

EDUCATION DAY SCHEDULE

TUESDAY, JULY 25, 2023

Track	ENTREPRENEUR'S ESSENTIALS	SOCIAL MEDIA & MARKETING	PRODUCT DECORATION	BUSINESS-BUILDING FUNDAMENTALS
Sponsor				
7:45 a.m. - 5 p.m.	Registration Open			
8 a.m. - 5 p.m.	Exhibitor Setup			
9:30 a.m. - 10:15 a.m.	How To Get the Most Out of Your Trade Show Experience Matthew Cohn, ASI®			N228
10:30 a.m. - 11:15 a.m.	Client 360: Own Your Client's Brand To Expand Your Business N226 Bill Petrie, brandivate	Leverage Social Media To Build Rapport & Revenue N228 Marki Lemons Ryhal, ReMarkiTable, LLC	Printing Apparel On Site & On Demand N231 John Loucks & Jenna Sackett, Stahls' (asi/88984)	Promo Industry 101: What To Do When You're New N229 Joan Miracle, ASI
11:30 a.m. - 12:15 p.m.	Sustainability Sells: Products & Practices To Improve Your Company & Our Industry N226 Michelle Sheldon, Eco Promotional Products (asi/185797)	Intention or Attention: Sharing Targeted Content on LinkedIn N228 Jay Busselle, FLEXpoint	Top Apparel Trends You Need To Know N231 John Loucks & Jenna Sackett, Stahls' (asi/88984)	ESP® Makes It Easy: Searching, Selling & Saving Time N229 Mike D'Ottaviano, ASI
12:30 p.m. - 1:45 p.m.	Lunch & Learn: Suppliers Reveal the Hottest New Product Trends N227B <i>First come, first served.</i>			1 p.m. - 1:45 p.m. ESP Websites™ & Company Stores: Insider Tips To Get More Orders N229 Mike D'Ottaviano, ASI
2 p.m. - 2:45 p.m.	6 Proven Strategies To Grow Your Sales N226 Darryl Jenkins, The CPS Store (asi/232119)	"What's Your Story?" Reposition Your Brand & Watch Sales Soar N228 Jay Busselle, FLEXpoint	Private Labeling Made Simple N231 John Loucks & Jenna Sackett, Stahls' (asi/88984)	Direct from the FBI Cybercrime Task Force: Identifying Threats & Protecting Your Business N229 Michael Lovernick, FBI
3 p.m. - 3:45 p.m.	Tough Love: The Truth About Building Your Company's Value N226 Jamie Watson, Certified Marketing Consultants (asi/44526)	ChatGPT & AI: 13 Tools To Simplify Your Marketing & Increase Efficiency N228 Marki Lemons Ryhal, ReMarkiTable, LLC	Decorated Apparel + Sustainability = Profitable Promos That Last N231 John Loucks & Jenna Sackett, Stahls' (asi/88984)	The Future of Promo Technology: Dive Into the New ESP+ N229 Joan Miracle, ASI
4 p.m. - 4:45 p.m.	Education Day Wrap-Up: Tactics & Takeaways N228			
5 p.m. - 6 p.m.	New Product Preview Reception N230B			

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



EXHIBIT DAYS

EXHIBIT DAY 1 • WEDNESDAY, JULY 26, 2023

8:30 a.m. - 9:45 a.m.	Counselor® State of the Industry Panel: Insights From Top Promo Leaders	S100 Ballroom FREE
10 a.m. - 5 p.m.	EXHIBIT FLOOR OPEN Balloon Drop & Ribbon Cutting	
10 a.m. - 3 p.m.	Professional Headshots	Booth #833 FREE SERVICE
11 a.m. - 11:45 a.m.	POWER SESSION The Future of Promo Technology: Dive Into the New ESP+ Joan Miracle, ASI	Booth #181 FREE
11:30 a.m. - 5 p.m.	ASI Game Zone	Booth #1281 FREE
12 p.m. - 12:45 p.m.	POWER SESSION Planning for the Future of Your Distributorship Jamie Watson, Certified Marketing Consultants (asi/44526)	Booth #181 FREE
1 p.m. - 1:45 p.m.	POWER SESSION 8 Ways To Boost Visibility & Reach on LinkedIn Jay Busselle, FLEXpoint	Booth #181 FREE
2 p.m. - 2:45 p.m.	POWER SESSION How To Make Sustainable Decisions Part of Your Everyday Business Abe Anteby, Threadfast Apparel (asi/91163)	Booth #181 FREE Sponsor: THREADFAST APPAREL
3 p.m. - 3:45 p.m.	POWER SESSION The Power of PromoStandards Jon Norris, Starline (asi/89320) & Kevin Jiang, ASI	Booth #181 FREE
5:15 p.m. - 8 p.m.	Counselor Awards	INVITATION ONLY
7 p.m. - 10 p.m.	ASI Gala at House of Blues	TICKET REQUIRED

EXHIBIT DAY 2 • THURSDAY, JULY 27, 2023

8:30 a.m. - 9:45 a.m.	Keynote With Precious Williams Captivate, Delight & Excite: Craft the Perfect Pitch To Turn Conversations Into Currency	S100 Ballroom FREE
10 a.m. - 2:30 p.m.	EXHIBIT FLOOR OPEN	
10 a.m. - 2 p.m.	Professional Headshots	Booth #833 FREE
11 a.m. - 2 p.m.	ASI Game Zone	Booth #1281 FREE
11 a.m. - 12 p.m.	POWER SESSION Pitch, Please! Perfect Your Delivery in Precious' Pitch Competition Precious Williams, the "Killer Pitch Master"	Booth #181 FREE
12:15 p.m. - 1 p.m.	POWER SESSION The Future of Promo Technology: Dive Into the New ESP+ Joan Miracle, ASI	Booth #181 FREE
1:15 p.m. - 2 p.m.	POWER SESSION Maximize Buyer Engagement With the ESP+ Client Portal Mike D'Ottaviano, ASI	Booth #181 FREE
2:30 p.m. - 3 p.m.	Closing Celebration ASI Passport drawing at 2:45 p.m.	Registration Lobby FREE

Advertising Specialty Institute® Certification Program

asiuniversity.com

What is the ASI Certification Program?

It's the industry's only free certification program, created to elevate the level of expertise and professionalism of all members of our industry.

You can achieve two certification levels:



Why you should start today:

In addition to improving your knowledge of the industry and gaining greater recognition from peers and clients, earning your BASI™ or MASI™ certification provides benefits like receiving your BASI/MASI pin at an ASI Show Keynote, having your name on ASI social media, and more.

Get certified:

- Take free classes online at asiuniversity.com.
- Demonstrate your industry involvement by attending at least one live or virtual ASI event (such as ASI Show, ASI Power Summit, ASI Show ConneX™ or fASIllitate) every two years.
- Help shape the industry by completing at least one Counselor State of the Industry Survey or ASI Quarterly Sales Survey every two years.
- Pass the free online BASI or MASI exam (available to ASI members only).

Participating in the free ASI Certification Program is simple! Log on at asiuniversity.com any time or email asieducation@asicentral.com.