

2026 Business Breakthroughs: Targeted Strategies for UV, Laser & Embroidery

International Personalization Expo – Las Vegas

Goal: Focus → Specialize → Execute → Grow in 2026

The Industry has changed



PDS
EQUIPMENT

World Class Equipment and Service



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MIMAKI®

Horizon

Vegas - Dallas - Nashville

How I Got Into Sales





What Are Your Company's Superpowers?



Everyone has one.

What Are Your Advantages?



It's time to use them.

What are you the best at?

Who is your ICP?

You know what you're the best at.

And you know who your ICP is.

Now decide if it fits.

Now Decide...

DOES IT FIT?



Refine and Refocus


Location, Timing and
Bait Selection






One and make it work.


#GoGetIt

Please complete your session evaluation



Scan this QR code with your cell phone camera

This is session number 201