![ASI Advertising Specialty Institute®]

2024
ASI DISTRIBUTOR GUIDE

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Connect, Commerce & Grow.

We encourage growth and innovation by providing the industry's best technology, education, events, research, and business connections. We strive to empower the promotional products industry by partnering with you and providing value in your membership.

We're with you every step of the way.

Your Dedicated Customer Success Manager

Included in your partnership, you are joined by a member of our adept team of promotional products specialists to craft strategic plans, leverage our comprehensive ESP+ solution and a suite of innovative marketing tools.

Your devoted Customer Success Manager not only enhances your sales with valuable industry insights but also collaborates seamlessly to ensure not just goal achievement, but an optimized and efficient partnership experience.

Member Benefits through our Business Savings Program

Elevate your operations, supercharge your savings and embrace the added value that our Business Savings Program brings to your ASI membership.

With our Business Savings Program, we offer member exclusive deals to help save you $100s to $1000s on shipping, travel, fulfillment and more!

SHIPPING AND FULFILLMENT

UPS
Save 50% on Domestic Next Day/ Deferred, 30% on Ground Commercial/Residential and up to 50% on additional services.

Xpedite
Best-in-class warehousing and fulfillment services.

BUSINESS SERVICES

ADP
Discounted rates on payroll, retirement, insurance and HR services.

Certified Marketing Consultants
Premier financial advisors & consultants to the ad specialty industry.

Constant Contact
Focused, targeted emails from Constant Contact.

CST
Free advisory service and a personal consultation.

Experian
Save 15% on a variety of credit reports.

Promo Payment Credit Card Processing
Allows faster, easier and safer payments.

Supporting Strategies
Supporting Strategies is a nationwide accounting firm who will provide ASI members with a free review of their books and free onboarding and implementation.

OFFICE SUPPLIES

ODP Business Solutions
Discounts on retail, online and phone orders for office supplies.

Lenovo
Up to 30% off on a wide range of Lenovo products, including laptops, tablets, desktops, accessories and more.

TRAVEL

Avis
Save up to 25% off Avis base rates, plus get other great offers.

Budget
Save up to 25% off Budget base rates, plus get other sweet deals.

Hotel Engine
Free access to their private hotel booking platform.

INSURANCE AND IDENTITY PROTECTION

Identity Theft Protection
Proactive identity theft protection services for consumers and identity risk and credit worthiness assessment services for enterprises.

Mass Marketing Insurance Consultants
Build a custom-designed health plan to fit your company's needs and budget. Free negotiation of plans and renewals.
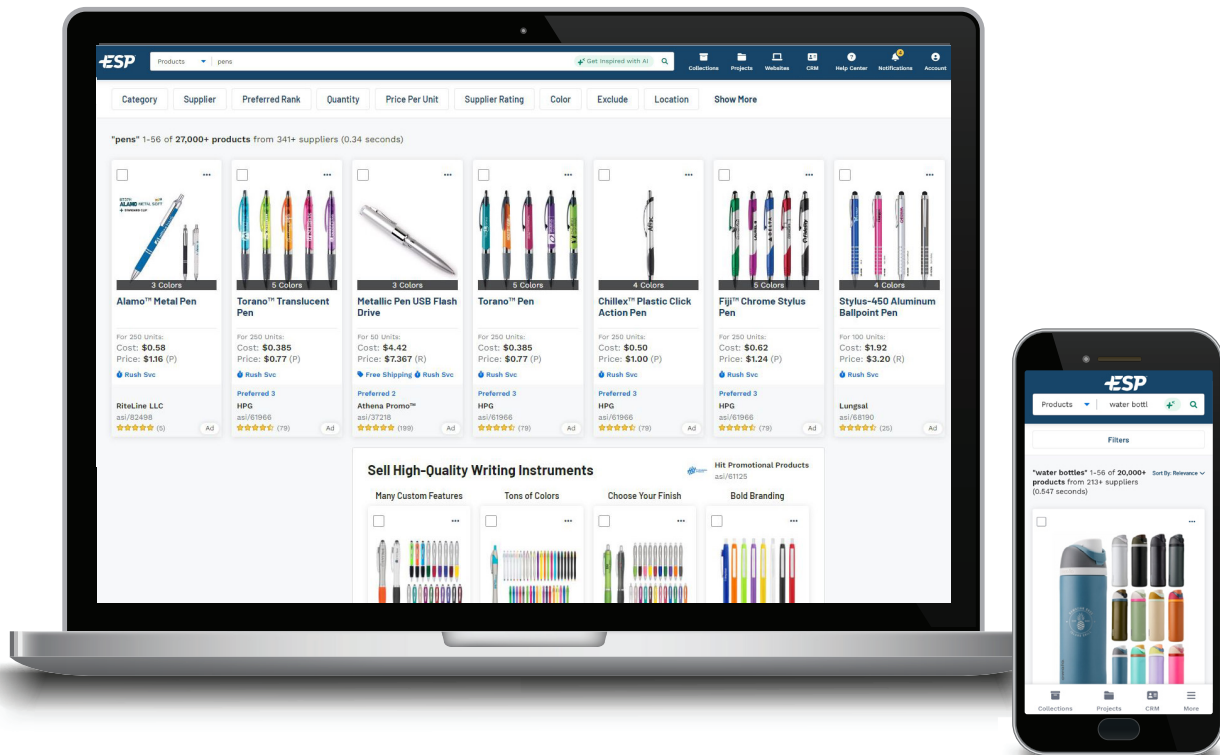
ESP™

