



# Education Day Tuesday, July 21, 2026

**ENTREPRENEUR'S ESSENTIALS**

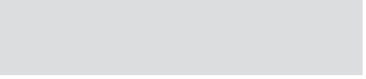
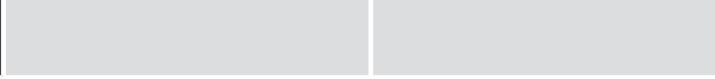
**MARKETING SUCCESS**

**PRODUCT DECORATION**

**BUSINESS-BUILDING FUNDAMENTALS**

**FACTORY TOUR OF DFS**

Sponsors



9 - 9:50 a.m. **How To Get the Most Out of Your Trade Show Experience** Free coffee & hot tea Matthew Cohn, ASI® N228

10 - 10:50 a.m.

**Industry Intro: What To Do When You're New** N226  
Joan Miracle, ASI

**Build Trust & Be Unforgettable: Modern Marketing Tactics for Small Businesses** N228  
Shawna Suckow, The Buyer Insider

**Trend to Strategy: Matching Decoration Styles to Program Goals** N231  
Lizz Riedy, Stahls' (asi/88984)

**ESP+: Search Gets You Started, Everything Else Gets You Paid** N229  
John Young, ASI

**10 a.m. - 1:20 p.m.**  
**Factory Tour of Soardist**  
Meet in the Registration Lobby by 9:50 a.m.

11 - 11:50 a.m.

**AI Demystified: The Non-Techie's Guide to Using AI for Real Business Results** N226  
Sterling McKinley, Clarity AI Solutions

**Niches Make Riches: How To Stand Out in a Crowded Market** N228  
Kevin Baumgart, Sales Ink

**Lower Waste, Faster Turns: Support Sustainability With Heat-Applied Decoration** N231  
Dave Conner & Lizz Riedy, Stahls' (asi/88984)

**Boost Q4 Sales With Holiday Gifting Trends** N229  
Mary Furto & Liz Haesler, PCNA (asi/66887)  
**SPONSOR PCNA**

**Bus seating is limited. First come, first served.**

12 - 1:20 p.m. **Lunch & Learn: Suppliers Share Trend-Driven Products & How To Sell Them** Tickets limited: Get yours early at the Education Desk. N426

1:30 - 2:10 p.m.

**Consistent Pipeline, Zero Burnout: Create an Outbound Sales Process That Works** N226  
Kevin Baumgart, Sales Ink

**Finding the Real Decision-Maker & Closing the Deal** N228  
Jason McCracken, BAMKO (asi/131431)

**The Small-Order Profit System: How To Stop Losing Money on "One-Offs"** N231  
Dave Conner, Stahls' (asi/88984)

**Winning With Presentations: Turn Product Searches Into Sales in ESP+** N229  
Joan Miracle, ASI

2:20 - 3 p.m.

**Future-Proof Your Distributorship: Build Profit, Value & Long-Term Resilience** N226  
Jamie Watson, Certified Marketing Consultants

**5 Hot Ways AI Can Help You Get More Clients** N228  
Sterling McKinley, Clarity AI Solutions

**From Storefront to Shipment: Building a Scalable Print-on-Demand Fulfillment Model** N231  
Dave Conner, Stahls' (asi/88984)

**Sell Print With Confidence: Debunking Myths & Growing Your Client Base** N229  
Denise Gustavson, PRINTING United Alliance

3:10 - 4 p.m.

**From Rock Bottom to Million-Dollar Sales: A Candid Story of Resilience, Reinvention & Results** N226  
Jason McCracken, BAMKO (asi/131431)

