

WHERE CONNECTIONS BECOME CUSTOMERS

How One Supplier's Success Is Fueled by ASI Events

Discover how Head to Toe Headwear, Apparel & Accessories grew its business and distributor network by consistently showing up at ASI events, including ASI Shows and hosted-buyer events. Through in-person connections and meaningful conversations, the company transformed visibility in the Expo Hall into long-term partnerships.

INTRO

Head to Toe Headwear, Apparel & Accessories (asi/58842) has spent more than 30 years helping distributors outfit clients "from head to toe." What began with a focus on caps and visors has evolved into a full-service apparel and accessories supplier recognized for quality, customization and exceptional service.

For Vice President **John Solek**, the company's real growth in recent years has come not just from great products but from getting in the room with the right people. By consistently exhibiting at ASI® events, Head to Toe has expanded its network, built strong relationships and generated new business opportunities that continue long after the events end.

"Meeting distributors face to face changes everything," says Solek. "You can build trust, talk through ideas and find out what they really need. That's how relationships – and orders – begin."



BUILDING THROUGH EVENTS

Solek has attended nearly every ASI event available – and with each one, he sees firsthand how much exposure and access they provide. "You can't replace the in-person experience," he explains. "You're not just another name in a catalog or email; you're having real conversations that stick."

At ASI Shows®, Head to Toe stands out with its expansive product line and a booth that invites distributors to explore their sourcing capabilities. Each show provides the chance to meet a high volume of qualified distributors face to face – all in one place – while keeping products and branding top of mind. Exhibiting regularly helps maintain visibility throughout the industry, turning every handshake and product demo into a new opportunity.

But it's the 20-minute one-on-one meetings at ASI hosted-buyer events that make the deepest impact. "That dedicated time gives both sides a chance to connect in a meaningful way," says Solek.

"It's more personal and productive than any phone call or virtual meeting could ever be."

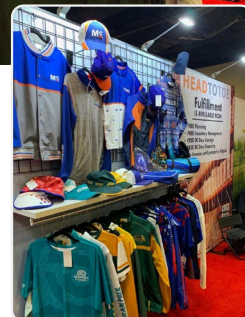


RELATIONSHIPS IN ACTION

Through these events, Head to Toe has built lasting partnerships with distributors nationwide, including new clients who had never heard of them before walking into the Expo Hall. One standout success story began at a hosted-buyer event when a distributor attending ASI's Power House meeting asked if Head to Toe could produce replica F1 driving gloves for a major racing event.

The project became a hit with fans and opened doors to additional programs. "That one conversation led to repeat business," Solek recalls. "And it happened because of ASI's format – we never would have met that distributor otherwise."

Beyond new partnerships, Solek values the shared knowledge and camaraderie the events foster. "Everyone's relaxed, talking shop and networking. The dinners and evening events help you connect on another level," he says. "Those are the moments that build real loyalty."



"These events are a breath of fresh air – they're where relationships start, ideas grow and business gets done."



THE ROAD AHEAD

After three decades in business, Head to Toe continues to innovate and evolve – and ASI events remain central to its strategy. From the energy of the trade show Expo Hall to the targeted networking of hosted-buyer events, Solek says the return on investment speaks for itself.

"We've gone from being one of many to being top of mind with key distributors," he says. "It's all about showing up, being present and following up. That's how you turn connections into customers."

With ASI's lineup of events expanding into 2026 and beyond, Head to Toe plans to be there, ready to meet new distributors, strengthen relationships and keep its brand visible in the most personal way possible.



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