FAST STATS

3,000+ Suppliers

1.2 million+ Products to Source

YOUR B2B SALES PARTNER — *Anytime, Anywhere*

Our goal at ASI® is to be an essential extension of your business and supportive of your efforts by offering tools that will aid in your activities. ESP+ — our new and improved business platform — is here to manage all of your goals and provides industry-best project management, search and sourcing, CRM and more.
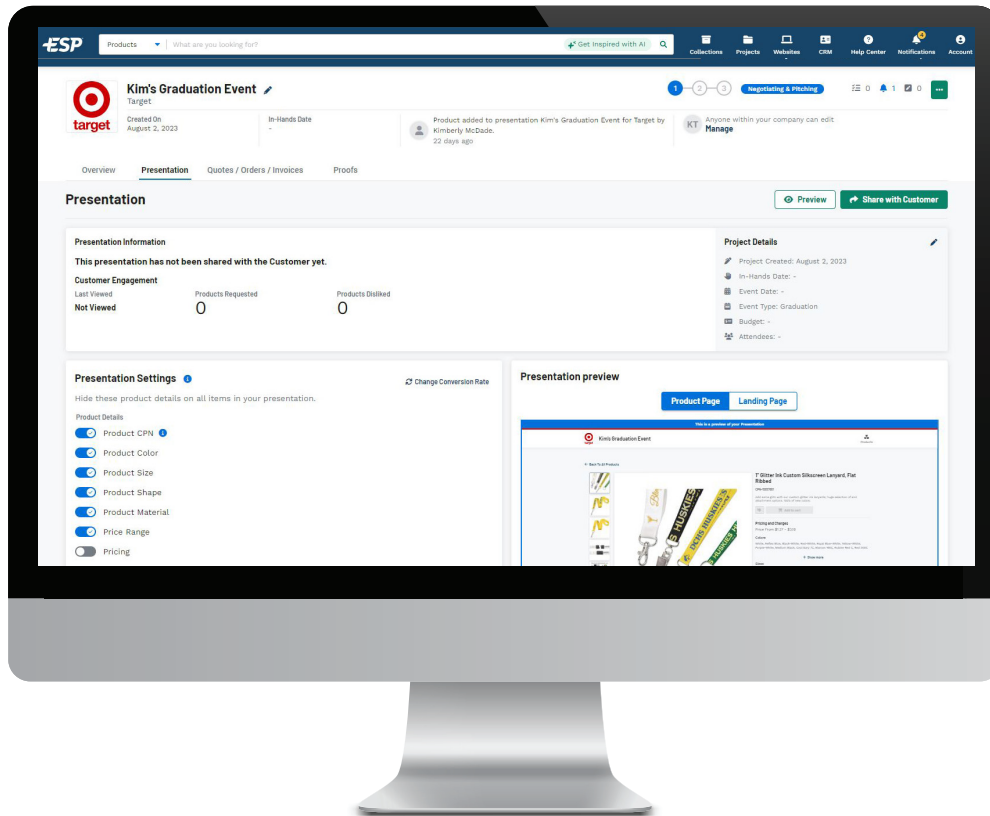
ESP+ is a single entry point to source and consume product content so that you can fully utilize supplier expertise to find new, unique and trending products. We value personal relationships that can offer competitive products and pricing to meet the needs of your customers.

