

ASMC Summit 2025: Agenda

October 27-29 | Philadelphia, PA



Event Logistics

Registration:

Registration/Welcome Reception will be located in the Horizons Rooftop Ballroom.

Breakfast:

Breakfast will be served from 7:00 AM to 8:30 AM Philadelphia Ballroom

Lunch:

Lunch will be served in the Philadelphia Ballroom

Tuesday - The Speed Dating lunch will be in the Philadelphia Ballroom

Registered Vendors Only For Speed Dating

Dinner:

Monday - Hors d'oeuvres and Welcome Reception, Horizons Rooftop Ballroom

Tuesday - Dinner will be part of the Vendor Fair in Horizons Rooftop Ballroom

General Sessions:

General Sessions will be held in Philadelphia Ballroom

Special Events

Monday October 27

ASMC Welcome Reception/Registration

6:00 – 8:00 PM

Tuesday October 28

ASMC Vendor Showcase - Bar sponsored by Ingram Micro

6:00 – 8:00 PM

Agenda: Day 1

Monday, October 27

6:00 PM Registration - Welcome Reception

Horizons Rooftop

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Agenda: Day 2

Tuesday, October 28

7:00 am	Breakfast
9:00 am	Justin Esgar – Imposter Syndrome
10:00 am	Apple Intelligence? - Marc von Geldern, Senior Apple Technician
10:30 am	Rebuilding iPhone Service A.C- Caitlyn Williams
11:00 am	Cash will set you Free – Mike Volchok
12:00 pm	Lunch
1:30 pm	Break
2:00 pm	ASMC Business Meeting – ASMC members Only
2:30 pm	Marketing 360 – Steph Hilfer
3:30 pm	Platinum Sponsor: Apple Service SEO – AASP only
4:30 pm	Platinum Sponsor Apple Sales – Apple Resellers only

Evening Events

6:00 pm Vendor Showcase – Bar Sponsored by Ingram Micro

Agenda: Day 3

Wednesday, October 29

7:00 am	Breakfast
9:00 am	Retail Doctor – Bob Phibbs
11:30 am	Closing Remarks – Departures and ASCII Registration Opens
1:00 pm	Mini at the Big – ASMC members only – Must be pre-registered