



Focused pre-scheduled meeting times between pre-qualified distributor decision-makers and sponsoring supplier partners.

ESTABLISH
CONNECTIONS



EXECUTIVE-LEVEL, INVITATION-ONLY **ELITE HOSTED BUYER EVENT**



FASILITATE | WASHINGTON D.C.: AUGUST 16-19, 2021 Park Hyatt Washington D.C.
FASILITATE | NEW ORLEANS, LA: SEPTEMBER 20-23, 2021 Windsor Court Hotel
FASILITATE | NASHVILLE, TN: OCTOBER 19-22, 2021 Hilton Nashville Downtown

ASI SHOW EVENTS



| fASIlitate | fASI500 | **ASISHOW** Digital Expo | fASIVirtual **1:1**

**ESTABLISH
CONNECTIONS**

2020 WAS A CHALLENGING YEAR.

Collectively, we all had to rethink and reimagine our businesses and adjust to meet a changing world. The industry is bouncing back, and we are looking forward to hosting our elite family of suppliers and distributor buyers, while keeping the health and safety of all of you at the forefront of every decision we make.



WHAT IS fASIlitate?

fASIlitate is the most elite event from ASI Show®. An executive-level, invitation-only hosted buyer event, fASIlitate was developed to foster high-level distributor and supplier relationships while creating lucrative business opportunities. It's an intimate event with extensive relationship building at its core.

HOW DOES IT WORK?

The format features private, arranged meetings between top-level decision makers from respected distributors and highly sought-after suppliers. Each 20-minute session takes place in the privacy of the supplier's suite, guaranteeing uninterrupted, productive discussions. Distributors and suppliers must meet high qualifications and requirements before they are formally invited. As the premier hosted buyer event within the ad specialty industry, fASIlitate has successfully created a model balancing one-on-one presentations with fruitful networking opportunities.

**FOSTER
RELATIONSHIPS**

THE ULTIMATE EXPERIENCE

During a 4-day schedule, we preset private 20-minute meetings between pre-qualified invited distributors and highly sought-after suppliers, with time throughout the day and evening to check in with the office or catch up on important business calls. Plus, after-hours networking and group meals deliver an interactive forum for attendees to foster new relationships and connect with other high-level professionals.

Pre-Qualified, Fully Vetted Distributor Buyers
fASIlitate is an invitation-only event. Distributors must be million-dollar producers. With a limited number of spots, you must be pre-qualified and can only attend every two years.

Pre-Qualified Suppliers
Suppliers wishing to participate must be ASI® members in good standing, in the industry for at least two years, and have a 4- or 5-star rating.

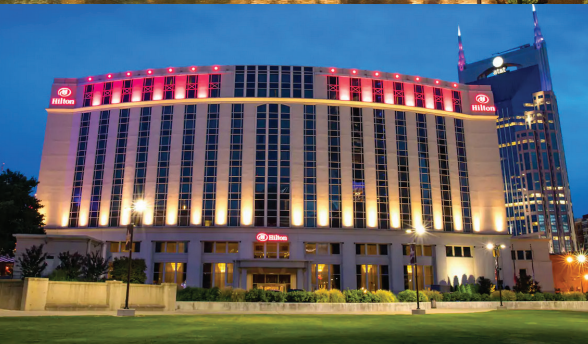
**\$1.6 Million: 2019 fASIlitate
PARTICIPATING DISTRIBUTORS'
AVERAGE ANNUAL SALES**

LOCATIONS

➤ **Monday – Thursday August 16-19**
Washington D.C.
Park Hyatt Washington D.C.

➤ **Monday – Thursday September 20-23**
New Orleans, LA
Windsor Court Hotel

➤ **Tuesday – Friday October 19-22**
Nashville, TN
Hilton Nashville Downtown



These images are from a past event and do not reflect current safety protocols.



ONE-ON-ONE
MEETINGS

BETTER
RESULTS

2021
SAMPLE AGENDA
AT A GLANCE



THE SCHEDULE IS **A SAMPLE**
OF A PREVIOUS EVENT.

