

ASI EDUCATION CERTIFICATION PROGRAM

In such a competitive market, advertising specialty distributors, suppliers and decorators need the skills to out-think, out-perform and out-service the competition. That's why ASI Education's certification program is such a great investment in yourself and your career.



BASI **(Bachelor of Advertising Specialty Information)**

The BASI curriculum will arm you with the fundamental knowledge you need to profitably navigate the promotional products marketplace.

Points Required for Certification:

Total – 75 points:
25 required-course points
50 elective-course points

Prerequisite:

ASI member

Requirements:

1. Required courses: 25 points

- 5 points completed at the ASI Shows. Offerings include:
 - Educational Keynotes – 1.5 points earned per course
 - All ASI Show courses – 1 point earned per course
- 9 points for completing the Distributor Success Track in the Online Learning Center (section #2)
- 11 points for completing the required courses in the Online Learning Center (section #3)

2. Elective courses: 50 points

- Educational Keynotes at an ASI Show – 1.5 points earned per Keynote
- All ASI Show courses – 1 point earned per 1-hour course
- ASI Power Summit – 15 points
- ASI Power Sales Summit at the ASI Show – 3 points
- ASI Education Online Learning Center offerings – points vary by course
- Industry participation – maximum of 5 points for industry involvement (*See Industry Participation Options below)

Examination:

Pass a 150-question multiple-choice exam on the ASI Education Online Learning Center.

Certification Expiration:

3 years from certification date

Recertification:

Complete an additional 25 points every 3 years after initial BASI certification or recertification date (5 points must be completed at the ASI Shows).



MASI **(Master of Advertising Specialty Information)**

MASI certification recognizes you as a true industry expert, maintaining the highest standards of professionalism, knowledge and experience.

Points Required for Certification:

Total – 175 points:
75 points required for BASI Certification (see BASI Points Required)
100 additional MASI points

Prerequisite:

ASI member who has achieved BASI Certification

Requirements:

1. Required courses: 25 points

- 3 points for attending two educational Keynotes at the ASI Shows – 1.5 points earned per Keynote
- 10 points for completing advanced-level courses at the ASI Shows – 1 point earned per 1-hour course
- 12 points for completing advanced-level courses in the Online Learning Center – 1 point earned per course

2. Elective courses: 75 points

- ASI Show courses – 1 point earned per 1-hour course
- ASI Education Online Learning Center offerings – points vary by course
- Industry participation – maximum of 25 points for industry involvement (*See Industry Participation Options below)
- ASI Power Sales Summit at the ASI Show – 3 points
- ASI Power Summit – 15 points

Examination:

Pass a 150-question multiple-choice exam on the ASI Education Online Learning Center.

Certification Expiration:

5 years from certification date

Recertification:

Complete an additional 25 points every 5 years after initial BASI certification or recertification date (5 points must be completed at the ASI Shows).

CERTIFICATION GUIDELINES

Candidates must complete certification within three years of beginning the program. All courses completed on ASI's Online Learning Center prior to beginning the program, credit for attending the 2010 ASI Power Summit, and courses completed at The ASI Show (retroactively to 2008) will be automatically applied to candidates' transcripts. We will accept courses completed at all major and regional industry events as eligible for transfer retroactively to 2008.

*** Industry Participation Options: 1) ASI boards; 2) Developing and presenting pre-approved courses for ASI Show events; 3) Participating in industry research and panels**