ASI SHOW

EDUCATION DAY SCHEDULE

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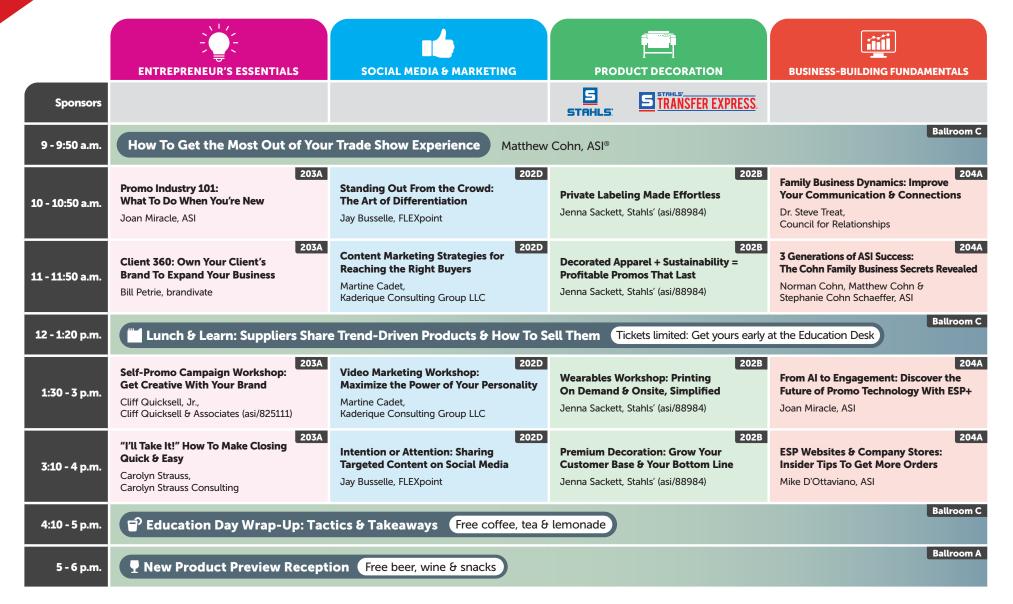
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MONDAY, MARCH 4, 2024



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

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EXHIBIT DAY 1 • TUESDAY, MARCH 5, 2024

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8:30 - 9:45 a.m.	Keynote With Mimi Brown BALLROOM B Skyrocket Your Sales: The Keys To Unlock Your Earning Potential Free coffee & tea
10 a.m 5 p.m.	EXHIBIT FLOOR OPEN: Fun on the floor! Get your photo taken with a live steer in booth #742 from 2-4 p.m. Enjoy an express massage, private consultation and charge your device in booth #441.
10 a.m 5 p.m.	Fun, Demos and Prizes: Stop by to enjoy all ASI has to offer - FREE coffee, helpful product demos, spin to win valuable prizes that can help build your business, Counselor Magazine's 70th anniversary celebration, yummy hot dogs and a Happy Hour at the end of the day - just because! ASI BOOTH #1019
11 - 11:50 a.m.	From Al to Engagement: Discover the Future of Promo Technology With ESP+ BOOTH #340 Mike D'Ottaviano, ASI FREE
12 - 12:50 p.m.	POWER SESSION How To Maximize Every Marketing Dollar BOOTH #340 Cliff Quicksellf, Jr., Cliff Quicksell & Associates (asi/825111) FREE
1 - 1:50 p.m.	What's Your Story?" Reposition Your Brand & Watch Sales Soar BOOTH #340 Jay Busselle, FLEXpoint FREE
7 - 10 p.m.	ASI Gala at River Ranch Stockyards

EXHIBIT DAY 2 • WEDNESDAY, MARCH 6, 2024

8:30 - 9:45 a.m.	Keynote With Bruce Himelstein BALLROOM B Discover the Secrets To Gaining Lifelong Clients Free coffee & tea
10 a.m 2:30 p.m.	EXHIBIT FLOOR OPEN: Fun on the floor! Get your photo taken with a live steer in booth #742 from 12-2 p.m. Enjoy an express massage, private consultation and charge your device in booth #441.
10 a.m 2:30 p.m.	Fun, Demos and Prizes: Stop by to enjoy all ASI has to offer - Free coffee, helpful product demos, spin to win valuable prizes that can help build your business, and yummy hot dogs!
11 - 11:50 a.m.	From AI to Engagement: Discover the Future of Promo Technology With ESP+ BOOTH #340 Joan Miracle, ASI FREE
2:30 - 3 p.m.	Closing Celebration ASI Passport drawing at 2:45 p.m. Free beer & wine

Advertising Specialty Institute[•] Certification Program **asiuniversity.com**

What is the ASI Certification Program?

It's the industry's only free certification program, created to elevate the level of expertise and professionalism of all members of our industry.

You can achieve two certification levels:



Why you should start today:

In addition to improving your knowledge of the industry and gaining greater recognition from peers and clients, earning your BASI[™] or MASI[™] certification provides benefits like receiving your BASI/MASI pin at an ASI Show keynote, having your name on ASI social media, and more.

Get certified:

- Take free classes online at asiuniversity.com.
- Demonstrate your industry involvement by attending at least one live or virtual ASI event (such as ASI Show, ASI Power Summit, ASI Show ConneX[™] or fASIlitate) every two years.
- Help shape the industry by completing at least one Counselor® State of the Industry Survey or ASI Quarterly Sales Survey every two years.
- Pass the free online BASI or MASI exam (available to ASI members only).

Participating in the free ASI Certification Program is simple! Log on at asiuniversity.com any time or email asieducation@asicentral.com.