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Book Hotel Update



We are currently updating the site. If you have any questions in the meantime, please contact us at (800) 546-3300. Our registration specialists are available Monday-Friday, 8:30 a.m.-5:30 pm. ET.

fASIVirtual 1:1

This is ASI's only virtual event hosting 3-, 4-, and 5-star suppliers and qualified \$500K+ ASI distributor and decorator members in a one-on-one private meeting format.

[Learn More](#)



You might have missed the live event, but we saved you some juicy content. Watch the recorded sessions now!

[Learn More](#)



The Joe Show LIVE

Your new channel for product sourcing and relationship building!

[Learn More](#)



Discovery Starts Here

Find new products, make valuable face-to-face connections and be inspired at ASI Show.

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Coronavirus Updates - 2020 ASI Show Events More Info

Coronavirus Updates – 2020 ASI Show Events

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8/13/2020

ASI Show is canceling our 2020 Chicago trade show and rescheduling our 2021 Orlando and Fort Worth trade shows from January to the second quarter of next year out of continued concern for the health and well-being of the industry.

In addition to ASI Show Chicago, the following 2020 events are also being canceled:

- fASI500 Tampa
- Southern California Roadshow
- fASIIitate Seattle
- fASIIitate Philadelphia

In the interim, ASI Show is broadening its virtual events that already include: ASI Show at Home Presents: [The Joe Show LIVE](#), online every other Tuesday from 10-10:30 a.m. ET, [The Joe Show LIVE Canada](#), held monthly, and [fASI Virtual](#). On October 15, from 1-4 p.m. ET, ASI Show is hosting a Virtual Education Day, with even more virtual events being developed.

Also, ASI's [ESP® business platform](#) has added more features, more products and more product information than ever, giving distributors a constantly updated tool to find the best products to help their clients succeed.

Please check the ASI Show website for the latest updates and schedules.

Stay safe, everyone. We look forward to seeing you in person in 2021 and will look for you online until then.

7/6/2020

ASI Show continues to monitor CDC, federal and state guidelines. We continue to work closely with the venues for all our events. The following events have been **cancelled**:

- Toronto Roadshow Plus - Scheduled August 12
- ASI Roadshows Northeast - Scheduled August 17-20

As always, thank you for being a valued ASI Show events participant and ASI member. This situation remains very fluid and we will continue to update you as we are able. We thank you for your continued support and patience.

6/8/2020

Update fASIIitate Washington DC - Due to the current situation in Washington, D.C. we are canceling our event.

6/1/2020

ASI Show Chicago is rescheduled from July to Wednesday, September 30, and Thursday, October 1, with numerous high-level changes made to create a show experience in line with the demands of a safe, new business environment. We are holding the show for those suppliers and distributor members who said they want it and believe it will help them get back to business. We know participation will be down but are proud to host an event for those members who want and need it.

The show will be limited to two exhibit days, including expanded education Power Sessions on the show floor, spread across two large areas. In lieu of an onsite Education Day, ASI Show is working on a virtual education plan that members can take advantage of prior to the show, with the schedule and classes announced sometime this summer. Education will be geared toward growth and recovery, with an emphasis on new and emerging markets carved out by recent shifts in the marketplace.

ASI Show is eliminating large gatherings and removing its traditional keynote, motivational breakfast and ASI Show Bash on the Mystic Blue. To ensure safety, ASI Show is designing a social distancing plan based on expert advice that is compatible with a high-quality show. The Chicago show plan is a work in progress and may change depending on local and state guidelines or unexpected circumstances. More details will be provided as fall approaches.

5/13/2020

We're sure you're anxious for a definitive answer on ASI Show Chicago. While nothing is definite, we want to let you know we are working to move the show to the Fall. As you can imagine, rescheduling a large trade show under difficult circumstances is a complicated effort, with many unknowns, including renegotiating numerous contracts and unraveling inconsistent messaging from state and local governments.

Unfortunately, it will take a bit more time to finalize details. We expect to have more definitive info in the next two weeks.

Please visit ASI's website, asicentral.com/news, for tips and information on how to survive these very challenging times, along with [ASIHhelp.com](https://asihelp.com) for free resources, marketing tools, education, videos and podcasts.