**The Marketing Mosaic Strategy: The New Way To Leverage Storytelling** N228  
Shawna Suckow, The Buyer Insider

**Strategy First: How To Build Decorated-Apparel Programs** N231  
Lizz Riedy, Stahls' (asi/88984)

**Market, Position & Grow With ESP+ Websites & Stores** N229  
Sarah Unruh, ASI

4:10 - 5 p.m. **Education Day Wrap-Up: Tactics & Takeaways** N426

5 - 6 p.m. **New Product Preview Reception** Free beer, wine & snacks N427

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

# Exhibit Days

## Exhibit Day 1

Wednesday, July 22, 2026

8:30 - 9:45 a.m.	<b>Breakfast Boost:</b> Fuel Your Morning With New Ideas & Connections <b>Free breakfast</b>	S100 BALLROOM
10 a.m. - 5 p.m.	<b>EXPO HALL OPEN</b>	
11 - 11:20 a.m.	<b>Innovator Workshops</b>	ASI BOOTH #625
11 - 11:50 a.m.	<b>ESP+ Stores: Launch Today, Sell Tomorrow</b> John Young, ASI	BOOTH #385
12 - 12:50 p.m.	<b>Scroll-Stopping Strategies: Make Social Media Work for Your Company</b> Nicole Lavelle, PCNA (asi/66887)	BOOTH #385 SPONSOR 
1 - 1:50 p.m.	<b>Finding the Real Decision-Maker &amp; Closing the Deal</b> Jason McCracken, BAMKO (asi/131431)	BOOTH #385
2 - 2:20 p.m.	<b>Innovator Workshops</b>	ASI BOOTH #625
2 - 2:50 p.m.	<b>Future-Proof Your Distributorship: Build Profit, Value &amp; Long-Term Resilience</b> Jamie Watson, Certified Marketing Consultants	BOOTH #385
3 - 3:50 p.m.	<b>Selling Uniform Programs to Top Markets: Unlock a Repeatable Revenue Stream</b> Caleb Churchill, Workwear Outfitters (asi/98258)	BOOTH #385 SPONSOR 
4 - 4:50 p.m.	<b>Partnering for Success: Building a Trusted Printer Network</b> Allee Bruce, PRINTING United Alliance	BOOTH #385
6:45 - 10 p.m.	<b>ASI Gala Cruise</b>	<b>TICKET REQUIRED</b>

## Exhibit Day 2

Thursday, July 23, 2026

8:30 - 9:45 a.m.	<b>Keynote With Red Lobster CEO Damola Adamolekun</b> – Charting a New Course: Lessons From a Legacy Brand Turnaround <b>Free coffee &amp; tea</b>	S100 BALLROOM
10 a.m. - 2:30 p.m.	<b>EXPO HALL OPEN</b>	
10:30 - 10:50 a.m.	<b>Innovator Workshops</b>	ASI BOOTH #625
11 - 11:50 a.m.	<b>ESP+ Stores: Your Store's Working Even When You're Not</b> John Young, ASI	BOOTH #385
11:30 - 11:50 a.m.	<b>Innovator Workshops</b>	ASI BOOTH #625
12 - 12:50 p.m.	<b>ESP+ Stores: The Feature You're Probably Skipping – But Shouldn't</b> John Young, ASI	BOOTH #385
2:30 - 3 p.m.	<b>Closing Celebration</b> <b>ASI Passport drawing at 2:45 p.m.</b> <b>Free beer &amp; wine</b>	REGISTRATION LOBBY

## A Smarter Way To Learn Is Here

Say hello to the **ASI Learning Network** – your go-to platform for promo education.

With on-demand courses made for every stage of your journey, you'll gain the tools and confidence to succeed faster.

Visit [ascentral.com/education](https://ascentral.com/education) to get started, or talk to an ASI team member to find out more.



## EXPO HALL HIGHLIGHTS

### Mix & Mingle, Back Right of Hall

Stop by for coffee or a cocktail during our networking groups, and leave with stronger connections, fresh insights and relationships that matter.

- Wednesday, 2 p.m. – Women in Promo & Print
- Wednesday, 4 p.m. – New to the Industry
- Thursday, 1 p.m. – Zillennials x Boomers

### Mix & Model - FREE Professional Headshots, Booth #626

- Wednesday, 3 - 5 p.m.
- Thursday, 11 a.m. - 1 p.m.

### Personalized Support Sessions, ASI Booth #625

Get one-on-one assistance from an ASI product specialist anytime Wednesday and Thursday.

### Promo Peptalks, ASI Booth #625

Come curious, ask questions, and learn more about promo and the tools shaping the industry in just 15 minutes!

- Wednesday, 1:30 p.m. – It's Not That Hard (and That's the Point): ESP+ Presentations & Stores
- Wednesday, 3 p.m. – Win More Business in Top Industries: Ready-to-Use Playbooks for Sales Success
- Thursday, 10:30 a.m. – The Complete Picture: Using Print to Grow Existing Customer Relationships

## Grow Your Knowledge & Earn Your ASI Certification

The new ASI Learning Network offers **exclusive industry education**, plus the **BASI™/MASI™** designations – **promo's only no-cost certification program**.

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

**Enhance your industry standing – log in at [ascentral.com/education](https://ascentral.com/education) today.**

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

