



Education Day Monday, March 9, 2026

		ENTREPRENEUR'S ESSENTIALS	MARKETING SUCCESS	PRODUCT DECORATION	BUSINESS-BUILDING FUNDAMENTALS			
Sponsors								
9 - 9:50 a.m.	How To Get the Most Out of Your Trade Show Experience		Free coffee & hot tea	Matthew Cohn, ASI®	Ballroom C			
10 - 10:50 a.m.	Industry Intro: What To Do When You're New Joan Miracle, ASI	201B	Build Trust & Be Unforgettable: Modern Marketing Tactics for Small Businesses Shawna Suckow, The Buyer Insider	203B	More Custom Headwear With Less Hassle Lizz Riedy, Stahls' (asi/88984)	203A	Winning With Presentations: Turn Product Searches Into Sales in ESP+ Ryan Beletz, ASI	204A
11 - 11:50 a.m.	Selling Smarter: How To Find the Real Decision-Maker & Close the Deal Jason McCracken, Eagle Promotions (asi/185320)	201B	5 Hot Ways AI Can Help You Get More Clients Sterling McKinley, Clarity AI Solutions	203B	Beyond Apparel: Expand Your Business With Custom-Decorated Merch Lizz Riedy, Stahls' (asi/88984)	203A	From Quote to Completion in ESP+ John Young, ASI	204A
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.			Ballroom C		
1:30 - 2:10 p.m.	AI Demystified: The Non-Techie's Guide To Using AI for Real Business Results Sterling McKinley, Clarity AI Solutions	201B	Exclusive Data From Counselor's® State of the Industry Report Tara Lerman & C.J. Mittica, ASI	203B	1:30 - 3 p.m. Small Orders, Streamlined Sales: Harness the Power of Print on Demand Dave Conner, Stahls' (asi/88984)	203A	Market, Position & Grow With ESP+ Websites & Stores Ryan Beletz, ASI	204A
2:20 - 3 p.m.	Reimagining RFPs in the Age of AI Jason McCracken, Eagle Promotions (asi/185320)	201B	Niches Make Riches: How To Stand Out in a Crowded Market Kevin Baumgart, Sales Ink	203B			Sell Print With Confidence: Debunking Myths & Growing Your Client Base Denise Gustavson, PRINTING United Alliance	204A
3:10 - 4 p.m.	Consistent Pipeline, Zero Burnout: Create an Outbound Sales Process That Works Kevin Baumgart, Sales Ink	201B	The Marketing Mosaic Strategy: The New Way To Leverage Storytelling Shawna Suckow, The Buyer Insider	203B	Fulfillment Unlocked: Scaling Promo Product Programs With On-Demand Technology Dave Conner, Stahls' (asi/88984)	203A	Maximizing Efficiency With ESP+ Stores John Young, ASI	204A
4:10 - 5 p.m.	Education Day Wrap-Up: Tactics & Takeaways					Ballroom C		
5 - 6 p.m.	New Product Preview Reception		Free beer, wine & snacks			Ballroom A		

- Get full course descriptions and create your personal schedule in the **ASI Show® Fort Worth app**.
- Get the top takeaways from all education sessions after the show on the app or at asishow.com/handouts.

Exhibit Days

Exhibit Day 1

Tuesday, March 10, 2026

8:30 - 9:45 a.m.	Caffeinate & Collaborate: Fuel Your Morning With Fresh Ideas Free breakfast	BALLROOM C
10 a.m. - 5 p.m.	EXPO HALL OPEN	
10 a.m. - 5 p.m.	Get personalized, hands-on help and solutions for your business. Bring your questions – we have the answers!	ASI BOOTH #1017
11 - 11:20 a.m.	Innovator Workshops From Quote to Fulfillment in ESP+ Learn how to take a client request from quote all the way through to order fulfillment – step by step, entirely within ESP+.	ASI BOOTH #1017
11 - 11:50 a.m.	POWER SESSION Maximizing Efficiency With ESP+ Stores John Young, ASI	BOOTH #640
12 - 12:50 p.m.	POWER SESSION Selling Uniform Programs to Top Markets: Unlock a Repeatable Revenue Stream Caleb Churchill, Workwear Outfitters (asi/98258)	BOOTH #640 SPONSOR WORKWEAR OUTFITTERS
1 - 1:50 p.m.	POWER SESSION Reimagining RFPs in the Age of AI Jason McCracken, Eagle Promotions (asi/185320)	BOOTH #640
2 - 2:20 p.m.	Innovator Workshops Build a Sample ESP+ Website or ESP+ Store Join a hands-on session to create a site or store using ESP+.	ASI BOOTH #1017
2 - 2:50 p.m.	POWER SESSION Partnering for Success: Building a Trusted Printer Network Allee Bruce, PRINTING United Alliance	BOOTH #640
7 - 10 p.m.	TICKET REQUIRED ASI Gala at Tannahill's Tavern & Music Hall	

Exhibit Day 2

Wednesday, March 11, 2026

8:30 - 9:45 a.m.	Coffee & Tea Keynote With "College Hunks Hauling Junk" Co-Founder Nick Friedman How Great Service Moves Brands Forward Free coffee & tea	BALLROOM B
10 a.m. - 2:30 p.m.	EXPO HALL OPEN	
10 a.m. - 2:30 p.m.	Get personalized, hands-on help and solutions for your business. Bring your questions – we have the answers!	ASI BOOTH #1017
10:30 - 10:50 a.m.	Innovator Workshops Build a Sample ESP+ Website or ESP+ Store Join a hands-on session to create a site or store using ESP+.	ASI BOOTH #1017
11 - 11:50 a.m.	POWER SESSION Winning With Presentations: Turn Product Searches Into Sales in ESP+ Ryan Beletz, ASI	BOOTH #640
11:30 - 11:50 a.m.	Innovator Workshops Creating & Sharing Presentations in ESP+ Master how to showcase products and ideas through polished presentations in ESP+.	ASI BOOTH #1017
12 - 12:50 p.m.	POWER SESSION Maximizing Efficiency With ESP+ Stores John Young, ASI	BOOTH #640
2:30 - 3 p.m.	Closing Celebration ASI Passport drawing at 2:45 p.m. Free beer & wine	REGISTRATION LOBBY

EXPO HALL HIGHLIGHTS

Mix & Mingle, Back of Hall

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

- Tuesday, 2 - 2:30 p.m. – Women in Promo & Print
- Tuesday, 3 - 3:30 p.m. – New to the Industry
- Wednesday, 1 - 1:30 p.m. – Road Warriors

Mix & Model - FREE Professional Headshots,

Booth #1018

Market yourself with confidence and magnify your personal brand with a polished headshot.

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

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.

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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.

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Questions? Email asieducation@asicentral.com.

