

# Classroom Training Schedule

Long Beach, CA — August 21–23, 2025

Long Beach Convention and Entertainment Center | Hall A | 300 E Ocean Blvd

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). This event is co-located with **WRAPSCON**, and several sessions cover wrap-specific topics. Pre-show training on August 20 features a full-day seminar.

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

## Wednesday, August 20, 2025 — Pre-Show

### Building A Successful Apparel Decorating Business

■ 10:00 am – 4:00 pm PT ■ Room 103 C [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.*

## Thursday, August 21, 2025

### Laser Mastery: Engraving Essentials for Beginners

■ 8:00 am – 9:30 am PT ■ Room 103 C [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.*

### DTF Clinic: Common Mistakes (and How to Avoid Them)

■ 8:00 am – 9:30 am PT ■ Room 102 C [START HERE]

Sponsored by: [All American Print Supply Co](#)

*An honest breakdown of the most common DTF printing errors — from film adhesion issues and ink curing problems to color inconsistencies and transfer failures. Learn how to diagnose problems quickly and implement best practices that produce consistent, high-quality results.*

## Streamlining Wrap Design Projects: From Sales to Installation

■ 8:00 am – 9:30 am PT ■ Room 101 B [GENERAL]

Sponsored by: [WRAPSCON University](#) - Presenter: [Jody Frego](#)

*Jody Frego walks through the full lifecycle of a vehicle wrap project — from the initial client conversation and design brief through file production, printing, and final installation. Learn workflow strategies that reduce rework, improve communication, and deliver a better result for both shop and customer.*

## How to Maximize Your Profits Using the Crio Powderless DTF PLUS

■ 11:00 am – 12:30 pm PT ■ Room 102 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.*

## Troubleshooting Sublimation

■ 11:00 am – 12:30 pm PT ■ Room 103 C [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.*

## Which Glue is Right for You?

■ 11:00 am – 12:30 pm PT ■ Room 101 B [START HERE]

Sponsored by: [General Formulations](#)

*A practical guide to adhesive selection for vehicle wraps and graphics applications. Covers the differences between air-release, repositionable, and permanent adhesives; how substrate type and application environment affect adhesive choice; and how to match the right product to each job for lasting results.*

## Enhance Your Business with Laser Solutions

■ 1:00 pm – 2:30 pm PT ■ Room 103 C [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.*

## 1 + 1 = 20: Two Simple Steps to Add 20% to Your Bottom Line

■ 1:00 pm – 2:30 pm PT ■ Room 102 C [PRO]

Sponsored by: [Restylers International](#)

*A high-impact Pro-level session revealing two surprisingly simple operational changes that can add 20% or more to your shop's bottom line. Covers pricing strategy, upsell structure, and customer retention tactics grounded in real-world data from high-performing wrap and graphics businesses.*

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## CorelDRAW is Easy! Let's See Exactly How!

■ 4:00 pm – 5:30 pm PT ■ Room 103 C [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.*

## Decorate Smarter: Stop Guessing, Start Scaling

■ 4:00 pm – 5:30 pm PT ■ Room 102 C [GENERAL]

Sponsored by: [Presenter: Nicole Pape](#)

*Nicole Pape delivers a no-nonsense masterclass in business clarity for decorators. Covers how to identify the growth bottlenecks holding your shop back, how to make data-driven decisions instead of gut-feel guesses, and how to stop getting in your own way on the path to scaling.*

## Meet the Masters @ WRAPScconnect – Panel Discussion and Happy Hour

■ 4:00 pm – 6:00 pm PT ■ Room 104 [GENERAL]

Sponsored by: [WRAPSCON](#)

*A WRAPSCON networking event featuring a panel of industry-leading wrap professionals. Attendees can ask questions, hear diverse perspectives on the craft and business of vehicle wrapping, and connect with peers and mentors in a relaxed happy-hour environment.*

# Friday, August 22, 2025

## Maximizing Shop Efficiency and Sales for Apparel Decoration and Signage Businesses

■ 8:00 am – 9:30 am PT ■ Room 103 C [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.*

## When is the Right Time to Have a Flatbed Printer?

■ 8:00 am – 9:30 am PT ■ Room 102 C [START HERE]

Sponsored by: [Stratojet USA](#)

*A practical buying guide for shops considering a flatbed UV printer. Covers when volume and product mix justify the investment, what to look for in a machine, how to evaluate ROI, and how flatbed capability can open new markets in rigid substrates, signage, and promotional products.*

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## Women in Graphics Panel

■ 8:00 am – 9:30 am PT ■ Room 104 [GENERAL]

*A moderated panel discussion featuring women from across the graphics and decorated apparel industry. Panelists share their experiences, discuss challenges and opportunities unique to women in the field, and offer advice for those building careers or businesses in this industry.*

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

■ 11:00 am – 12:30 pm PT ■ Room 102 C [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.*

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

■ 11:00 am – 12:30 pm PT ■ Room 103 C [START HERE]

Sponsored by: [IKONICS Imaging](#)

*A practical sandcarving class bridging 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.*

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

■ 11:00 am – 12:30 pm PT ■ Room 101 B [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.*

## Profit with Promo: Expanding Your Business Through Promo Product Sales

■ 1:00 pm – 2:30 pm PT ■ Room 102 C [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.*

## Dive into Color: Procolored Printer Quickstart

■ 1:00 pm – 2:30 pm PT ■ Room 103 C [START HERE]

Sponsored by: [Procolored Technology Inc](#)

*A quickstart guide to Procolored UV and DTF printers. Covers machine setup, color calibration, RIP software basics, and first-print best practices. Ideal for new owners or shops evaluating Procolored equipment who want to get up and running quickly with professional results.*

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## **Beyond 6 Figures: Strategies to Scale Beyond the Blueprint**

■ 4:00 pm – 5:30 pm PT ■ Room 102 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.*

## **AI Revisited: A Playbook for Transforming Your Business Operations**

■ 4:00 pm – 5:30 pm PT ■ Room 101 B [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.*

## **Sell Smarter: How Online Stores Drive Sales for Apparel Decorators & Sign Shops**

■ 4:00 pm – 5:30 pm PT ■ Room 103 C [GENERAL]

Sponsored by: [Inktavo](#)

*Learn how to build and manage online storefronts that generate recurring revenue for your decoration or sign business. Covers platform selection, store setup, product merchandising, and how to pitch online stores to clients as a value-add service that drives loyalty and repeat orders.*

# **Saturday, August 23, 2025**

## **Becoming an Engraving Expert: Top Tips for Beginners and Intermediates**

■ 8:00 am – 9:30 am PT ■ Room 103 C [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.*

## **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 PT ■ Room 101 B [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.*

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## Organic Growth Engine: The Local-First Digital Marketing System

■ 8:00 am – 9:30 am PT ■ Room 102 C [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 — without paid advertising.*

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

■ 11:00 am – 12:30 pm PT ■ Room 102 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.*

## AI and Automation for Print Shops: From Marketing to Fulfillment

■ 11:00 am – 12:30 pm PT ■ Room 103 C [GENERAL]

Sponsored by: Presenter: [Cole Lundstrom](#)

*Cole Lundstrom explores how print shops can leverage AI and automation tools across the entire business — from generating marketing content and handling customer inquiries, to automating order routing and fulfillment workflows. Practical, tool-specific guidance for shops ready to work smarter.*