



**3 DAYS. 26 HOURS.  
12 SESSIONS. 5 EXPERTS.**

# EXPERIENCE THE AETA EDGE

Join us January 28-30, 2017 in Oaks, PA for our trade show packed with an unprecedented 26 hours of workshops, lectures, hands-on training and one-on-one strategy sessions with industry experts to give your business the edge it needs to thrive.

**Over \$2000 in free education included  
with your registration to  
The AETA INTERNATIONAL TRADE SHOW**

Greater Philadelphia Expo Center, Oaks, PA  
January 28-30, 2017  
[www.aeta.us](http://www.aeta.us)

#aetashow #aetaedge



**EXPERT EDGE**

**3-D RETAIL STORE**

**FREE SEMINARS**



## 5 INDUSTRY EXPERTS



### BOB NEGEN

Bob, co-founder of WhizBang! Training, is a professional retail speaker, consultant, business coach and author. Bob motivates and trains independent retailers to improve and grow their businesses with practical, actionable tactics and strategies. He speaks to local independent business owners in their own language using real world retail experience and humor.



### 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.



### PATRICIA DA SILVA

Patricia was selected as one of the 25 most revolutionary leaders by Equestrian Trailblazers Summit. She is an award-winning marketing and media entrepreneur. After helping her family's business, ECOGOLD, grow internationally as their Marketing VP, she launched her own company, Heels Down Media combining innovative equestrian publications with digital marketing through its platforms: *Horse Junkies United*, *Heels Down Magazine*, *Stable & Spice* and The Scope Network.



### KRISTIN 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.



### JOSEPH HENRY HANCOCK, II

Joseph is an international authority in fashion branding as a form of storytelling. He released his book *Brand/Story: Ralph, Vera, Johnny, Billy and Other Adventures in Fashion Branding* (2009, now to be released in a 2nd Edition in 2016 to be called *Brand/Story: Explorations and Cases in Fashion Branding* both by Fairchild Publications). His works on branding and storytelling have appeared in such publications as *The Brand Challenge* and *Strategic Design and Thinking*.

# SCHEDULE OF EVENTS

register online at [aeta.us](http://aeta.us)

## FRIDAY, JANUARY 27 **FREE SESSIONS**

**10:00 – 11:30 a.m.**

**Buying EDGE – Workshop: Preparing to Shop the Show**

**Leaders: Anne Cecil & Kristen Ainscoe**

**Limit: 20 Participants, Online Registration**

This hands on workshop will lead participants through their business by category sales as a percentage to total. Topics include: assortment planning, open to buy, planning your show buys, and filling in with Cash & Carry.

**12:00 – 1:00 p.m.**

**Experience EDGE – Lecture: Retail is NOT Dead, Long Live Retail**

**Leader: Anne Cecil**

**No Limit, Online Registration**

Bricks and mortar retail is NOT dead, but it has changed. Today's customer and particularly millennials will come to your store if you offer an interesting and meaningful experience. Learn the keys to creating and sustaining an engaging in-store experience.

**1:00 – 3:00 p.m.**

**Experience EDGE II – Field Trip: Retail Experience Safari (trip to King of Prussia Mall)**

**Leaders: Anne Cecil & Joe Hancock**

**Limit: 20 Participants, Online Registration**

Explore stores that are implementing meaningful experiences at King of Prussia Mall. Through a series of store visits we will unlock the keys to creating a customer experience that builds fans and creates repeat store visits. (Lunch on your own.)

**3:30 – 5:00 p.m.**

**Digital Marketing EDGE – Lecture: Modern Marketing: Sell it Before the Sale. Capture Attention in 15 Seconds or Less**

**Leader: Patricia Da Silva**

**No Limit, Online Registration**

Learn how today's consumer shops, how to harness the power of social media to boost sales, expand your knowledge and confidence of digital tools, create digital campaigns that get noticed and perform better in less time.

**5:00 – 6:00 p.m. EXHIBITORS ONLY**

**Exhibitor EDGE – 20-minute Exhibitor Booth Reviews**

**Leaders: Anne Cecil & Kristen Ainscoe**

**Limit: 6 Participants, Online Registration**

Exhibitor booth reviews include comments and recommendations on booth and merchandise layout, signage/graphics, branding, etc.

