

Classroom Training Schedule

Charlotte, NC — November 6–8, 2025

Charlotte Convention Center | Hall C1 | 501 S College St

GPX classes offer solutions to help you meet today's needs and prepare you for tomorrow's opportunities. All classes are included in your registration. Two skill levels are offered: **Start Here** (foundational, ideal for those new to a discipline or looking to add profit centers) and **Pro** (advanced techniques and business strategy for experienced operators). Pre-show training on November 5 features full-day seminars.

Attending any class from the Classroom Training program earns you a **Recognized Professional Certificate** — available exclusively to GPX attendees.

Wednesday, November 5, 2025

Print Money: How to Start & Scale a Profitable Print Business

■ 10:00 am – 4:00 pm ET ■ Room E220 E [\[START HERE\]](#)

Sponsored by: [Digital Technology Group Inc](#)

An all-day seminar covering foundational and advanced strategies for launching and scaling a profitable print business. Topics span sign & graphics printing, heat printing, DTG, DTF, and dye sublimation. Designed for entrepreneurs, start-ups, and established business owners alike — whether you are finding your footing or looking to grow and develop your team.

STAHL'S Pro Day

■ 10:00 am – 2:00 pm ET ■ Room E220 D [\[GENERAL\]](#)

Sponsored by: [STAHL'S](#)

A dedicated STAHL'S training day covering heat printing strategies, equipment, and techniques. Attendees gain hands-on exposure to STAHL'S product lines and learn how to optimize their heat-printing workflow for maximum efficiency and profitability.

Thursday, November 6, 2025

Laser Mastery: Engraving Essentials for Beginners

■ 8:00 am – 9:30 am ET ■ Room E220 D [\[START HERE\]](#)

Sponsored by: [Epilog Laser](#)

A beginner-focused introduction to laser engraving. Covers machine basics, material selection, settings, and safety. Attendees leave with the foundational knowledge needed to start producing quality laser-engraved products and building a new profit center.

Maximizing Shop Efficiency and Sales for Apparel Decoration and Signage Businesses

■ 8:00 am – 9:30 am ET ■ Room E220 E [GENERAL]

Sponsored by: [Inktavo](#)

Explore tools and strategies to streamline order management, online stores, design approvals, and production workflows. Learn how software solutions can reduce overhead, cut turnaround times, and boost sales for apparel decorators and sign shops.

Turn Your Print Shop Into a Business That Works for You

■ 8:00 am – 9:30 am ET ■ Room E220 A [GENERAL]

Sponsored by: [GPX University](#) · Presenters: [Stan Banks & Gavin StGeorges](#)

A GPX University session led by industry veterans Stan Banks and Gavin StGeorges. Focuses on moving from operator to owner mindset — building systems, setting boundaries, and creating a business that generates revenue and growth even when you're not on the floor.

Enhance Your Business with Laser Solutions

■ 11:00 am – 12:30 pm ET ■ Room E220 E [START HERE]

Sponsored by: [Trotec Laser Inc](#)

Discover how laser technology can open new revenue streams. This class walks through real-world applications of laser engraving and cutting across awards, signage, personalization, and promotional products — with practical guidance on getting started and growing with laser.

Know Your Customer: How Client Preferences Shape Your Heat Printing Strategy

■ 11:00 am – 12:30 pm ET ■ Room E220 D [GENERAL]

Sponsored by: [STAHL'S](#)

Understand how different end-customer needs drive decisions about decoration methods, materials, and finishes. Learn to align your heat printing capabilities with what your clients actually want — improving satisfaction, repeat business, and your competitive positioning.

How to Maximize Your Profits Using the Crio Powderless DTF PLUS

■ 1:00 pm – 2:30 pm ET ■ Room E220 E [START HERE]

Sponsored by: [TheMagicTouch USA](#)

A hands-on introduction to powderless DTF printing using the Crio system. Covers workflow, application techniques, and business opportunity. Designed for decorators looking to add DTF without the mess and complexity of traditional powder adhesive systems.

Troubleshooting Sublimation

■ 1:00 pm – 2:30 pm ET ■ Room E220 D [START HERE]

Sponsored by: [JDS Industries Inc](#)

Diagnose and resolve the most common sublimation problems — color shifting, ghosting, bleeding, uneven pressure, and more. A practical class for decorators at any stage of their sublimation journey who want cleaner results and fewer reprints.

Hidden Revenue: Finding Profit in the Business You Already Have

■ 1:00 pm – 2:30 pm ET ■ Room E220 A [\[START HERE\]](#)

Sponsored by: [AIM Smarter, LLC](#)

Uncover overlooked revenue opportunities within your existing customer base and product mix. Learn how to identify upsell and cross-sell opportunities, price more strategically, and grow income without acquiring new customers.

CorelDRAW is Easy! Let's See Exactly How!

■ 4:00 pm – 5:30 pm ET ■ Room E220 D [\[START HERE\]](#)

Sponsored by: [CorelTRAINER](#)

A beginner-friendly walkthrough of CorelDRAW's most useful features for graphics professionals. Covers layout, vector drawing, text tools, and workflow tips that make everyday design tasks faster and easier — no prior CorelDRAW experience required.

