

Classroom Training Schedule

Meadowlands, NJ — September 12–13, 2025

Meadowlands Exposition Center | 355 Plaza Dr, Secaucus, NJ

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 September 11 features a full-day seminar.

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

Thursday, September 11, 2025

Building A Successful Apparel Decorating Business

■ 10:00 am – 4:00 pm ET ■ Room A [GENERAL]

Sponsored by: [Hirsch Solutions LLC](#)

A comprehensive all-day seminar covering everything needed to build and grow a profitable apparel decorating business. Topics span equipment selection, production workflows, pricing strategies, and business development — ideal for decorators at any stage looking to sharpen their fundamentals or scale their operation.

Friday, September 12, 2025

Laser Mastery: Engraving Essentials for Beginners

■ 8:00 am – 9:30 am ET ■ Room A [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.

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

■ 8:00 am – 9:30 am ET ■ Room C [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 or looking to expand their substrate offerings.

Profit with Promo: Expanding Your Business Through Promo Product Sales

■ 11:00 am – 12:30 pm ET ■ Room A [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 finding and selling promo products to your current clientele.

How to Maximize Your Profits Using the Crio Powderless DTF PLUS

■ 1:00 pm – 2:30 pm ET ■ Room C [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.

Maximizing Shop Efficiency and Sales for Apparel Decoration and Signage Businesses

■ 1:00 pm – 2:30 pm ET ■ Room A [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.

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

■ 3:00 pm – 4:30 pm ET ■ Room C [GENERAL]

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

Industry veteran 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.

Becoming an Engraving Expert: Top Tips for Beginners and Intermediates

■ 3:00 pm – 4:30 pm ET ■ Room A [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.

Saturday, September 13, 2025

AI Revisited: A Playbook for Transforming Your Business Operations

■ 8:00 am – 9:30 am ET ■ Room A [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 already using AI to save time and money.

Beyond 6 Figures: Strategies to Scale Beyond the Blueprint

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

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

Stan Banks shares the specific operational and strategic moves required to break through the six-figure ceiling and build toward a sustainable, scalable business. Covers hiring, systems, financial discipline, and the leadership mindset needed to go from self-employed to true business owner.

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

■ 11:00 am – 12:30 pm ET ■ Room A [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.

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

■ 11:00 am – 12:30 pm ET ■ Room C [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.