



# EDUCATION DAY

## SATURDAY, JANUARY 4, 2025

	 ENTREPRENEUR'S ESSENTIALS	 SOCIAL MEDIA & MARKETING	 PRODUCT DECORATION	 BUSINESS-BUILDING FUNDAMENTALS
Sponsors			 	
9 - 9:50 a.m.	<b>How To Get the Most Out of Your Trade Show Experience</b>			Matthew Cohn, ASI® <span style="float: right;">S310A</span>
10 - 10:50 a.m.	<b>Promo Industry 101: What To Do When You're New</b> <span style="float: right;">S310E</span> Joan Miracle, ASI	<b>Using Facebook &amp; Instagram Ads To Reach &amp; Convert Your Audience</b> <span style="float: right;">S310G</span> Janet Johnson, Janet E. Johnson Agency	<b>Unlock the Power of Customized Promo Products With Heat Print on Demand</b> <span style="float: right;">S320C</span> Jenna Sackett, Stahls' (asi/88984)	<b>ESP+ Technology Platform: From Search &amp; Marketing Tools to Websites &amp; Stores</b> <span style="float: right;">S320A</span> Mike D'Ottaviano, ASI
11 - 11:50 a.m.	<b>The Power of Persuasion: How To Win Clients &amp; Influence People</b> <span style="float: right;">S310E</span> Mimi Brown, AMP Up Success	<b>Creating Credibility: Master the Art of Non-Cringey Self-Promotion</b> <span style="float: right;">S310G</span> Sameena Safdar, Amplify Your Voice	<b>Choosing the Right Apparel for Brand Promotion</b> <span style="float: right;">S320C</span> Jenna Sackett, Stahls' (asi/88984)	<b>2025 Trends To Kick-Start Your Sales</b> <span style="float: right;">S320A</span> Mary Furto & Liz Haesler, PCNA (asi/78897) <span style="float: right;"><small>SPONSOR</small> <b>PCNA</b></span>
12 - 1:20 p.m.	<b> Lunch &amp; Learn: Suppliers Share Trend-Driven Products &amp; How To Sell Them</b>			Tickets limited: Get yours early at the Education Desk. <span style="float: right;">S310A</span>
1:30 - 3 p.m.	<b>Buyer Behavior Brilliance: Learn To Read, Respond &amp; Reap the Rewards in Every Relationship</b> <span style="float: right;">S310E</span> Mimi Brown, AMP Up Success	<b>Harness the Potential of Social Selling &amp; Grow Your Business</b> <span style="float: right;">S310G</span> Sameena Safdar, Amplify Your Voice	<b>Beyond the Logo: Impactful Apparel-Branding Workshop</b> <span style="float: right;">S320C</span> Jenna Sackett, Stahls' (asi/88984)	<b>From AI to Engagement: Discover the Future of Promo Technology With ESP+</b> <span style="float: right;">S320A</span> Joan Miracle, ASI
3:10 - 4 p.m.	<b>5 Proven Ways To Achieve Million-Dollar Sales in 2025</b> <span style="float: right;">S310E</span> Meg Erber & Greg Muzzillo, Proforma (asi/300094)	<b>Leverage AI To Build Your Online Presence</b> <span style="float: right;">S310G</span> Janet Johnson, Janet E. Johnson Agency	<b>Maximizing Your ROI: Efficient Ways To Print Headwear</b> <span style="float: right;">S320C</span> Jenna Sackett, Stahls' (asi/88984)	<b>Printing Industry 101: All About Print Products &amp; Your Sales Opportunities</b> <span style="float: right;">S320A</span> Lisa Cross, NAPCO Research
4:10 - 5 p.m.	<b> Education Day Wrap-Up: Tactics &amp; Takeaways</b>			Free coffee, tea & lemonade <span style="float: right;">S310A</span>
5 - 6 p.m.	<b> New Product Preview Reception</b>			Free beer, wine & snacks <span style="float: right;">S230A</span>

- 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](https://asishow.com/handouts).

# EXHIBIT DAYS



## EXHIBIT DAY 1

SUNDAY, JANUARY 5, 2025

8:30 - 9:45 a.m.	<b>Breakfast Brainstorm:</b> Connect & Collaborate on Today's Business Challenges <i>Free breakfast buffet</i>	S310A
10 a.m. - 5 p.m.	<b>EXPO HALL OPEN</b>	
10 a.m. - 5 p.m.	<b>Get personalized, hands-on help and solutions for your business.</b> Bring your questions – we have the answers!	ASI BOOTH #829
10 a.m. - 5 p.m.	<b>ESP+ Stores Demos</b>	BOOTH #348
11 - 11:50 a.m.	<b>Driving Client Success: Transform Product Collections Into ESP+ Stores</b> Stephanie Stach, ASI	BOOTH #267
12 - 12:50 p.m.	<b>Proof Positive: How Promo Distributors Have Profited With Print</b> Denise Gustavson, PRINTING United Alliance	BOOTH #267
1 - 1:50 p.m.	<b>Creating &amp; Repurposing Videos for Social Media Success</b> Janet Johnson, Janet E. Johnson Agency	BOOTH #267
2 - 2:50 p.m.	<b>How To Win the Business of Fortune 500 Companies</b> Rich Berg, AIA Corp. (asi/109480), a division of iPROMOTEu (asi/232119)	BOOTH #267
3 - 3:50 p.m.	<b>The Mile-Deep Strategy: Finding Untapped Opportunities &amp; Driving Growth With Key Clients</b> Tommy Lewis, HALO (asi/356000)	BOOTH #267
3:30 - 4:30 p.m.	<b>Celebrate the grand opening of ESP+ Stores with a champagne happy hour and cool demos!</b>	ASI BOOTH #829
7 - 10 p.m.	<b>ASI Gala at Topgolf</b>	<b>TICKET REQUIRED</b>

## EXHIBIT DAY 2

MONDAY, JANUARY 6, 2025

8:30 - 9:45 a.m.	<b>Keynote With Stephanie Stuckey</b> Getting UnStuck: Reviving Your Business & Brand <i>Free coffee &amp; tea</i>	S320E
10 a.m. - 2:30 p.m.	<b>EXPO HALL OPEN</b>	
10 a.m. - 2:30 p.m.	<b>Get personalized, hands-on help and solutions for your business.</b> Bring your questions – we have the answers!	ASI BOOTH #829
10 a.m. - 2:30 p.m.	<b>ESP+ Stores Demos</b>	BOOTH #348
11 - 11:50 a.m.	<b>Driving Client Success: Transform Product Collections Into ESP+ Stores</b> Stephanie Stach, ASI	BOOTH #267
12 - 12:50 p.m.	<b>ESP+ Websites: Your Ultimate E-Commerce Solution</b> Mathew Hause, ASI	BOOTH #267
2:30 - 3 p.m.	<b>Closing Celebration</b> <i>ASI Passport drawing at 2:45 p.m.</i> <b>Free beer, wine &amp; snacks</b>	REGISTRATION LOBBY

## EXPO HALL HIGHLIGHTS

### Express Massages in the Refresh & Recharge Lounge, Booth #1567

Indulge in a free massage by a licensed therapist while you charge your device.

- Sunday, 12 - 5 p.m.
- Monday, 11 a.m. - 2 p.m.

### Mobile Golf Simulator, Booth #1266

Swing by in the Expo Hall for a fun and exciting break from the action.

- Sunday, 12 - 5 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.**

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