












# Education Day

Monday, March 9, 2026

	 ENTREPRENEUR'S ESSENTIALS	 MARKETING SUCCESS	 PRODUCT DECORATION	 BUSINESS-BUILDING FUNDAMENTALS
Sponsors			 	
9 - 9:50 a.m.	 <b>How To Get the Most Out of Your Trade Show Experience</b> <span>Free coffee &amp; hot tea</span> Matthew Cohn, ASI® <span>Ballroom C</span>			
10 - 10:50 a.m.	<b>Industry Intro: What To Do When You're New</b> <span>201B</span> Joan Miracle, ASI	<b>Build Trust &amp; Be Unforgettable: Modern Marketing Tactics for Small Businesses</b> <span>203B</span> Shawna Suckow, The Buyer Insider	<b>More Custom Headwear With Less Hassle</b> <span>203A</span> Lizz Riedy, Stahls' (asi/88984)	<b>Winning With Presentations: Turn Product Searches Into Sales in ESP+</b> <span>204A</span> Ryan Beletz, ASI
11 - 11:50 a.m.	<b>Selling Smarter: How To Find the Real Decision-Maker &amp; Close the Deal</b> <span>201B</span> Jason McCracken, Eagle Promotions (asi/185320)	<b>5 Hot Ways AI Can Help You Get More Clients</b> <span>203B</span> Sterling McKinley, Clarity AI Solutions	<b>Beyond Apparel: Expand Your Business With Custom-Decorated Merch</b> <span>203A</span> Lizz Riedy, Stahls' (asi/88984)	<b>From Quote to Completion in ESP+</b> <span>204A</span> John Young, ASI
12 - 1:20 p.m.	 <b>Lunch &amp; Learn: Suppliers Share Trend-Driven Products &amp; How To Sell Them</b> <span>Tickets limited: Get yours early at the Education Desk.</span> <span>Ballroom C</span>			
1:30 - 2:10 p.m.	<b>AI Demystified: The Non-Techie's Guide to Using AI for Real Business Results</b> <span>201B</span> Sterling McKinley, Clarity AI Solutions	<b>Exclusive Data From Counselor's® State of the Industry Report</b> <span>203B</span> Tara Lerman & C.J. Mittica, ASI	<b>1:30 - 3 p.m.</b> <span>203A</span> <b>Small Orders, Streamlined Sales: Harness the Power of Print on Demand</b> Dave Conner, Stahls' (asi/88984)	<b>Market, Position &amp; Grow With ESP+ Websites &amp; Stores</b> <span>204A</span> Ryan Beletz, ASI
2:20 - 3 p.m.	<b>Reimagining RFPs in the Age of AI</b> <span>201B</span> Jason McCracken, Eagle Promotions (asi/185320)	<b>Niches Make Riches: How To Stand Out in a Crowded Market</b> <span>203B</span> Kevin Baumgart, Sales Ink		<b>Sell Print With Confidence: Debunking Myths &amp; Growing Your Client Base</b> <span>204A</span> Denise Gustavson, PRINTING United Alliance
3:10 - 4 p.m.	<b>Consistent Pipeline, Zero Burnout: Create an Outbound Sales Process That Works</b> <span>201B</span> Kevin Baumgart, Sales Ink	<b>The Marketing Mosaic Strategy: The New Way To Leverage Storytelling</b> <span>203B</span> Shawna Suckow, The Buyer Insider	<b>Fulfillment Unlocked: Scaling Promo Product Programs With On-Demand Technology</b> <span>203A</span> Dave Conner, Stahls' (asi/88984)	<b>Maximizing Efficiency With ESP+ Stores</b> <span>204A</span> John Young, ASI
4:10 - 5 p.m.	<b>Education Day Wrap-Up: Tactics &amp; Takeaways</b> <span>Ballroom C</span>			
5 - 6 p.m.	 <b>New Product Preview Reception</b> <span>Free beer, wine &amp; snacks</span> <span>Ballroom A</span>			

- 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](https://asishow.com/handouts).

# Exhibit Days

## Exhibit Day 1

Tuesday, March 10, 2026

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

## Exhibit Day 2

Wednesday, March 11, 2026

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



## 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.

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



## 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 [asicentral.com/education](https://asicentral.com/education) today.

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

