

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. Log on today at www.ASIuniversity.com.



BASI™
(Bachelor of Advertising Specialty Information™)
The BASI curriculum will provide the fundamental knowledge you need to profitably navigate the promotional products marketplace.

Points Required for Certification:

Total – 75 points:
23 required-course points
52 elective-course points

Prerequisite:

ASI® member

Requirements:

1. Required courses: 23 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 1-hour course
- 9 points for completing the required Distributor Success Courses in ASI University (section #2)
- 9 points for completing the required General Courses in ASI University (section #3)

2. Elective courses: 52 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 University offerings – points vary by course

Examination:

Pass a 110-question multiple-choice exam in ASI University.

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 earned through BASI Certification
100 MASI-level 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 course
 - All *ASI Show* courses – 1 point earned per 1-hour course
- 7 points for completing advanced-level courses in ASI University (section #14) – 1 point earned per course

2. Elective courses: 85 points

- *ASI Show* courses – 1 point earned per 1-hour course
- ASI University offerings – points vary by course
- ASI Power Summit – 15 points

Examination:

Pass a 110-question multiple-choice exam in ASI University.

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.