



**EDUCATE YOURSELF. BETTER YOUR BUSINESS.**

August 11–13, 2017 at Greater Philadelphia Expo Center, Oaks, PA

**Give Your Business the EDGE It Needs to Thrive**

Marketing ♦ Visual Merchandising ♦ Entrepreneurial Strategy  
Expert Training ♦ Hands-On Learning ♦ One-on-One Consulting

## INDUSTRY EXPERTS

**Anne  
Cecil**

Anne, founder of ONO MADE IN THE 191, has over 30 years of professional design and merchandising experience as a fine artist, maker, seller, entrepreneur, educator, speaker and consultant. ONO MADE IN THE 191 believes that the sustainability of independent makers, manufacturers and retailers depends upon their ability to identify opportunities, sharpen business practices, and align their products with the interests and needs of the end user.



**Kristen  
Ainscoe**

Kristen is a visual presentation specialist and professor, retail developer, ecommerce designer and social media planner. She educates undergraduate students at Drexel University and has worked with clients through her consulting business. Before joining DU, Kristen was the Visual Merchandising Manager for Fashion Bug, a division of Charming Shops, and a regional manager for Movado Group, where she managed merchandising and sales.



**Dr. Joseph Henry  
Hancock, II**

Joseph is an international authority in fashion branding as a form of storytelling. He is the author of *Brand/Story: Ralph, Vera, Johnny, Billy and Other Adventures in Fashion Branding* (2009) and *Brand/Story: Explorations and Cases in Fashion Branding* (2016), both published by Fairchild Publishing. His works on branding and storytelling have appeared in such publications as *The Brand Challenge* and *Strategic Design and Thinking*.



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# AETA EDGE Buyer Educational Session Schedule

## Friday, August 11

### **Turning Merchandising into Money**

Friday's AETA EDGE is a three-part session with classroom and hands-on learning opportunities. Includes boxed lunch and round-trip transportation to King of Prussia Mall. (Cost: Member - \$75, Non-member - \$100)

#### **Visual EDGE I: *Set Your Floor to Sell***

10:00 a.m. - 11:30 a.m.

Limit: 30 Participants

Join **Anne Cecil** and **Kristen Ainscoe** as they lead you through floor plans and merchandising strategies that lead to sales success. Determine your store type. Examine your categories. Pick your floor. Pick your strategy. Go home with a strategic floor plan perfect for your store!

#### **Visual EDGE II: *Retail Field Trip***

11:30 a.m. - 4:00 p.m.

Limit: 30 Participants

Join **Anne Cecil** and explore live floor plans and merchandising strategies in action. Participants will complete an interactive "scavenger hunt" while discovering a variety of different buying, merchandising and sales strategies.

11:30 a.m. - 12:15 p.m. — Enjoy a boxed lunch while field trip teams are assigned

12:15 p.m. — Bus leaves from Expo Center to King of Prussia Mall

12:30 p.m. - 2:30 p.m. — Scavenger hunt!

2:30 p.m. — Bus leaves from King of Prussia Mall to return to Expo Center

3:00 p.m. - 4:00 p.m. — Field Trip Debrief and Q&A with Anne Cecil

# AETA EDGE Buyer Educational Session Schedule

## Saturday, August 12

 **Build Your Bottom Line by having a positive focus on your business plus building and maintaining strong relationships.**

### **Entrepreneurial EDGE I: Learning to LOVE Your Business Again!**

8:00 a.m. – 9:00 a.m., Room 7

**Dr. Joseph Henry Hancock, II**

Rekindle your passion for the industry through examining today's challenges and getting new tools to deal with any situation in a positive way. Learn how to love your business again.

### **Retail EDGE: Creating Adjacencies to Promote Max Sales**

10:00 a.m. – 10:30 a.m., Mock Store at Booth # 921

**Kristen Ainscoe**

*All Retail EDGE sessions are limited to 20 participants.*

Product adjacencies are important to properly flow customers through the store, keep them in the store longer, and cross-promote product categories. Learn how to maximize adjacencies and let the store do the selling for you.

### **Retail EDGE: Displaying New Products**

12:00 p.m. – 12:30 p.m., Mock Store at Booth # 921

**Kristen Ainscoe**

*All Retail EDGE sessions are limited to 20 participants.*

It is crucial to have a plan to display new product. Stores do not want new product to get mixed in with the rest of the assortment. New product displays can help to sell product at full price and condition customers to shop a fixture or set of fixtures every time they enter the store.

### **Retail EDGE: Dynamic Table Displays**

2:00 p.m. – 2:30 p.m., Mock Store at Booth # 921

**Kristen Ainscoe**

*All Retail EDGE sessions are limited to 20 participants.*

Visual impact on the store floor is sometimes about tricking the customer's eye to follow a direction or path that you set. Merchandise a table display to maximize product while also making it easy for your customer to shop the fixture. Dynamic table displays will increase UPT's (units per transaction) when executed properly on the store floor.

### **Retail EDGE: Non-Equestrian Product**

4:00 p.m. – 4:30 p.m., Mock Store at Booth # 921

**Kristen Ainscoe**

*All Retail EDGE sessions are limited to 20 participants.*

In the current retail landscape, it is imperative for you to evaluate your assortment and to carry nonequestrian product that relates to the everyday lifestyle of your existing equestrian customers. The question on the floor is how do you integrate these products? Learn where you can extend your assortment and how those products can be placed on the same floor.

## Sunday, August 13

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### **Entrepreneurial EDGE II: Positive Partnerships**

8:00 a.m. – 9:00 a.m., Room 7

**Dr. Joseph Henry Hancock, II**

Dr. Joseph Henry Hancock, II discusses how to create, maintain and reset mutually beneficial partnerships with retailers, manufacturers and vendors.

### **Retail EDGE: Creating Adjacencies to Promote Max Sales**

10:00 a.m. – 10:30 a.m., Mock Store at Booth # 921

**Kristen Ainscoe**

*All Retail EDGE sessions are limited to 20 participants.*

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# Meet with our Experts One-on-One

## AETA Exhibitor Booth Review

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Friday, August 11, 4:00 p.m. – 5:00 p.m. → **6 available**  
Saturday, August 12, 8:00 a.m. – 9:00 a.m. → **6 available**

**Anne Cecil or Kristen Ainscoe**

**Exclusive FREE AETA Member Benefit**

During these 20-minute booth reviews, Anne Cecil or Kristen Ainscoe will provide their expert recommendations on booth and merchandise layout, signage, branding and more. Exhibitor must be present.

## One-on-One Sessions

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Saturday, August 12, 9:00 a.m. – 11:00 a.m., Room 7 → **4 available**  
Sunday, August 13, 9:00 a.m. – 11:00 a.m., Room 7 → **4 available**

**Dr. Joseph Henry Hancock, II**

Focus: Communication

**30-minute One-on-One session – \$50**

## One-on-One Sessions

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Saturday, August 12, 11:00 a.m.–12:00 p.m., Room 7 → **4 available**  
Sunday, August 13, 11:00 a.m.–12:00 p.m., Room 7 → **available**

**Anne Cecil or Kristen Ainscoe**

Focus: Floor Strategy and Visual Display

**30-minute One-on-One session – \$50**

## One-on-One Sessions

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Saturday, August 12, 2:30–3:30 p.m., Room 7 → **4 available**  
Sunday, August 13, 2:30–3:30 p.m., Room 7 → **4 available**

**Anne Cecil or Kristen Ainscoe**

Focus: Floor Strategy and Visual Display

**30-minute One-on-One session – \$50**