5/6/2020

ASI Roadshow Plus Toronto scheduled for June 16 has been rescheduled and will be held on Wednesday, August 12.

As you're aware, the situation remains very fluid, with Prime Minister Justin Trudeau warning that residents can expect "many more weeks" of social distancing measures. ASI Show remains in close contact with our partners at the Montecasino Banquet and Event Centre. You can trust that your safety and well-being are our top priority.

Of course, our hope is that this crisis ends soon, and we can get back to business. In the meantime, our team is here to help you in whatever way we can. We also hope you're aware of the many news stories and resources our editorial department is sharing on the ASI website: asicentral.com/coronavirus or the NEW resource center, [ASIHhelp.com](https://asihelp.com).

4/22/2020

ASI Show continues to monitor CDC, federal and state guidelines. We continue to work closely with the venues for all our events. Below is the revised schedule as of today:

- April's Seattle fASIIitate rescheduled to October 26-29
- June's Philadelphia fASIIitate rescheduled to November 9-12

The following events have been **cancelled**:

- fASIIitate New Orleans - Originally scheduled May 4-7
- fASI500 San Antonio - Originally scheduled June 1-4
- Phoenix Roadshow Plus - Originally scheduled June 23

As always, thank you for being a valued ASI Show events participant and ASI member. This situation remains very fluid and we will continue to update you as we are able. We thank you for your continued support and patience. Please stay healthy and safe, and let us know if there's anything we can do to help you.

4/14/2020

Out of consideration for the health and safety of our members and our staff, ASI Show is honoring recent recommendations to **postpone and/or reschedule** the following in-person events during the coronavirus crisis:

- ASI Show is **rescheduling ASI Roadshows in Southern California to October 19-21**.
- We continue to monitor the progress of the virus in Canada and are **considering alternate dates for ASI Roadshow Plus Toronto**
- Some of our hosted buyer events, **fASIIitate and fASI500 are in the process of being rescheduled** with finalized details being announced shortly.

In regard to ASI Show® Chicago, the show currently remains scheduled for July. As you are aware, the situation is very fluid as current events change by the day. We're in close contact with our partners in Chicago and at McCormick Place and you can trust that your safety and well-being are our top priority, as we continue to work with them on how best to proceed.

Thank you for your understanding and patience.

3/16/2020

ASI Show is honoring recent recommendations from the Centers for Disease Control and Prevention (CDC) asking organizers to cancel or postpone in-person events of 50 or more people for the next eight weeks to help prevent the spread of the coronavirus. Out of consideration for the health and safety of our members and our staff, ASI Show is:

- Postponing **ASI Roadshows scheduled for this week in Southern California**, as previously announced
- Postponing the **Seattle fASIlitate event** scheduled for April 20-23
- Postponing the **New Orleans fASIlitate event** scheduled for May 4-7

We're requesting future date options from each of the contracted venues and will share details on rescheduled events as soon as possible. We will continue to assess risk in a systematic fashion, working in order of scheduled events and will share decisions as they develop. Thank you for your support and patience.

3/13/2020

Southern California Roadshows, March 16-18 – **These events are being postponed.** Yesterday, in light of the coronavirus situation, California announced new guidelines stressing the importance of personal responsibility and social distancing and ordered a statewide cancellation of events with over 250 people. **As a result, we are postponing next week's ASI Southern California Roadshows, being held in Van Nuys, Costa Mesa and San Diego, slated for March 16-18.** The health and safety of our members and our staff remains of utmost importance to us.

ASI has a long history of bringing people in our industry together for shows and events, and we understand how important these gatherings are to your business. We're doing everything in our power to make the best, most informed decisions for you, our members, our employees and the industry itself.

We understand how difficult it's been to conduct business as usual and we appreciate your patience. We're all in this together.

3/11/2020

fASIlitate Seattle, April 20-23 – At this time, fASIlitate Seattle is taking place next month as scheduled. We're taking the coronavirus situation very seriously and plan to continue to follow CDC guidelines for our country. It's important to note that currently there are no restrictions on travel within the US. fASIlitate is a very small gathering of only about 120 people total, with participants only from the US/Canada.

