



Advertising Specialty Institute Certification Program

Grow your business.
Stand out from the crowd.

Education and knowledge are key factors to increase sales and enhance your customer service now and in the future. The Bachelor of Advertising Specialty Information™ (BASI) and Master of Advertising Specialty Information™ (MASI) certifications help you stand out in the world of promotional products.



BASI certification courses serve as a solid foundation for all ASI® distributors, suppliers and decorators. The program arms them with the knowledge they need to thoroughly understand and navigate the promotional products industry.

Invest in you. Impact your life. Hone the skills necessary to out-think, outperform and out-service the competition with ASI Education's certification program. It's a great investment in yourself and your career.

Best of luck, and enjoy the journey.

Getting Started

It's easy! ASI members can use their ESP® username and password to begin online courses at [ASI University](#). You can also enjoy amazing, live education at our national trade shows. [Click here](#) to register for an ASI Show®.

Gaining Certification

Earn points toward your BASI by taking online classes at [ASI University](#) or live classes at ASI Shows or events. With your ASI number, show and event participation is free! Once you reach 75 points, you just have to pass the online BASI Final Exam.

Nearly 30,000 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 from ASI University.

Special Benefits for BASI Holders

- Invitations to exclusive breakfasts at the ASI Shows
- VIP access to select events, such as keynotes, at ASI Shows
- Your name in a future issue of *Advantages*®
- BASI certificate for you to display
- Recognition of your BASI certification on ASI social media channels

"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 would recommend that distributors work toward their BASI/MASI certification."

Anthony Bartolone, BASI
Sales Manager, Premier Sales and Marketing

"The ASI Education Certification Program 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 certification courses provide ASI distributors, suppliers and decorators with advanced knowledge of the advertising specialty industry. MASIs are recognized as the true industry experts. This designation is a testament to their contributions to the 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. Hone the skills necessary to out-think, outperform and out-service the competition with ASI Education's certification program. It's a great investment in yourself and your career.

Best of luck, and enjoy the journey.

Getting Started

It's easy! After earning a BASI, ASI members can continue taking online courses at [ASI University](#). You can also enjoy amazing live education at our national trade shows. [Click here](#) to register for an ASI Show®.

Gaining Certification

Earn points toward your MASI by taking online classes at [ASI University](#) or live classes at ASI Shows or events. With your ASI number, show and event participation is free! Once you reach 175 points, you just have to pass the online MASI Final Exam.

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 business-building courses

Special Benefits for MASIs Holders

- Invitations to exclusive breakfasts at the ASI Shows
- VIP access to select events, such as keynotes, at ASI Shows
- Your name in a future issue of *Advantages*®
- MASI certificate for you to display
- Recognition of your MASI certification on ASI social media channels

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

David J. Hawes, MASI
Brand Architect, Geiger

"I'm proud to be one of the first ASI members to earn my MASI, and I use the MASI designation in all of my communications. This lets my clients know that I've taken the time to better myself with industry knowledge and skills, and I set myself apart as an expert."

Tim Stine, MASI,
President, Wear The Message, Inc.

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"ASI is proud to cover the annual cost of \$100,000 to support the ASI Certification Program because we're committed to elevating the expertise and professionalism of all members of the advertising specialty industry."

Timothy M. Andrews, MASI
President and CEO, ASI



"Featuring an unmatched portfolio of opportunities, ASI Education offers members a wide variety of continuing education programs at *ASI Shows* and *Engage* events, along with 300 on-demand courses in the Online Learning Center."

Kerry Boderman, MASI
Education Director, ASI



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