



EDUCATION DAY SCHEDULE

MONDAY, JANUARY 23, 2023

Track	ENTREPRENEUR'S ESSENTIALS	SOCIAL MEDIA & MARKETING	PRODUCT DECORATION	BUSINESS-BUILDING FUNDAMENTALS
Sponsor				
7:45 a.m. - 5:00 p.m.	Registration Open			
8:00 a.m. - 5:00 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®			Ballroom C
10:30 a.m. - 11:15 a.m.	Sustainability Sells: Products & Practices To Improve Your Company & Our Industry 202D Michelle Sheldon, Eco Promotional Products (asi/185797)	4 Steps to Optimizing Your LinkedIn Business Page 203A Jay Busselle, FLEXpoint	Press & Profit: Exceed Expectations with Heat Transfers 202B Rachel Corey & Jenna Sackett, Stahls' (asi/88984)	Promo Industry 101: What To Do When You're New 204A Joan Miracle, ASI
11:30 a.m. - 12:15 p.m.	Family Business Fundamentals: Enhancing Communication & Connections 202D Dr. Steve Treat, Council for Relationships	Leverage Social Media To Build Rapport & Revenue 203A Marki Lemons Ryhal, ReMarkiTable, LLC	Decoration Matters: When to Invest & When To Outsource 202B Rachel Corey & Jenna Sackett, Stahls' (asi/88984)	ESP Makes It Easy: Searching, Selling & Saving Time 204A Mike D'Ottaviano, ASI
12:30 p.m. - 1:45 p.m.	Lunch & Learn: Suppliers Reveal the Hottest New Product Trends <i>First come, first served.</i>			1:00 p.m. - 1:45 p.m. 4 Marketing Tactics To Target Buyers in Your Region 204A Abby Koss, ASI
2:00 p.m. - 2:45 p.m.	Packaging for Profit: Implement the Most Underused Trick in Your Toolbox 202D Cliff Quicksell, Jr., Cliff Quicksell & Associates (asi/825111)	Your Blueprint for Brand Relevance 203A Jay Busselle, FLEXpoint	Just Kitting: Deliver Branding They'll Love 202B Rachel Corey & Jenna Sackett, Stahls' (asi/88984)	The Future of Promo Technology: Dive Into the New ESP+ 204A Joan Miracle, ASI
3:00 p.m. - 3:45 p.m.	State of the Industry Sales Report: Use Counselor's Exclusive Research to Build Your Market Share 202D Nate Kucsma & Chris Ruvo, ASI	Instagram Reels: Use Social Media's Hottest Platform To Get More Clients 203A Marki Lemons Ryhal, ReMarkiTable, LLC	Emblems & Patches Made Simple 202B Rachel Corey & Jenna Sackett, Stahls' (asi/88984)	ESP Websites & Company Stores: Insider Tips to Get More Orders 204A Mike D'Ottaviano, ASI
4:00 p.m. - 4:45 p.m.	Education Day Wrap-Up: Tactics & Takeaways			203A
5:00 p.m. - 6:00 p.m.	New Product Preview Reception			Ballroom A

- Get full course descriptions and create your personal schedule in the [ASI Show® Fort Worth app](#).
- Download handouts from selected Education Day sessions on the [ASI Show Fort Worth app](#) or at asishow.com/handouts.



EXHIBIT DAYS

EXHIBIT DAY 1 • TUESDAY, JANUARY 24, 2023

8:30 a.m. - 9:45 a.m.	Keynote With Marki Lemons Ryhal 7 Social Media Tactics to Grow Your Business in 2023	FREE Ballroom B
10 a.m. - 5 p.m.	EXHIBIT FLOOR OPEN Balloon Drop & Ribbon Cutting	
10 a.m. - 3 p.m.	Professional Headshots	FREE SERVICE ASI Booth #931
10 a.m. - 5 p.m.	ASI Game Zone	Near Package Shipping
11 a.m. - 11:45 a.m.	POWER SESSION The Future of Promo Technology: Dive Into the New ESP+ Joan Miracle, ASI	FREE Booth #1828
12 p.m. - 12:45 p.m.	POWER SESSION Build a Self-Promotion Campaign From the Ground Up Cliff Quicksell, Jr., Cliff Quicksell & Associates (asi/825111)	FREE Booth #1828
1 p.m. - 1:45 p.m.	POWER SESSION Improve Your Personal LinkedIn Profile in 30 Minutes Jay Busselle, FLEXpoint	FREE Booth #1828
7 p.m. - 10 p.m.	Promo Party	TICKET REQUIRED River Ranch Stockyards

EXHIBIT DAY 2 • WEDNESDAY, JANUARY 25, 2023

8:30 a.m. - 9:45 a.m.	Keynote With Charlotte Jones The Cowboys Way: Brand Strategies & Proven Results From America's Team	FREE Ballroom B
10 a.m. - 2:30 p.m.	EXHIBIT FLOOR OPEN	
10 a.m. - 2 p.m.	Professional Headshots	FREE SERVICE ASI Booth #931
10 a.m. - 2 p.m.	ASI Game Zone	Near Package Shipping
11 a.m. - 11:45 a.m.	POWER SESSION The Future of Promo Technology: Dive Into the New ESP+ Joan Miracle, ASI	FREE Booth #1828
12 p.m. - 12:45 p.m.	POWER SESSION Maximize Buyer Engagement With the ESP+ Client Portal Mike D'Ottaviano, ASI	FREE Booth #1828
2:30 p.m. - 3 p.m.	Closing Celebration ASI Passport drawing at 2:45 p.m.	FREE Registration Lobby

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