

# EDUCATION DAY

## TUESDAY, JULY 23, 2024

	 <b>ENTREPRENEUR'S ESSENTIALS</b>	 <b>SOCIAL MEDIA &amp; MARKETING</b>	 <b>PRODUCT DECORATION</b>	 <b>BUSINESS-BUILDING FUNDAMENTALS</b>	 <b>FACTORY TOUR OF SOARDIST</b>
Sponsors	 asi/87188		  asi/88984		 WHOLESALE ONLY asi/88083
9 - 9:50 a.m.	<b>How To Get the Most Out of Your Trade Show Experience</b> Matthew Cohn, ASI® <span style="float: right;">W192B</span>				
10 - 10:50 a.m.	<span style="float: right;">W196B</span> <b>"I'll Take It!" How To Make Closing Quick &amp; Easy</b> Carolyn Strauss, Carolyn Strauss Consulting	<span style="float: right;">W196C</span> <b>Standing Out From the Crowd: The Art of Differentiation</b> Jay Busselle, FLEXpoint	<span style="float: right;">W194B</span> <b>Unlock the Power of Customized Promo Products With Heat Print on Demand</b> Jenna Sackett, Stahls' (asi/88984)	<span style="float: right;">W196A</span> <b>From AI to Engagement: Discover the Future of Promo Technology With ESP+</b> Joan Miracle, ASI	<b>Factory Tour of Soardist</b> Meet in the Registration Lobby by 9:50 a.m.  <div style="background-color: #333; color: white; padding: 5px; text-align: center;">             Seating is limited. First come, first served.           </div>
11 - 11:50 a.m.	<span style="float: right;">W196B</span> <b>The Importance of Being a Creative Chameleon</b> Bill Petrie, brandivate	<span style="float: right;">W196C</span> <b>Content Marketing Strategies for Reaching the Right Buyers</b> Martine Cadet, Kaderique Consulting Group LLC	<span style="float: right;">W194B</span> <b>Choosing the Right Apparel for Brand Promotion</b> Jenna Sackett, Stahls' (asi/88984)	<span style="float: right;">W196A</span> <b>Tools To Help You Sell More Merch</b> Mary Furto & Liz Haesler, PCNA (asi/78897) Sponsor	
12 - 1:20 p.m.	<div style="background-color: #333; color: white; padding: 10px;"> <b>Lunch &amp; Learn: Suppliers Share Trend-Driven Products &amp; How To Sell Them</b>             Tickets limited: Get yours early at the Education Desk         </div> <span style="float: right;">W192B</span>				
1:30 - 3 p.m.	<span style="float: right;">W196B</span> <b>Self-Promo Campaign Workshop: Get Creative With Your Brand</b> Cliff Quicksell, Jr., Cliff Quicksell & Associates (asi/825111)	<span style="float: right;">W196C</span> <b>Video Marketing Workshop: Maximize the Power of Your Personality</b> Martine Cadet, Kaderique Consulting Group LLC	<span style="float: right;">W194B</span> <b>Beyond the Logo: Impactful Apparel-Branding Workshop</b> Jenna Sackett, Stahls' (asi/88984)	<span style="float: right;">W196A</span> <b>Promo Industry 101: What To Do When You're New</b> Joan Miracle, ASI	
3:10 - 4 p.m.	<span style="float: right;">W196B</span> <b>Presentation Skills To Build Confidence &amp; Get the Sale</b> Carolyn Strauss, Carolyn Strauss Consulting	<span style="float: right;">W196C</span> <b>Create Your "Personal Content Accelerator" To Eliminate Social Media Stress</b> Jay Busselle, FLEXpoint	<span style="float: right;">W194B</span> <b>Maximizing Your ROI: Efficient Ways To Print Headwear</b> Jenna Sackett, Stahls' (asi/88984)	<span style="float: right;">W196A</span> <b>ESP Websites &amp; Company Stores: Insider Tips To Get More Orders</b> Mike D'Ottaviano, ASI	
4:10 - 5 p.m.	<div style="background-color: #333; color: white; padding: 10px;"> <b>Education Day Wrap-Up: Tactics &amp; Takeaways</b>             Free coffee, tea &amp; lemonade         </div> <span style="float: right;">W192B</span>				
5 - 6 p.m.	<div style="background-color: #333; color: white; padding: 10px;"> <b>New Product Preview Reception</b>             Free beer, wine &amp; snacks         </div> <span style="float: right;">W196 Foyer</span>				

- Get full course descriptions and create your personal schedule in the **ASI Show® Chicago app**.
- Download handouts from selected education sessions on the **ASI Show Chicago app** or at [asishow.com/handouts](https://asishow.com/handouts).