Organic Growth Engine: The Local-First Digital Marketing System

■ 4:00 pm – 5:30 pm ET ■ Room E220 A [\[GENERAL\]](#)

Sponsored by: [GPX University](#) · Presenter: [Stan Banks](#)

Stan Banks presents a local-first digital marketing framework for print and graphics businesses. Topics include Google Business Profile optimization, social media strategy, review generation, and building a consistent online presence that drives local leads organically.

Building a Rock Star Team: How to Hire, Train & Lead for Growth

■ 4:00 pm – 5:30 pm ET ■ Room E220 E [\[GENERAL\]](#)

Sponsored by: [Barker Leadership Institute](#)

Learn proven frameworks for recruiting the right people, onboarding them effectively, and creating a shop culture that retains top performers. Covers leadership fundamentals, performance conversations, and the systems that help small businesses punch above their weight when it comes to talent.

Friday, November 7, 2025

AI Revisited: A Playbook for Transforming Your Business Operations

■ 8:00 am – 9:30 am ET ■ Room E220 E [\[GENERAL\]](#)

Sponsored by: [GRAPHICS PRO](#) · Presenter: [Marshall Atkinson](#)

Marshall Atkinson returns with an updated, practical playbook for integrating AI into your graphics business. Covers AI tools for design, customer communication, estimating, production scheduling, and marketing — with real examples from shops that are already using AI to save time and money.

You're Gonna Flip Over Sublimation & Versiflex with DyeCraft Direct & SawGrass Technologies

■ 8:00 am – 9:30 am ET ■ Room E220 D [\[START HERE\]](#)

Sponsored by: [DyeCraft Direct / Sawgrass](#)

An introduction to sublimation and Versiflex technology from DyeCraft Direct and Sawgrass. Attendees explore the range of substrates, inks, and workflows that make sublimation one of the most versatile decoration methods available — ideal for those new to the process.

From Skills to Sales: Hands-On Sandcarving Strategies for High-Margin Markets

■ 11:00 am – 12:30 pm ET ■ Room E220 E [\[START HERE\]](#)

Sponsored by: [IKONICS Imaging](#)

A practical sandcarving class that bridges technique and business strategy. Learn the basics of photoresist stencil creation and sandcarving on glass, stone, and other substrates — then explore how to price and market sandcarved pieces to high-margin customer segments like corporate gifts and memorials.

Profit with Promo: Expanding Your Business Through Promo Product Sales

■ 11:00 am – 12:30 pm ET ■ Room E220 D [\[START HERE\]](#)

Sponsored by: [Advertising Specialty Institute \(ASI\)](#)

Discover how to add promotional products as a revenue stream alongside your existing graphics services. Covers sourcing, pricing, supplier relationships, and how ASI membership tools can simplify the process of finding and selling promo products to your current clientele.

Current 2025 Business Development Strategies for Laser, UV Print, DTF, HTV, and Embroidery

■ 1:00 pm – 2:30 pm ET ■ Room E220 D [\[GENERAL\]](#)

Sponsored by: [PDS Equipment](#)

A forward-looking overview of the business landscape across five key decoration technologies in 2025: laser engraving, UV printing, DTF, heat transfer vinyl, and embroidery. Covers where the opportunities are, what customers are asking for, and how to position your shop to win more business in each category.

Lessons in Apparel Decoration: Your Guide to Screenprinting in 2025, Part 1

■ 1:00 pm – 2:30 pm ET ■ Room E220 E [\[GENERAL\]](#)

Sponsored by: [GRAPHICS PRO](#) • Presenter: [Lon Winters](#)

Industry legend Lon Winters delivers Part 1 of a two-part deep dive into screen printing in 2025. Covers art preparation, color separations, screen making, and registration systems. Intermediate to advanced content for decorators who want to sharpen their technical skills and improve shop efficiency.

Saturday, November 8, 2025

From \$500K to \$1M: What You Need to Do to Take Your Shop to the Next Level in 2025

■ 8:00 am – 9:30 am ET ■ Room E220 E [GENERAL]

Sponsored by: [GRAPHICS PRO](#) · Presenter: [Marshall Atkinson](#)

Marshall Atkinson lays out the specific operational, cultural, and financial changes required to break through the \$500K ceiling and scale toward \$1M in annual revenue. Real talk about hiring, systems, pricing, and the mindset shifts that separate growing shops from stagnating ones.

Becoming an Engraving Expert: Top Tips for Beginners and Intermediates

■ 8:00 am – 9:30 am ET ■ Room E220 D [GENERAL]

Sponsored by: [GRAPHICS PRO](#) · Presenter: [Lori Champagne](#)

Lori Champagne shares her expertise in engraving across multiple substrates and machine types. Covers common mistakes, material prep, depth and speed settings, and finishing techniques. A practical session for engravers looking to raise the quality of their work and tackle more complex projects.

Lessons in Apparel Decoration: Your Guide to Screenprinting in 2025, Part 2

■ 11:00 am – 12:30 pm ET ■ Room E220 D [GENERAL]

Sponsored by: [GRAPHICS PRO](#) · Presenter: [Lon Winters](#)

The conclusion of Lon Winters' screen printing series. Part 2 dives into on-press components, ink systems, specialty techniques, and workflow optimization. Attendees who attended Part 1 on Friday will get the most from this session, though it also stands alone as a high-value advanced class.