

Frequently Asked Questions about the Advertising Specialty Institute Certification Program

Question 1: What's the Advertising Specialty Institute Certification Program?

Answer: The Advertising Specialty Institute has launched the Advertising Specialty Institute Certification Program, the industry's only free certification program, created on a highly user-friendly digital platform. The Advertising Specialty Institute Certification Program offers two certification levels:

BASI (Bachelor of Advertising Specialty Information)

BASI certification courses serve as a solid foundation for all ASI distributors, suppliers and decorators. The BASI curriculum will arm 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.

MASI (Master of Advertising Specialty Information)

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

For complete BASI and MASI requirements and sample transcripts, visit www.asicentral.com/education.

Question 2: How many industry professionals have received their BASI and MASI certifications?

Answer: Nearly 120, since the program began in November 2010

Question 3: How many industry professionals are actively working toward their BASI and MASI certifications?

Answer: Nearly 10,000

Question 4: How do I get started?

Answer: Participation in the Advertising Specialty Institute Certification Program is user-friendly and hassle-free. All live and online courses are automatically tracked electronically via our proprietary digital campus (www.asicentral.com/onlinelearning), so participants can easily access their transcripts and remaining course requirements.

You can begin the program immediately by taking online courses at ASI Education Online Learning Center (get started at www.asicentral.com/onlinelearning). To learn more, visit www.asicentral.com/education.

Question 5: I took some *ASI Show* courses this year and also attended education at other major industry events and regional conferences. Will these classes count toward the ASI Certification Program?

Answer: Yes. We'll accept courses candidates completed at *ASI Shows*, at major industry and regional events, prior to 2011 retroactively to 2008. All courses completed on the ASI Education Online Learning Center prior to beginning the program (plus attending the 2010 ASI Power Summit) have been applied to candidates' transcripts. For a complete list of the industry education courses that count toward BASI and MASI certification, visit www.asicentral.com/education.

Question 6: How do I submit my transcript of past courses I've taken to ASI to be reviewed for credit toward my BASI/MASI certification?

Answer: Effective November 1, 2010, with the launch of a full slate of online and live educational offerings, we started accepting transcripts for courses completed prior to 2011 retroactively to 2008. (Attendees of the 2010 ASI Power Summit, November 7-9, 2010, automatically received credit on their transcript for that event.) Each transcript will be individually reviewed and points eligible for transfer will be reflected in the candidate's transcript report. In the rare event that courses completed aren't eligible for transfer, a member of the ASI Education department will contact the candidate. E-mail your transcript or course information to asieducation@asicentral.com.

Question 7: Once I've received my BASI or MASI certification, how do I keep it current?

Answer: To keep your Advertising Specialty Institute BASI or MASI certification current, you must complete an additional 25 points every three years (five years for MASI re-certification) after your initial certification or recertification date. For complete recertification requirements, visit www.asicentral.com/education.

Question 8: I've finished taking a course in the Online Learning Center. How do I know this has been added to my transcript?

Answer: A candidate can view their individual course status on the main page of the Online Learning Center. Once a course has been successfully completed, students can view this information immediately either in their transcript report or on the main page of their course listing.

Question 9: How much does it cost to get certified?

Answer: It's free for ASI members to get BASI- or MASI-certified. ASI, which invests \$1.3 million annually to educate its members, will cover the estimated annual cost of \$100,000 to support this certification program.

Question 10: Do I get any special benefits from ASI for earning my BASI or MASI certification?

Answer: Yes, benefits for ASI members who earn BASI and MASI certifications include:

- Invitations to exclusive cocktail receptions at *The ASI Show*
- VIP access to select events, such as Keynotes at *The ASI Show*
- Receive advance copies of ASI surveys and research
- Participate in exclusive quarterly conference calls with ASI President and CEO Timothy Andrews

- Frameable BASI or MASI certificate for display
- Authorization to use BASI or MASI designation with their professional titles
- Recognition of their BASI/MASI certification in ASI magazines and e-newsletters.

For a complete list of benefits, visit www.asicentral.com/education.

Question 11: Why did ASI decide to launch a certification program?

Answer: In such a competitive economy, advertising specialty distributors, suppliers and decorators need the skills to out-think, out-perform and out-service the competition. For years, our members have asked us to create a certification program to lay a strong foundation for advertising specialty professionals. In 2010 alone, 4,600 distributors took more than 16,000 live education courses at *The ASI Show*, making ASI the largest educator in the industry. With the demand for such a program stronger than ever – and the comprehensive live and online ASI Education curriculum we offer for free to members – this is the perfect time to launch an industry certification program for novices and veterans alike. For a complete description of the BASI and MASI certification program, visit www.asicentral.com/education.