# EXHIBIT DAYS



## EXHIBIT DAY 1

WEDNESDAY, JULY 24, 2024

8:30 - 9:45 a.m.	<b>Keynote With Carolyn Strauss</b> "I Want THAT!" 5 Ways To Make You & Your Company Irresistible <i>Free coffee &amp; tea</i>	S100 BALLROOM
10 a.m. - 5 p.m.	<b>EXHIBIT FLOOR OPEN</b>	
10 - 11 a.m.	<b>Free Coffee</b>	ASI BOOTH #841
10 a.m. - 5 p.m.	<b>Fun, Demos &amp; Prizes</b> Stop by the ASI booth for a product demo and a chance to win incredible prizes!	ASI BOOTH #841
11 - 11:50 a.m.	<b>How To Win the Business of Fortune 500 Companies</b> Rich Berg, AIA Corporation (asi/109480)	BOOTH #290
12 - 12:50 p.m.	<b>Packaging for Profit: Implement the Most Underused Trick in Your Toolbox</b> Cliff Quicksell, Jr., Cliff Quicksell & Associates (asi/825111)	BOOTH #290
1 - 1:50 p.m.	<b>Tools To Help You Sell More Merch</b> Mary Furto & Liz Haesler, PCNA (asi/78897)	BOOTH #290 Sponsor
1 - 2 p.m.	<b>Counselor 70<sup>th</sup> Birthday Celebration</b>	ASI BOOTH #841
2 - 2:50 p.m.	<b>Printing Industry 101: All About Print Products &amp; Your Sales Opportunities</b> Lisa Cross, NAPCO Research	BOOTH #290
3 - 3:50 p.m.	<b>Spotlight Yourself: Telling Your Story &amp; Sharing Your Narrative</b> Jay Bussell, FLEXpoint	BOOTH #290
3 - 4 p.m.	<b>Free Happy Hour</b>	ASI BOOTH #841
7 - 10 p.m.	<b>ASI Gala at House of Blues</b> TICKET REQUIRED	

## EXHIBIT DAY 2

THURSDAY, JULY 25, 2024

8:30 - 9:45 a.m.	<b>Keynote With Ramon Ray</b> Connect With Your Clients: Staying Human in Today's Digital World <i>Free coffee &amp; tea</i>	S100 BALLROOM
10 a.m. - 2:30 p.m.	<b>EXHIBIT FLOOR OPEN</b>	
10 a.m. - 12 p.m.	<b>Free Coffee</b>	ASI BOOTH #841
10 a.m. - 2:30 p.m.	<b>Fun, Demos &amp; Prizes</b> Stop by the ASI booth for a product demo and a chance to win incredible prizes!	ASI BOOTH #841
11 - 11:50 a.m.	<b>From AI to Engagement: Discover the Future of Promo Technology With ESP+</b> Mike D'Ottaviano, ASI	BOOTH #290
12 - 12:50 p.m.	<b>From AI to Engagement: Discover the Future of Promo Technology With ESP+</b> Joan Miracle, ASI	BOOTH #290
2:30 - 3 p.m.	<b>Closing Celebration</b> ASI Passport drawing at 2:45 p.m. <i>Free beer &amp; wine</i>	

## SHOW FLOOR HIGHLIGHTS

### Express Massages in the Refresh & Recharge Lounge, Booth #1391

Indulge in a free massage by a licensed therapist while you charge your device.

- Wednesday, 12 - 5 p.m.
- Thursday, 11 a.m. - 2 p.m.

### 360-Degree Photos in Booth #897

Take home a fun photo to remember the show.

- Wednesday, 2 - 4 p.m.
- Thursday, 12 - 2 p.m.

### Garrett's Popcorn in Taste of Chicago, Booth #1295

Enjoy a free sample of this world-famous snack.

- Wednesday, 1 p.m.

## Grow Your Knowledge & Earn Your ASI Certification for Free

ASI® offers hundreds of free courses at [ASIUniversity.com](https://www.asiuniversity.com), plus the **promo industry's only no-cost certification program.**

Earning your **BASI** or **MASI** certification will **identify you as an expert to buyers, suppliers and distributors.**



**Invest in yourself – log in to [ASIUniversity.com](https://www.asiuniversity.com) today!**

Questions? Email [asieducation@asicentral.com](mailto:asieducation@asicentral.com).