



ESP+ User Conference & Education Day

Saturday, March 29, 2025

	 MAXIMIZE YOUR ESP+ KNOWLEDGE	 BUSINESS-BUILDING FUNDAMENTALS	 ENTREPRENEUR'S ESSENTIALS	 PRODUCT DECORATION
Sponsors				
10:45 - 11:30 a.m.	How To Get the Most Out of Your Trade Show Experience Matthew Cohn, ASI® 201B			
11:45 a.m. - 1 p.m.	Lunch & Learn: Suppliers Share Trend-Driven Products & How To Sell Them Tickets limited: Get yours early at the Education Desk. Ballroom C			
1:10 - 2 p.m.	Finding the Perfect Products for Every Client in ESP+ 203B John Young, ASI	1:10 - 3 p.m. 204A Promo Industry 101: What To Do When You're New Joan Miracle, ASI	The Importance of Being a Creative Chameleon 201B Bill Petrie, brandivate	Beyond the Logo: Impactful Apparel Branding 203A Lizz Riedy & Jenna Sackett, Stahls' (asi/88984)
2:10 - 3 p.m.	Creating ESP+ Presentations That Get Results 203B Mike D'Ottaviano, ASI		Using Facebook & Instagram Ads To Reach & Convert Your Audience 201B Janet Johnson, Janet E. Johnson Agency	Choosing the Right Apparel for Brand Promotion 203A Lizz Riedy & Jenna Sackett, Stahls' (asi/88984)
3:10 - 4 p.m.	Streamlining Quotes, Orders & Invoices With ESP+ 203B John Young, ASI	3:10 - 5 p.m. 204A Discover the ESP+ Technology Platform: From Search & Marketing Tools to Websites & Stores Mike D'Ottaviano, ASI	Creating a Frictionless Client Experience 201B Bill Petrie, brandivate	3:10 - 5 p.m. 203A Unlock the Power of Customized Promo Products With Heat Print on Demand
4:10 - 5 p.m.	Customizing Your ESP+ Website 203B Joan Miracle, ASI		Leverage AI To Build Your Online Presence 201B Janet Johnson, Janet E. Johnson Agency	Lizz Riedy & Jenna Sackett, Stahls' (asi/88984)
5 - 6:30 p.m.	New Product Preview & Welcome Reception Free beer, wine & snacks Ballroom A			

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

EXHIBIT DAYS



EXHIBIT DAY 1

SUNDAY, MARCH 30, 2025

10:30 - 11:45 a.m.	Brunch Brainstorm: Connect & Collaborate on Today's Business Challenges <i>Free brunch buffet</i>	BALLROOM C
12 - 5 p.m.	EXPO HALL OPEN	
12 - 5 p.m.	Get personalized, hands-on help and solutions for your business. Bring your questions – we have the answers!	ASI BOOTH #719
12 - 5 p.m.	ESP+ Stores Demos	BOOTH #1334
1 - 1:50 p.m.	Harness the Power of Social Selling & Grow Your Business Sameena Safdar, Amplify Your Voice	BOOTH #1734
2 - 2:50 p.m.	Printing Industry 101: All About Print Products & Your Sales Opportunities Lisa Cross, NAPCO Research	BOOTH #1734
3 - 3:50 p.m.	Creating Credibility: Master the Art of Non-Cringey Self-Promotion Sameena Safdar, Amplify Your Voice	BOOTH #1734
4 - 5 p.m.	Happy Hour in the Expo Hall	FREE
5 - 7 p.m.	Texas-Style BBQ	FREE

EXHIBIT DAY 2

MONDAY, MARCH 31, 2025

8:30 - 9:45 a.m.	Keynote With Torsten Gross: Finding Your Superpower <i>Free coffee & tea</i>	BALLROOM B
10 a.m. - 4 p.m.	EXPO HALL OPEN	
10 a.m. - 12 p.m.	Meet & Greet With Keynote Torsten Gross Sit in Torsten's Porsche 718 GT4 Cayman Clubsport and feel the thrill with a VR headset!	BOOTH #1341
10 a.m. - 4 p.m.	Get personalized, hands-on help and solutions for your business. Bring your questions – we have the answers!	ASI BOOTH #719
10 a.m. - 4 p.m.	ESP+ Stores Demos	BOOTH #1334
11 - 11:50 a.m.	Questions Are the Answer: Interview Clients First, Sell Second Cliff Quicksell, Cliff Quicksell & Associates (asi/825111)	BOOTH #1734
12 - 12:50 p.m.	Proof Positive: How Promo Distributors Have Profited With Print Denise Gustavson, PRINTING United Alliance	BOOTH #1734
1 - 1:50 p.m.	Driving Client Success: Transform Product Collections Into ESP+ Stores John Young, ASI	BOOTH #1734
2 - 2:50 p.m.	How Not To Sell on Price: Elevating Your Sales Strategy Cliff Quicksell, Cliff Quicksell & Associates (asi/825111)	BOOTH #1734
4 - 4:30 p.m.	Closing Celebration <i>ASI Passport drawing at 4:15 p.m.</i> <i>Free beer, wine & snacks</i>	REGISTRATION LOBBY

EXPO HALL HIGHLIGHTS

Refresh & Recharge Lounge, Booth #541

Take a well-deserved break from the action to check your messages, grab some water or charge your device.

- Sunday, 12 - 5 p.m.
- Monday, 10 a.m. - 4 p.m.

Texas Leather Crafting Station, Booth #337

Customize your own little piece of Texas.

- Sunday, 1 - 4 p.m.
- Monday, 11 a.m. - 2 p.m.

Grow Your Knowledge & Earn Your ASI Certification for Free

ASI offers 150+ free courses at **ASIUniversity.com**, the destination for the **promo industry's only no-cost certification program.**

Earning your **BASI™** or **MASI™** certification will **identify you as an expert to buyers, suppliers and distributors.**



Invest in yourself – log in to ASIUniversity.com today!

Questions? Email asieducation@asicentral.com.