

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 the ASI Education certification program is such a great investment in yourself and your career.

Log on today at www.ASluniversity.com



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:

- 24 required-course points
- 51 elective-course points

Prerequisite:

ASI member

Requirements:

1. Required courses: 24 points

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

2. Elective courses: 51 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 earned per Power Summit
- ASI Online Learning Center offerings – points vary by course

Examination:

Pass a 110-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



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: 15 points

- 8 points completed at the ASI Shows. Offerings include:
 - Educational Keynotes – 1.5 points earned per Keynote
 - All ASI Show courses – 1 point earned per 1-hour course
- 7 points for completing advanced-level courses in the Online Learning Center (section #14) – 1 point earned per course

2. Elective courses: 85 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 earned per Power Summit
- ASI Online Learning Center offerings – points vary by course

Examination:

Pass a 110-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 MASI certification or recertification date

CERTIFICATION GUIDELINES

We will accept courses completed at all major and regional industry events as eligible for transfer retroactively to 2008. Email asieducation@asicentral.com for more information.