

fASI500

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

ESTABLISH
CONNECTIONS



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



fASI500 | AUSTIN, TX: JUNE 7-10, 2021 Embassy Suites by Hilton Austin Downtown South Congress
fASI500 | DENVER, CO: JUNE 21-24, 2021 Embassy Suites by Hilton Denver Downtown Convention Center

ASISHOW EVENTS

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

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 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 fASI500?

fASI500, launched in 2019, is an executive-level, invitation-only hosted buyer event created exclusively for ASI® distributor members who personally sell \$500,000+ annually in promotional products and are looking to take their business to the next level. The average sales volume of participating distributors often exceeds this threshold, making these accounts the next million-dollar sellers.

HOW DOES IT WORK?

A hosted buyer event provides dedicated pre-scheduled meeting times between pre-qualified distributor decision-makers and sponsoring supplier partners. Our supplier partners will go into these meetings with established connections and guaranteed one-on-one time with distributor buyers that we have pre-qualified based on their documented annual sales of \$500,000+.

**ONSITE, IN-PERSON:
CONVENIENT, COST-
EFFECTIVE & TURNKEY**

We are committed to allowing 100% of your focus to be on your appointments and networking. We take care of all the details so you can focus on making connections and long-lasting partnerships.

THE fASI500 EXPERIENCE

During a 3-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.

\$825,000: 2019 fASI500
PARTICIPATING DISTRIBUTORS'
AVERAGE ANNUAL SALES



LOCATIONS

➤ **Monday – Thursday June 7-10**
Austin, TX
Embassy Suites by Hilton
Austin Downtown South Congress

➤ **Monday – Thursday June 21-24**
Denver, CO
Embassy Suites by Hilton
Denver Downtown Convention Center

Pre-Qualified, Fully Vetted Distributor Buyers

Hosted buyers or distributor members are selected based on rigorous criteria to ensure only the best of the best are invited to participate.



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



SUBMIT AN APPLICATION

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.

fASI500 | 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)

\$6,500 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.

\$1,750 per person

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

\$750 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 fASI500. 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 was my first time at a fASI500 and I really enjoyed it. I loved my short meetings with distributors, which were just long enough to dive in deeper and inform them how we are different from the competition. I left with some improved relationships and also some really great projects I can follow up on immediately to have some immediate impact on customers."

**Lindsey Davis,
Raining Rose, asi/80489**

"This was my first fASI500 event and I thought it was amazing. The quality of distributors was outstanding and the staff was more than helpful, as they went above and beyond in service and in helping to foster conversations among attendees. I made some great connections and will definitely be back."

**Judy Martin,
Frames USA, asi/55281**



WHAT DISTRIBUTORS SAY

"It's easier when you are able to spend time with the suppliers one-on-one, put faces to names and to build the relationships your business needs the most. It will be so handy to have my fASI500 notebook/binder as a reference and resource to reach out to the suppliers I met when I get home."

**Stephanie Criswell,
Scarborough Specialties, asi/319940**

"A brilliant and outstanding event – I loved every minute of it. I learned a huge amount and came away with lots of great ideas and met some amazing people. Without a question, my time spent here will help my business."

**Alan Stern,
Proforma Allen Stern Marketing, asi/491730**

 **SUBMIT AN APPLICATION**

VISIT ASISHOW.COM TO LEARN MORE ABOUT OUR EVENTS.

