














Education Day Tuesday, July 22, 2025

	 ENTREPRENEUR'S ESSENTIALS	 SOCIAL MEDIA & MARKETING	 PRODUCT DECORATION	 BUSINESS-BUILDING FUNDAMENTALS	 FACTORY TOUR OF DFS
Sponsors			 		
9 - 9:50 a.m.	How To Get the Most Out of Your Trade Show Experience Matthew Cohn, ASI® W181C				
10 - 10:50 a.m.	Promo Industry 101: What To Do When You're New Joan Miracle, ASI W183A	Using Facebook & Instagram Ads To Reach & Convert Your Audience Janet Johnson, Janet E. Johnson Agency W183B	Heat Printing for Hot Sales: Picking the Perfect Transfer Every Time Lizz Riedy, Stahls' (asi/88984) W180	ESP+ AI Tools: Tips for Selling Smarter, Faster Mike D'Ottaviano, ASI W183C	Factory Tour of DFS Meet in the Registration Lobby by 9:50 a.m.
11 - 11:50 a.m.	The Power of Persuasion: How To Win Clients & Influence People Mimi Brown, AMP Up Success W183A	Harness the Potential of Social Selling & Grow Your Business Sameena Safdar, Amplify Your Voice W183B	More Custom Headwear With Less Hassle Lizz Riedy, Stahls' (asi/88984) W180	Boost Q4 Sales With Hot Trends Liz Haesler & Stephanie Preston, PCNA (asi/78897) W183C 	Bus seating is limited. First come, first served.
12 - 1:20 p.m.	 Lunch & Learn: Suppliers Share Trend-Driven Products & How To Sell Them W181C Tickets limited: Get yours early at the Education Desk				
1:30 - 3 p.m.	Buyer Behavior Brilliance: Learn To Read, Respond & Reap the Rewards in Every Relationship Mimi Brown, AMP Up Success W183A	Creating Credibility: Master the Art of Non-Cringey Self-Promotion Sameena Safdar, Amplify Your Voice W183B	Beyond Apparel: Expand Your Business With Custom-Decorated Merch Lizz Riedy, Stahls' (asi/88984) W180	ESP+ Orders: Streamline Quotes & Payments John Young, ASI W183C	
3:10 - 4 p.m.	Expert Business-Growth Strategies From Counselor's Advisory Board C.J. Mittica, ASI & Panel W183A	Leverage AI To Build Your Online Presence Janet Johnson, Janet E. Johnson Agency W183B	The Perfect Blend: Combine On-Trend Decorating Techniques Lizz Riedy, Stahls' (asi/88984) W180	Printing Industry 101: All About Print Products & Your Sales Opportunities Dave Leskusky, PRINTING United Alliance W183C	
4:10 - 5 p.m.	Education Day Wrap-Up: Tactics & Takeaways W181C				
5 - 6 p.m.	 New Product Preview Reception Free beer & wine W184A				

- Get full course descriptions and create your personal schedule in the **ASI Show® Chicago app**.
- Download handouts from selected education sessions in the app or at **asishow.com/handouts**.
- Give us your feedback in the app or at **surveymonkey.com/r/CH_25**.

EXHIBIT DAYS

EXHIBIT DAY 1

WEDNESDAY, JULY 23, 2025

8:30 - 9:45 a.m.	 Breakfast Brainstorm: Connect & Collaborate on Today's Business Challenges Free breakfast	W375A
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 #435
10 a.m. - 5 p.m.	ESP+ Stores Demos	BOOTH #1141
11 - 11:50 a.m.	 ESP+ Stores & Websites: Launch, Manage & Grow John Young, ASI	BOOTH #1953
12 - 12:30 p.m.	 Your Newest Promo Power Play: Introducing the ASI Learning Network Sara Lavenduski, ASI	BOOTH #1953
1 - 1:50 p.m.	 Creating & Repurposing Videos for Social Media Success Janet Johnson, Janet E. Johnson Agency	BOOTH #1953
2 - 2:50 p.m.	 Proof Positive: How Promo Distributors Have Profited With Print Allee Bruce, PRINTING United Alliance	BOOTH #1953
3 - 3:50 p.m.	 Expand Your Client Base With Cross-Generational Selling Dave Saracino, iPROMOTEu (asi/232119)	BOOTH #1953
7 - 10 p.m.	 ASI Gala at Punch Bowl Social	TICKET REQUIRED

EXHIBIT DAY 2

THURSDAY, JULY 24, 2025

8:30 - 9:45 a.m.	 Keynote With Brian Urlacher How To Harness Momentum & Triumph Over Adversity Free coffee & tea	W375A
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 #435
10 a.m. - 2:30 p.m.	ESP+ Stores Demos	BOOTH #1141
11 - 11:50 a.m.	 ESP+ Presentations: Build Winning Proposals Ryan Beletz, ASI	BOOTH #1953
12 - 12:50 p.m.	 Attract Local Customers: Maximize Your Company's Online Visibility Ryan Beletz, ASI	BOOTH #1953
2:30 - 3 p.m.	 Closing Celebration ASI Passport drawing at 2:45 p.m. Free beer & wine	REGISTRATION LOBBY

A Smarter Way To Learn Is Here

Say hello to the **ASI Learning Network** – your new 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 to get started, or talk to an ASI team member to learn more.



LEARNING
NETWORK



EXPO HALL HIGHLIGHTS

Canine Comfort Zone, Front of Hall F1

Need a break? Visit the Canine Comfort Zone! Plus, support a local shelter through our onsite charity initiative. ASI will match donations.

- Wednesday, 12 - 2 p.m.
- Thursday, 11 a.m. - 1 p.m.

Live Heat Pressing With Stahls' & Sock101, Product Showcase

Watch, learn and take home a finished piece as Stahls' (asi/88984) and Sock101 (asi/88071) heat press custom socks, totes and bucket hats.

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

Refresh & Recharge Lounge, Booth #1659

Take a break to check your messages, grab some water and charge your device.

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

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.**

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Questions? Email asieducation@asicentral.com.

