



## NOW THIS IS BIG!

**Coming off** a record-breaking ISS Long Beach event in January, we're swinging back East as the Imprinted Sportswear Shows (ISS) and the Promotional Products Association Intl. (PPAI) are co-locating for the first time in Atlantic City this weekend. The debut of ISS Atlantic City and PPAI's Expo East is your one-stop for apparel decorating and promotional products needs.

Join thousands of apparel decorators for three days of networking, sourcing and educational opportunities. Of particular note are the many digital decorating seminars available to take your skills to the next level.

The ISS conference program presents ideal opportunities to enhance your expertise as the pages of *Impressions* come alive in a comprehensive workshop and seminar lineup. Developed by *Impressions* editors, the ISS sessions feature top-notch educators, many of whom regularly contribute to *Impressions*.

And we've completely revamped the 2015 conference program to ensure you have plenty of opportunities to enhance your skills.

There's something for everyone who attends the ISS conference program, but here are a few highlights of the new digital decorating seminars we are featuring at ISS Atlantic City.

- "Sublimation Full Circle," "Niches to Riches," "Logos to Go: Taking Your Decorating Business Mobile," Jimmy Lamb, Sawgrass Technologies
- "Secrets of Starting a DTG Business," Terry Combs, Equipment Zone
- "Heat Printing Performancewear," "Cha-Ching with Bling!" Courtney Matlick-Kubitza, Stahls
- "CoreIDRAW: Producing Rhinestone Multidecoration Apparel Using a Vinyl Cutter," Craig Mertens, Digital Art Solutions

Also, consider taking the **ISS and Impressions Master Decorator Series**.

In its third year, this popular series features six seminars that are specifically designed for existing decorators looking to expand their shops' offerings and new shop owners trying to determine the best decorating processes for their business models. Attend four of the six sessions and earn a certificate of completion.

Register early for just \$99 for the full-seminar package to take as many seminars as you'd like. Or pre-register and pay just \$25 for individual seminars (workshops are \$99) and you'll come away with a wealth of information to make your investment return big profits in new and repeat business once you put your newfound skills to use.

*Marcia Derryberry*  
Marcia Derryberry  
Editor in Chief  
*Impressions*

## ...missed a session? ...want to watch a session again? ISS RECORDINGS\* ON SALE NOW! ONLINE STREAMING

View slides and demos "synched" with speaker audio of all recorded sessions **online**  
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\*The sessions were recorded at ISS Long Beach 2015



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