**CHECK OUR WEBSITE FOR
UPDATED INFORMATION.**

fASillitate 2021	
Agenda	
Day 1	
12:00 p.m.- 5:00 p.m.	Registration Open
5:00 p.m.- 6:30 p.m.	Cocktail Reception
Day 2	
7:30 a.m.- 8:30 a.m.	Registration
8:30 a.m.-11:55 p.m.	Scheduled One-On-One Meetings (20 minutes each)
11:55 a.m.-1:30 p.m.	Lunch
1:30 p.m.- 4:25 p.m.	Scheduled One-On-One Meetings (20 minutes each)
6:00 p.m.- 8:00 p.m.	Offsite
Day 3	
8:30 a.m.-11:55 p.m.	Scheduled One-On-One Meetings (20 minutes each)
11:55 a.m.-1:30 p.m.	Lunch
1:30 p.m.- 4:25 p.m.	Scheduled One-On-One Meetings (20 minutes each)
6:00 p.m.- 8:00 p.m.	Cocktails & Dinner
Day 4	
9:00 a.m.-10:25 a.m.	Scheduled One-On-One Meetings (20 minutes each)

\$8,665 EVENT SPONSORSHIP

3 Days. Focused Meetings. Endless Networking.

Rate includes your meeting suite, food, beverage and transportation to and from the airport for one person.

YOU + ONE

You don't have to do it all alone. Build more solid relationships and walk away with better results when you bring a colleague.

\$2,075 per person

Rate includes three nights at hotel, food, beverage and transportation to and from the airport for one person

\$1,025 per person

Rate includes food and beverage for one person

YOUR HEALTH + SAFETY
IS OUR FIRST PRIORITY

As the leader in the promotional products industry's event space, you can trust our team at ASI and ASI Show to ensure that your health and safety is protected at fASillitate. Our dedicated operations leaders have been working hard preparing a plan that allows for the one-on-one meetings and networking you expect from our events while mitigating risks for attendees and our staff.

85% OF PARTICIPATING SUPPLIERS
BRING AN ADDITIONAL PERSON TO ASSIST
THEM AT HOSTED BUYER EVENTS.



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 **SUBMIT AN APPLICATION**



WHAT SUPPLIERS SAY

"This is our third year attending fASIlitate meetings. At the beginning of the event, probably 10% of attendees knew of Links Unlimited. By the end, 90% left knowing exactly who we were and how we could help them, which is fantastic. Meeting with new prospects and networking with them at the dinners and receptions has proven to be productive, as is evident in the \$300,000 customer we met two years ago at a fASIlitate event. We attribute a lot of our success to fASIlitate."

Jason Pfaff,
Links Unlimited, Inc., asi/67617

"I highly recommend fASIlitate. The ROI that comes from the personal one-on-one meetings is second to none. You just can't get this level of engagement at a trade show. ASI is a class act and the format is phenomenal – the fantastic locations, the quality of distributors that attend, the accommodations and restaurants and the professionalism – all wrapped up into three days of fun and excitement!"

David Lever,
OTTO International, Inc., asi/75350



WHAT DISTRIBUTORS SAY

"My experience at fASIlitate has been phenomenal! Everything from learning tricks from my fellow distributors on how to make the best out of it, to speaking with our friends at ASI about who to connect with to make the experience a little better and to network a little more. Most of all, the suppliers that you get to meet with. You get one-on-one face time with people who can help bail you out of a situation and can give inside product knowledge that you may not get from a spec sheet. But, at the end of the day, you go home with an immense amount of follow-up and virtuals and more things in your arsenal to make you a better salesperson."

Alex Bowen,
Barker Specialty Company, asi/132690

"Overall, as a 42-year veteran in the ad specialty to promo products industry, I am always astounded how much there always is to learn. The process at fASIlitate is the best arena for true learning and partnering with the suppliers by distributors, and vice versa. I appreciate the gracious investment of the suppliers and you at ASI to organize this kind of teaching/learning/bonding experience and do not take it lightly."

Wendy Williams,
JR Resources, asi/9109171



SUBMIT AN APPLICATION

VISIT [ASISHOW.COM](https://asishow.com) TO LEARN MORE ABOUT OUR EVENTS.

