

SCHEDULE OF EVENTS

THURSDAY, SEPTEMBER 28TH, 2023

8:00 AM – 5:00 PM	Super Class Add-Ons - Sheraton Imperial Meeting Rooms
11:30 AM – 12:30 PM	Lunch – Empire Ballroom
5:30 PM – 8:00 PM	Women’s Dinner – MEZ Sponsored by Advance Auto, 180 Biz, Steer by Mechanic Advisor
5:45 PM	Busses Leaving for Pre- Party – Pick up
6:00 PM – 10:00 PM	ASTE Pre-Party – Rush Hour Karting Sponsored by Shop Marketing Pros and The Institute
9:00 PM – MIDNIGHT	Hospitality Suite - Crystal Coast Ballroom
10:00 PM	Busses Depart Pre - Party

(There will NOT be busses continually going between locations)

FRIDAY, SEPTEMBER 29TH, 2023

8:00 AM – 11:30 AM	Seminars – Sheraton Imperial Meeting Rooms
11:30 AM – 1:15 PM	Lunch and Keynote – Imperial Convention Center Sponsored by White Rail Recruits
1:30 PM – 5:00 PM	Seminars - Sheraton Imperial Meeting Rooms
3:00 PM – 3:30 PM	Cars Load In – Imperial Convention Center
4:00 PM – 6:00 PM	Vendor Set Up - Imperial Convention Center
5:30 PM – 7:00 PM	ASTE Pizza Party – Crystal Coast Ballroom Sponsored by NTW
6:00 PM – 8:00 PM	ASOG Owner’s Dinner – Brier Creek Country Club
8:00 PM – 11:00 PM	Casino Night – Empire Ballroom Sponsored by Advance Auto Parts
9 PM – MIDNIGHT	Hospitality Suite - Crystal Coast Ballroom

SATURDAY, SEPTEMBER 30TH, 20023

7:00 AM – 10:45 AM	Vendor Set Up - Imperial Convention Center
8:00 AM – 11:00 AM	Seminars - Sheraton Imperial Meeting Rooms
9:00 AM – 11:00 AM	Tire Saturday Seminars – Emcee Sal Rossano, NTW – Bull Durham B
11:00 AM – 2:30 PM	ASTE Vendor Show – Imperial Convention Center
11:30 AM – 1:00 PM	Lunch - Imperial Convention Center (on ASTE Vendor Show floor)
2:30 PM – 5:30 PM	Seminars - Sheraton Imperial Meeting Rooms
2:30 PM – 5:30 PM	Tire Saturday Seminars – Emcee Sal Rossano, NTW – Bull Durham B
6:00 PM – 6:30 PM	Cocktail Party – Pre-Function Lobby
6:30 PM – 8:30 PM	ASTE Close Out Party and Stuart Schuette, CEO of ATD - Imperial Convention Center
	Sponsored by Shop Monkey
8:45 PM	Bourbon Tasting – Piedmont Room
	Sponsored by Shop Monkey
9:00 PM – MIDNIGHT	Hospitality Suite – Crystal Coast Ballroom

SUNDAY, OCTOBER 1ST, 2023

8:00 AM	Church Fellowship & Sharing with Chad Whitley – Crown B
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