# Saturday, January 28 **FREE SESSIONS**

**8:00 – 9:00 a.m. EXHIBITORS ONLY**

**Exhibitor EDGE – 20-minute Exhibitor Booth Reviews**

**Leaders: Anne Cecil & Kristen Ainscoe**

**Limit: 6 Participants, Online Registration**

Exhibitor booth reviews include includes comments and recommendations on booth and merchandise layout, signage/graphics, branding, etc.

**12:00 – 12:45 p.m.**

**Notes from the EDGE – Features Tell, Benefits SELL! The Simple, Essential Shift that Sells More Merchandise**

**Leader: Bob Negen**

In this lively, interactive session you will learn how to use language that makes your products and services come alive, the secret to determine what your customers really want, the three-part formula guaranteed to WOW your customers and more! This information is incredibly timely, since you will be able to use it immediately when you're at the show.

**Retail EDGE – Hands-On Training in the EQUESTRIAN EDGE 3-D Store**

**Limit: 20 Participants per session, Online Registration**

In these interesting and eye-opening sessions, get valuable hands-on training on merchandising and selling in a virtual equestrian mock store.

**10:30 – 11:15 a.m. Leader: Kristen Ainscoe**

**Creating Adjacencies to Promote Max Sales with Merchandising Strategies**

**1:00 – 1:45 p.m. Leader: Bob Negen**

**The Retail Sales Academy – How to be Amazing on the Floor without Being Pushy!**

**2:00 – 2:45 p.m. Leader: Bob Negen**

**The Retail Sales Academy – How to be Amazing on the Floor without Being Pushy!**

**3:00 – 3:45 p.m. Leader: Kristen Ainscoe**

**Creating Dynamic Table Displays**

**4:00 – 4:45 p.m. Leader: Anne Cecil**

**Floor Planning**

## **Expert EDGE Saturday 3:00 p.m. to 5:00 p.m.**

Register for a one-on-one 30 minute strategy session with an Industry Expert for \$50 (\$200 value). Space is limited.

**Ask Anne Cecil about Merchandising (2 sessions available)**

**Ask Bob Negen ANYTHING (3 sessions available)**

**Ask Kristen Ainscoe about Merchandising (2 sessions available)**

## **Sunday, January 29 FREE SESSIONS**

**12:00 – 1:30 p.m.**

**Notes from the EDGE –The Ultimate Competitive Advantage: A Customer Focused, Service Driven, Culture That Sells!**

**Leader: Bob Negen**

**No limit, Online Registration**

Manage, motivate, and inspire your sales team. You'll learn the secret to keeping your team focused on selling, coaching techniques to build confidence in your employees, small steps you can take today to become a better manager, key statistics that tell you what's working (and what needs improvement!), and much, much more! Creating a culture where every single member of your team is tuned in, turned on and focused on giving your customer the very best possible experience is the best way for you to grow your business. This session will show you how!

**Retail EDGE – Hands-On Training in the EQUESTRIAN EDGE 3-D Store**

**Limit: 20 Participants per session, Online Registration**

In these interesting and eye-opening sessions, get valuable hands-on training on merchandising and selling in a virtual equestrian mock store.

**10:30 – 11:30 a.m. Leader: Anne Cecil**

**Merchandising Strategies**

**1:00 – 1:45 p.m. Leader: Bob Negen**

**The Retail Sales Academy – How to be Amazing on the Floor without Being Pushy!**

**2:00 – 2:45 p.m. Leader: Bob Negen**

**The Retail Sales Academy – How to be Amazing on the Floor without Being Pushy!**

**3:00 – 3:45 p.m. Leader: Kristen Ainscoe**

**Best Practices for Fixture Categories for Visual Merchandising Leader**

**4:00 – 4:45 p.m. Leader: Kristen Ainscoe**

**Promoting New Product with Visual Merchandising**

## **Expert EDGE Sunday 10 a.m. to noon & 3 p.m. to 5 p.m.**

Register for a one-on-one 30 minute strategy session with an Industry Expert for \$50 (\$200 value). Space is limited.

**Ask Bob Negen ANYTHING (3 sessions available)**

**Ask Kristen Ainscoe About your Window Displays (3 sessions available)**

**Ask Bob Negen ANYTHING (4 sessions available)**

**Ask Anne Cecil about Merchandising (4 sessions available)**