

# Classroom Training Schedule

Indianapolis, IN — June 19–21, 2025

Indiana Convention Center | Hall H | 100 S Capitol Ave

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 features expanded **GPX University** and **WRAPSCON University** programs on the show floor, in addition to the full classroom schedule. Pre-show training on June 18 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, June 18, 2025 — Pre-Show

### Building A Successful Apparel Decorating Business

■ 10:00 am – 4:00 pm ET ■ Room 140 [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, June 19, 2025

### Laser Mastery: Engraving Essentials for Beginners

■ 8:00 am – 9:30 am ET ■ Room 140 [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.*

## Apparel Printing Made Easy

■ 8:00 am – 9:30 am ET ■ Room 141 [START HERE]

Sponsored by: [Transfer Express](#)

*A practical beginner's guide to apparel decoration using heat transfers. Covers heat press basics, transfer types (plastisol, digital, sublimation), garment selection, and application best practices. Ideal for new decorators or shops looking to add heat printing as a quick, low-barrier profit center.*

## Troubleshooting Sublimation

■ 11:00 am – 12:30 pm ET ■ Room 140 [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.*

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

■ 11:00 am – 12:30 pm ET ■ Room 142 [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

■ 11:00 am – 12:30 pm ET ■ Room 141 [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.*

## Enhance Your Business with Laser Solutions

■ 1:00 pm – 2:30 pm ET ■ Room 140 [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.*

## Epson's Latest in DTF, DTG & Dye-Sublimation: Compare, Contrast & Choose with Confidence

■ 1:00 pm – 2:30 pm ET ■ Room 141 [START HERE]

Sponsored by: [IT Supplies](#)

*A side-by-side comparison of Epson's current DTF, DTG, and dye-sublimation printer lines. Learn the strengths and trade-offs of each technology, which substrates and markets each serves best, and how to choose the right Epson solution for your shop's current volume and growth goals.*

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

■ 4:00 pm – 5:30 pm ET ■ Room 141 [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.*

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

■ 4:00 pm – 5:30 pm ET ■ Room 140 [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.*

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

■ 4:00 pm – 5:30 pm ET ■ Room 142 [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.*

# Friday, June 20, 2025

## Dive into Color: Procolored Printer Quickstart

■ 8:00 am – 9:30 am ET ■ Room 141 [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.*

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

■ 8:00 am – 9:30 am ET ■ Room 140 [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.*

## Graphics Industry Executive Panel — Hear Directly From the Source

■ 8:00 am – 9:30 am ET ■ Room 144 [GENERAL]

*A moderated panel featuring executives from across the graphics and decorated apparel industry. Attendees hear candid perspectives on market trends, technology adoption, workforce challenges, and where industry leaders see the greatest growth opportunities heading into the next few years.*

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

■ 11:00 am – 12:30 pm ET ■ Room 140 [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.*

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

■ 11:00 am – 12:30 pm ET ■ Room 141 [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.*

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

■ 1:00 pm – 2:30 pm ET ■ Room 141 [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.*

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

■ 1:00 pm – 2:30 pm ET ■ Room 140 [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.*

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

■ 4:00 pm – 5:30 pm ET ■ Room 140 [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.*

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**Saturday, June 21, 2025**

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

■ 8:00 am – 9:30 am ET ■ Room 140 [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.*

### **Marketing Better in 2025: Grow Profits with Clarity and Connection**

■ 8:00 am – 9:30 am ET ■ Room 141 [GENERAL]

Sponsored by: GRAPHICS PRO · Presenter: Aaron Montgomery

*Aaron Montgomery delivers a practical marketing session built for graphics and decorated apparel businesses. Covers how to cut through noise with clear messaging, build authentic customer connections, and use the right mix of digital and local marketing tools to grow revenue without burning out.*

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

■ 8:00 am – 9:30 am ET ■ Room 142 [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**

■ 11:00 am – 12:30 pm ET ■ Room 140 [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 141 [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.*

## **Protect Your Business: Preparing for an OSHA Inspection**

■ 11:00 am – 12:30 pm ET ■ Room 142 [GENERAL]

**Sponsored by: Presenter: Susan Caldwell**

*Susan Caldwell walks shop owners and managers through what to expect during an OSHA inspection and how to prepare before one happens. Covers the most common violations found in print and graphics shops, how to document safety procedures, and the steps to take if you receive a citation — practical compliance guidance that protects both your team and your business.*

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