We're in continuous contact with the hotel in Seattle to learn what's happening in the city and what advice they're being given by local health agencies. We're in the early fact-finding stage, with no firm decision yet on whether the event will continue as scheduled or be postponed. As soon as we know, we'll let you know.

We understand how difficult it's been to conduct business as usual and we appreciate your patience. We're doing everything we can to make the most informed decisions possible.

3/4/2020

We are taking the coronavirus situation seriously and plan to follow CDC guidelines for our country. In addition, ASI Show is a proud member of the International Association of Exhibitions and Events (IAEE) and Society of Independent Show Organizers (SISO). Both of these organizations are providing fact-based information on a very frequent basis to help organizations such as ours make decisions that are best for all stakeholders, especially you, our valued member. We are and will continue to assess risk in a systematic fashion, working in order of how our events are scheduled and will communicate information and decisions as they develop.

fASIlitate Denver, March 9-12, is taking place as scheduled
Southern California Roadshow, March 16-18, is taking place as scheduled

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Safety

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ASI Show is being redesigned to provide optimum opportunities for suppliers and distributors to begin to re-establish ties with each other while succeeding safely in a reconfigured space.

Currently, ASI Show's social/physical distancing safety plan includes:

- Pre-show communication of expanded safety guidelines to all attendees
- Temperature checks prior to entering the event
- Expanded show floor including one way aisles
- Traffic monitoring in exhibit hall and event rooms
- Adequate distancing between participants in education and event spaces
- Separate and multiple entrances for attendees and exhibitors
- Hand sanitizer stations
- Guidance on masks, handshaking, hygiene
- Facility cleaning protocols
- Changes to the registration process and onsite layouts
- Changes to food and beverage service
- Changes to event scheduling to assist with traffic density and flow
- Securing room blocks at hotels within walking distance to eliminate large group shuttle transportation

ASI Show Suspends Large Live Events Through March 2021

ASI Show Virtual Expo will take place in January 2021 and include online product sourcing and networking. New dates for 2021 Orlando and Fort Worth in-person shows have been announced!

New Dates



ASI Show Orlando 2021

March 31 – April 1, 2021

[Safety](#)

New Dates



ASI Show Fort Worth 2021

May 18 – 19, 2021

[Safety](#)

[New Dates](#)



ASI Show Chicago 2021

July 13-15, 2021

[Safety](#)

Discovery Education Networking Business Starts Here

Why Attend the ASI Show?

A manageable show floor to do business

New products for you to see and try

Outstanding keynotes, education and motivational speakers

Fun networking events where you can make connections

We love our members and are always looking to add to the ASI family

ASI Members Get More

When you attend our show as an ASI member, you're going to be treated as family. If you're not a member yet, join today and get:

- Free admission to the show
- Ticket discounts and member-only ticket availability
- A number of helpful services to make your show experience easier and more affordable
- ...and much more!

Advertising Specialty Institute® (ASI) is the world's largest membership organization serving the \$25.8 billion promotional products industry. Any useful product, like a T-shirt or pen, imprinted with a business' logo or message is considered a promotional product. Businesses and organizations around the world use promo to increase brand recognition.

ASI members have access to marketing services, sales tools, free education and networking events to help them build sustainable businesses.

What People Say

- 1.
- 2.
- 3.

"The connections made at the show, whether with other distributors or with new suppliers, are really beneficial."

Jill St. Martin, Cutting Edge Promotional Products, asi/173493

"Getting the chance to talk to sales reps has really sparked some new ideas, and I learned a lot."

John Perrigo, Image Branding Group, asi/230096

"Attending all three shows sets me up for a great year. Thank you, ASI Show, for making my business successful!"

Ruth Ann Pederson, Yours Truly Marketing Incentives, asi/365490



Showdown Displays



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Have Questions?

[Click here](#) to submit your question and we'll reply ASAP.

Discover Orlando, Fort Worth and Chicago.

Register online today or call our Registration Specialists at [\(800\) 546-3300](#).

Useful Links

- [Become an ASI Member](#)
- [View Photos & Highlights](#)
- [2020 ASI Show Flip Book](#)
- [2019 Product Showcase Winners](#)
- [2020 Product Showcase Winners](#)
- [2020 Virtual Events Flyer](#) New

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