



# Advertising Specialty Institute *Certification Program*

A great investment in yourself and your career

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E ducation and knowledge are key factors to your success, both now and in the future. The **BASI** and **MASI** represent this to your customers and show the world of promotional products that you take pride in this industry -- and in yourself.

 ASI Education



## BASI

(Bachelor of Advertising Specialty Information)

BASI certification courses serve as a solid foundation for all ASI distributors, suppliers and decorators. The BASI curriculum arms them with the fundamental knowledge they need to thoroughly understand and navigate the promotional products marketplace profitably, and develop solid relationships with their colleagues that will help them prosper in the industry.

### *Invest In You. Impact Your Life.*

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

*Best of luck and enjoy the journey.*

## Getting Started

It's easy! ASI members can begin the ASI Certification Program immediately, by taking online courses at [ASI Education Online Learning Center](#) at [ASICentral.com/onlinelearning](#). Also, you can enjoy amazing, live education at our ASI Shows nationwide. To register for an ASI Show, visit [www.ASIShow.com](#).

## Gaining Certification

For your BASI (75 points), you earn points by taking tutorials and sessions online at the ASI Online Learning Center, at ASI Shows or at other major industry events. With your ASI number, your attendance to shows and events is free! Once you reach the number of points required for your certification, you just have to pass the BASI Final Exam online.

**"Nearly 14,000 ASI members are working on their BASI and MASI certifications."**

Attend an [ASI Show](#) or choose from more than 300 online business-building courses available on our [Online Learning Center](#) to complete your BASI certification today!

## Special Benefits for BASI Holders

- Invitations to exclusive cocktail receptions at The ASI Show
- VIP access to select events, such as Keynotes at The ASI Show
- Exclusive quarterly conference calls with ASI President and CEO Timothy Andrews
- BASI certificate for you to display
- Recognition of your BASI certification in ASI magazines and on [ASICentral.com](#)

**"My experience with the ASI Education Certification Program has been great. The best part is that the majority of the classes can be taken online and at your own pace. I've been with Premier Sales for over four years now, and have learned more in my BASI classes than I have in my four years of working in the industry. I would recommend that distributors work toward their BASI/MASI certification."**

**Anthony Bartolone, BASI  
Sales Manager, Premier Sales and Marketing**

**"The ASI Education Certification has been a great addition to our ASI membership. The online learning center is a great reference tool to keep sharp and maintain our edge over the competition. It's always nice when a prospect asks what the BASI stands for, and I can say that it stands for the extra effort we put into learning what can make your marketing stand out and stand up to your competition."**

**Mike Beckman, BASI  
Owner, Proforma**



## MASI

(Master of Advertising Specialty Information)

MASI certification courses provide ASI distributors, suppliers and decorators with advanced knowledge of the advertising specialty industry. MASIs holders are recognized as the true industry experts who've cultivated profitable and collaborative relationships with distributors and suppliers. This designation is a testament to their contributions to the advertising specialty industry.

Becoming certified is an investment not only in your business, but in yourself. We are invested in you and your success.

### Invest In You. Impact Your Life.

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

Best of luck and enjoy the journey.

### Getting Started

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### Gaining Certification

For your MASI (175 points), you earn points by taking tutorials and sessions online at the ASI Online Learning Center, at ASI Shows or at other major industry events. With your ASI number, your attendance to shows and events is free! Once you reach the number of points required for your certification, you just have to pass the MASI Final Exam online.

"94% of ASI members say they have grown their sales as a direct result of attending ASI Education's live and online classes."

Choose from more than 300 online business-building courses available on our [Online Learning Center](#) to complete your MASI certification.

### Special Benefits for MASIs Holders

- Invitations to exclusive cocktail receptions at The ASI Show
- VIP access to select events, such as Keynotes at The ASI Show
- Exclusive quarterly conference calls with ASI President and CEO Timothy Andrews
- MASI certificate for you to display
- Recognition of your MASI certification in ASI magazines and on [ASICentral.com](#)

"Since 2006 I've attended educational sessions at the ASI Show Chicago. I appreciate my MASI certification. However, what I value most are the people I met during the sessions. They helped me grow my business and expand my resource network."

David J. Hawes, MASI  
Brand Architect, Geiger

"Having joined ASI from a different industry, I expected my learning curve would be steep. At the same time, I knew it was critical to quickly get up to speed so I would be prepared to effectively achieve my professional goals. The beauty of ASI's Certification Program is that I had the ability to quickly and easily increase my knowledge in multiple aspects of the promotional products industry."

Carmine Rauso, MASI  
Executive Director, Distributor Services, ASI

# Advertising Specialty Institute Certification Program



"Since ASI's Certification Program's sole purpose is to elevate the level of expertise and professionalism of all members of the advertising specialty industry, ASI is proud to cover the estimated yearly cost of \$100,000 to support this certification program. We're clearly committed to elevating the level of expertise and professionalism of all members of the advertising specialty industry."

**Timothy M. Andrews, MASI**  
President and CEO, ASI



"Featuring an unmatched portfolio of education opportunities, ASI Education offers members a wide variety of continuing educational programs at the five ASI Shows, *Advantages* Roadshows and Canadian seminars, along with 300 on-demand courses on ASI's Online Learning Center."

**Melinda Ligos, MASI**  
Senior Vice President, Professional Development, ASI



To learn more about earning your BASI/MASI, [click here](#).