



Education Day

Monday, January 5, 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®			S310A
10 - 10:50 a.m.	Reimagining RFPs in the Age of AI S310E Jason McCracken, Eagle Promotions (asi/185320)	Powerful Small-Business Marketing Tactics That Create Customer Loyalty S310G Shawna Suckow, The Buyer Insider	More Custom Headwear With Less Hassle S320C Lizz Riedy, Stahls' (asi/88984)	Industry Intro: What To Do When You're New S320A Joan Miracle, ASI
11 - 11:50 a.m.	Sustainability That Sells: Winning More Business Through Green Practices S310E Lindsay Hampson, ThisRock	5 Hot Ways AI Can Help You Get More Clients S310G Sterling McKinley, Clarity AI Solutions	Beyond Apparel: Expand Your Business With Custom-Decorated Merch S320C Lizz Riedy, Stahls' (asi/88984)	2026 Trends To Power Your Sales S320A Mary Furto & Stephanie Preston, PCNA (asi/78897) 
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.			S310A
1:30 - 2:10 p.m.	Family Business Dynamics: Improve Your Communication & Connections S310E Dr. Steve Treat, Council for Relationships	Niches Make Riches: How To Stand Out in a Crowded Market S310G Kevin Baumgart, Sales Ink	1:30 - 3 p.m. S320C Small Orders, Streamlined Sales: Harness the Power of Print on Demand Jayson Tompkins, Stahls' (asi/88984)	Winning With Presentations: Turn Product Searches Into Sales in ESP+ S320A Ryan Beletz, ASI
2:20 - 3 p.m.	Building Supplier Relationships That Drive Revenue S310E Katie Kailik, Peerless Umbrella (asi/76730)	Purpose-Led Branding: Showcase Your Commitment to Sustainability S310G Lindsay Hampson, ThisRock		Sell Print With Confidence: Debunking Myths & Growing Your Client Base S320A Denise Gustavson, PRINTING United Alliance
3:10 - 4 p.m.	AI Demystified: The Non-Techie's Guide to Using AI for Real Business Results S310E Sterling McKinley, Clarity AI Solutions	The Marketing Mosaic Strategy: The New Way To Leverage Storytelling S310G Shawna Suckow, The Buyer Insider	Fulfillment Unlocked: Scaling Promo Product Programs With On-Demand Technology S320C Jayson Tompkins, Stahls' (asi/88984)	From Quote to Completion in ESP+ S320A John Young, ASI
4:10 - 5 p.m.	Education Day Wrap-Up: Tactics & Takeaways			S310A
5 - 6 p.m.	 New Product Preview Reception Free beer, wine & snacks			S230A

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

EXHIBIT DAYS

EXHIBIT DAY 1

TUESDAY, JANUARY 6, 2026

8:30 - 9:45 a.m.	 Caffeinate & Collaborate: Fuel Your Morning With Fresh Ideas Free breakfast	S310A
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 #827
10 a.m. - 5 p.m.	ESP+ Stores Demos	BOOTH #832
11 - 11:50 a.m.	 Maximizing Efficiency With ESP+ Stores John Young, ASI	BOOTH #851
12 - 12:50 p.m.	 Scroll-Stopping Strategies: Make Social Media Work for Your Company Nicole Lavelle, PCNA (asi/78897) SPONSOR 	BOOTH #851
1 - 1:50 p.m.	 Selling Smarter: How To Find the Real Decision-Maker & Close the Deal Jason McCracken, Eagle Promotions (asi/18532)	BOOTH #851
2 - 2:50 p.m.	 Partnering for Success: Building a Trusted Printer Network Allee Bruce, PRINTING United Alliance	BOOTH #851
7 - 10 p.m.	 ASI Gala at Ole Red	TICKET REQUIRED

EXHIBIT DAY 2

WEDNESDAY, JANUARY 7, 2026

8:30 - 9:45 a.m.	 Keynote With Atlanta Hawks CMO Melissa Proctor How To Build a Winning Brand Free coffee & tea	S320E
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 #827
10 a.m. - 2:30 p.m.	ESP+ Stores Demos	BOOTH #832
11 - 11:50 a.m.	 Turn Client Conversations Into Winning Presentations With ESP+ Ryan Beletz, ASI	BOOTH #851
12 - 12:50 p.m.	 Maximizing Efficiency With ESP+ Stores John Young, ASI	BOOTH #851
2:30 - 3 p.m.	 Closing Celebration ASI Passport drawing at 2:45 p.m. Free beer & wine	REGISTRATION LOBBY

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EXPO HALL HIGHLIGHTS

Mix & Mingle, Back Right of Hall

Stop by for a coffee, cocktail or conversation – and leave with stronger connections, fresh insights, and relationships that matter.

- Tuesday, 10 a.m. - 5 p.m.
- Wednesday, 10 a.m. - 2:30 p.m.

Mix & Model - Professional Headshots, Booth #828

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

- Tuesday, 3 - 5 p.m.
- Wednesday, 11 a.m. - 2 p.m.

Trust Workshops, ASI Booth #827

Roll up your sleeves, learn new skills, and leave with fresh ideas that help you stand out, connect deeper, and grow faster.

- Tuesday, 10 a.m. - 5 p.m.
- Wednesday, 10 a.m. - 2:30 p.m.

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Questions? Email asieducation@asicentral.com.

