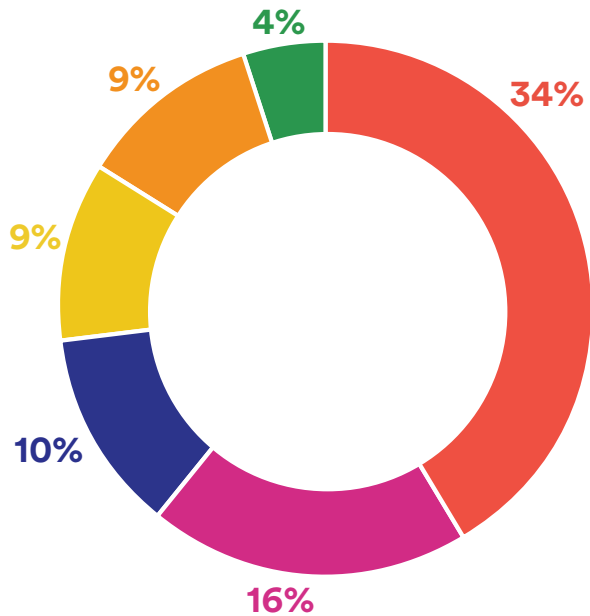
Long Beach, CA

Atlantic City, NJ

Fort Worth, TX

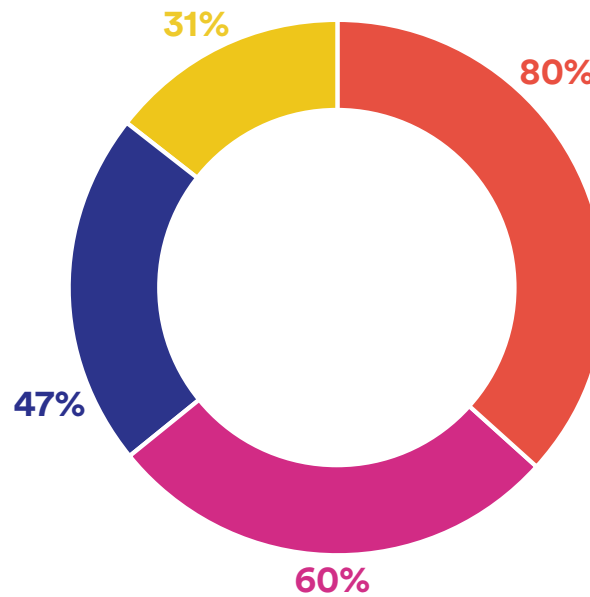
# Audience Demographics

## Primary Business Type



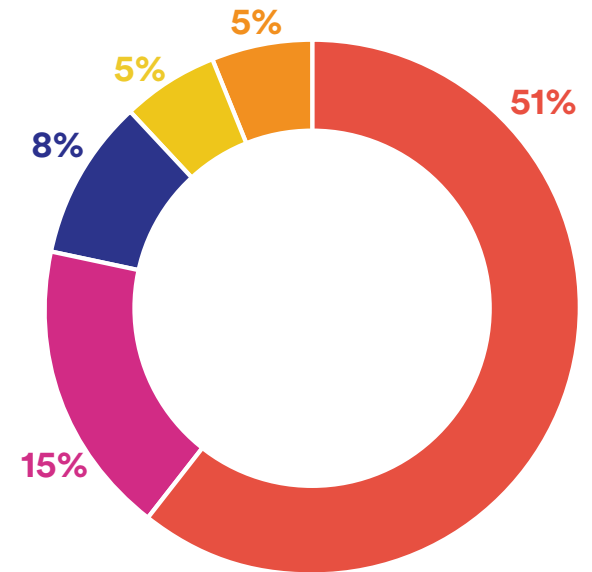
- Screen Printer
- Embroidery
- Digital Decorator
- Graphic Artist
- Heat Applied
- Promotional Products

## Attendee Objectives



- Discover new products
- Understand trends
- To network amongst the industry
- Attend education

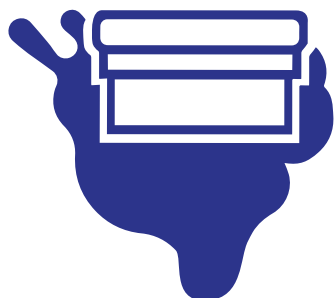
## Job Titles



- Owner/ Partner
- Manager/ Director
- Sales Rep
- Buyer
- President/CEO

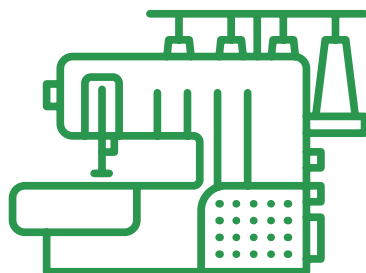
Based off of Long Beach 2023

# Session Tracks



## Screen Printing

Whether it's inks, equipment, special-effects applications, screen making, techniques, production and more, this track features workshops and sessions that enable screen printers to improve and optimize their proficiency in the nuts and bolts of this decorating discipline. Workshops are held in either in traditional or hands-on formats.



## Embroidery/Digitizing

In this track, workshop and session participants will learn about the many aspects of stitching designs and the variables involved. From lettering and fonts to color blending and embroidery machine maintenance — and everything in between — these workshops and sessions will help embroiderers hone their craft and fortify their skills.



## Business

Looking for ways to boost sales? Need to refine your approach to marketing? Need tips on how to find the correct niche for your business? Need to figure out ways to improve branding? Attend workshops and sessions in this track to improve many aspects of your business and increase your bottom line.



## Heat Applied Graphics/DTF

Are you ready to explore the wide world of heat-applied graphics? Whether you use a heat press to supplement your business or are new to the process, this track includes workshops and seminars focused on equipment, materials, films, application tips and tricks, and how to position your business for success using this popular decorating technique.

# Will you make an impression?

The decorated-apparel industry's premiere educational program is taking submissions for 2023 educational seminars and workshops. We're placing a dedicated emphasis on content, and we want next year's conference program to be the more diverse, dynamic, informative as ever, while providing maximum value for our attendees and customers.

We appreciate your willingness to help us provide the highest level of apparel-decoration education possible, and for serving as our educational partner in promoting the conference to your clientele.

**Impressions Expo** will once again provide education to thousands of screen printers, embroiderers, promotional consultants, digital decorators and others next year. As you prepare your proposals, **Impressions** is taking submissions for the following for its **conference program**:

- Trending Topics
- Panels (3+ speakers)
- Beginner and Intermediate Seminars and Workshops
- Advanced and Expert Seminars and Workshops

Please consider the following guidelines for content proposals:

## What We Want

- Content that fits our five primary educational tracks: screen printing, embroidery/digitizing, heat-applied graphics, digital decorating and business
- Fresh, current topics and content that address current decorated-apparel industry trends
- Specificity when it comes to topics
- **Speaker Diversity!** We welcome submissions from BIPOC speakers and those who are racial, gender, sexual-identity and ethnic minorities to use our platform to share your strategies and successes with the **Impressions** community
- Inspiring content and actionable ideas that will help decorators solve problems or meet a need

## What We Don't Want

- Dated topics with limited relevancy
- Repurposed content that is more than 1 year old
- Vagueness or ambiguity when it comes to topics
- Content that has been presented before
- Product-centered content from vendors that can be used to "sell" during sessions
- Promotional content

## For more Information contact:

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