

# Classroom Training Schedule

Irving, TX — March 6–8, 2025

Irving Convention Center at Las Colinas | 500 West Las Colinas Blvd

Irving, Texas kicks off the 2025 GPX trade show schedule. 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 also features expanded **GPX University** and **WRAPSCON University** programs on the show floor. Pre-show training on March 5 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, March 5, 2025 — Pre-Show

### Building A Successful Apparel Decorating Business

■ 10:00 am – 4:00 pm CT ■ 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.*

## Thursday, March 6, 2025

### Laser Mastery: Engraving Essentials for Beginners

■ 8:00 am – 9:30 am CT ■ 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.*

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

■ 8:30 am – 9:30 am CT ■ Room D [GENERAL]

*A moderated panel featuring CEOs and senior 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 in 2025 and beyond.*

## Troubleshooting Sublimation

■ 11:00 am – 12:30 pm CT ■ Room A [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.*

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

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

## Expand Your Business with DTF Printing

■ 1:00 pm – 2:30 pm CT ■ Room A [START HERE]

Sponsored by: [GSG](#)

*A practical overview of DTF (Direct to Film) printing as a business opportunity. Covers how DTF works, what equipment and supplies are needed, which markets and substrates it serves best, and how to price and position DTF services to grow revenue alongside existing decoration methods.*

## Human Resources — What Small Businesses Need to Know

■ 1:00 pm – 2:30 pm CT ■ Room C [GENERAL]

Sponsored by: **Presenter:** [Lusine Meeks](#)

*HR attorney and consultant Lusine Meeks walks small business owners through the employment law essentials that every shop needs to understand. Covers hiring practices, employee classifications, wage and hour rules, workplace policies, and how to avoid the most common HR mistakes that put small businesses at legal risk.*

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

■ 4:00 pm – 5:30 pm CT ■ Room A [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.*

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**Friday, March 7, 2025**

### **Dive into Color: Procolored Printer Quickstart**

■ 8:00 am – 9:30 am CT ■ Room B [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 CT ■ 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.*

### **Managing a Major Swag Portfolio**

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

Sponsored by: [Presenter: Brad Bartlett](#)

*Brad Bartlett shares strategies for managing large-scale branded merchandise programs for corporate clients. Covers how to organize complex product catalogs, coordinate multi-location fulfillment, handle inventory and reorder processes, and build the kind of long-term client relationships that generate recurring swag revenue.*

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

■ 11:00 am – 12:30 pm CT ■ Room B [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.*

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

■ 11:00 am – 12:30 pm CT ■ Room A [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.*

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

■ 1:00 pm – 2:30 pm CT ■ Room 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.*

## Apparel Printing Made Easy

■ 1:00 pm – 2:30 pm CT ■ Room A [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.*

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

■ 1:00 pm – 2:30 pm CT ■ Room B [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.*

# Saturday, March 8, 2025

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

■ 8:00 am – 9:30 am CT ■ Room A [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

■ 8:00 am – 9:30 am CT ■ Room 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.*

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

■ 8:00 am – 9:30 am CT ■ 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.*

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

■ 11:00 am – 12:30 pm CT ■ Room A [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.*

## 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 CT ■ Room 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.*

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

■ 11:00 am – 12:30 pm CT ■ 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 Saturday morning will get the most from this session, though it also stands alone as a high-value advanced class.*