Search Experience

ESP+ is an unmatched searching and sourcing platform for promotional products, hosting a database of more than 1.2 million products and over 3,000 suppliers.
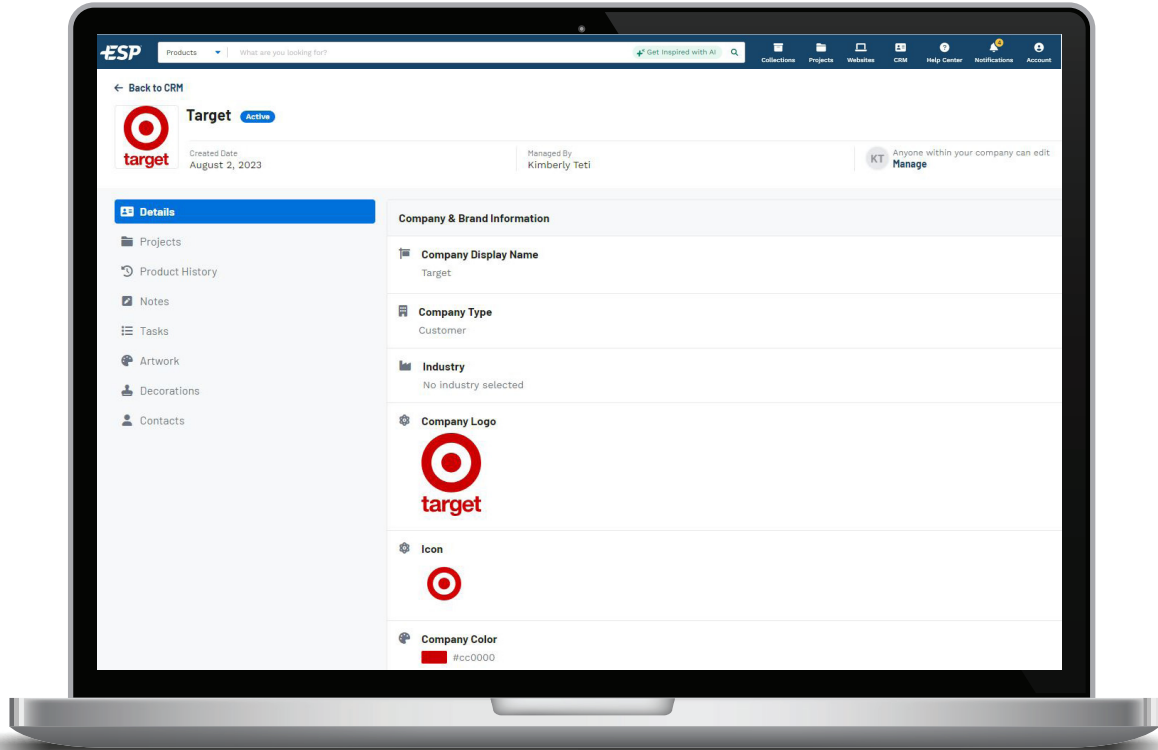
▶ Dedicated teams servicing the most accurate data in the industry.

▶ The fastest and most modern user interface, saving you time as you easily and quickly navigate the platform.

▶ Recommendation-based algorithm, taking into account user's search activity to provide a customized experience.

▶ AI-fueled search – Guided search experience that recommends products after identifying the event type, industry and/or other attributes about a client.

> ❯ Spend less time looking for products for your clients. Within seconds of inputting certain criteria, you'll be offered numerous product ideas.

> ❯ Promotes creativity with out-of-the-box thinking. AI-fueled technology offers new ideas, with each search providing even more ideas for your clients.

Presentations
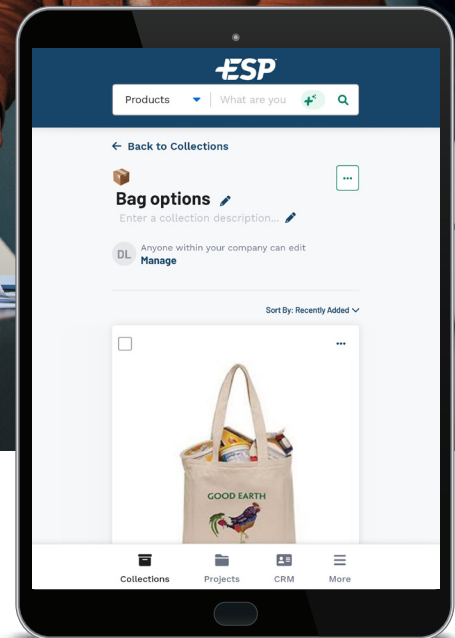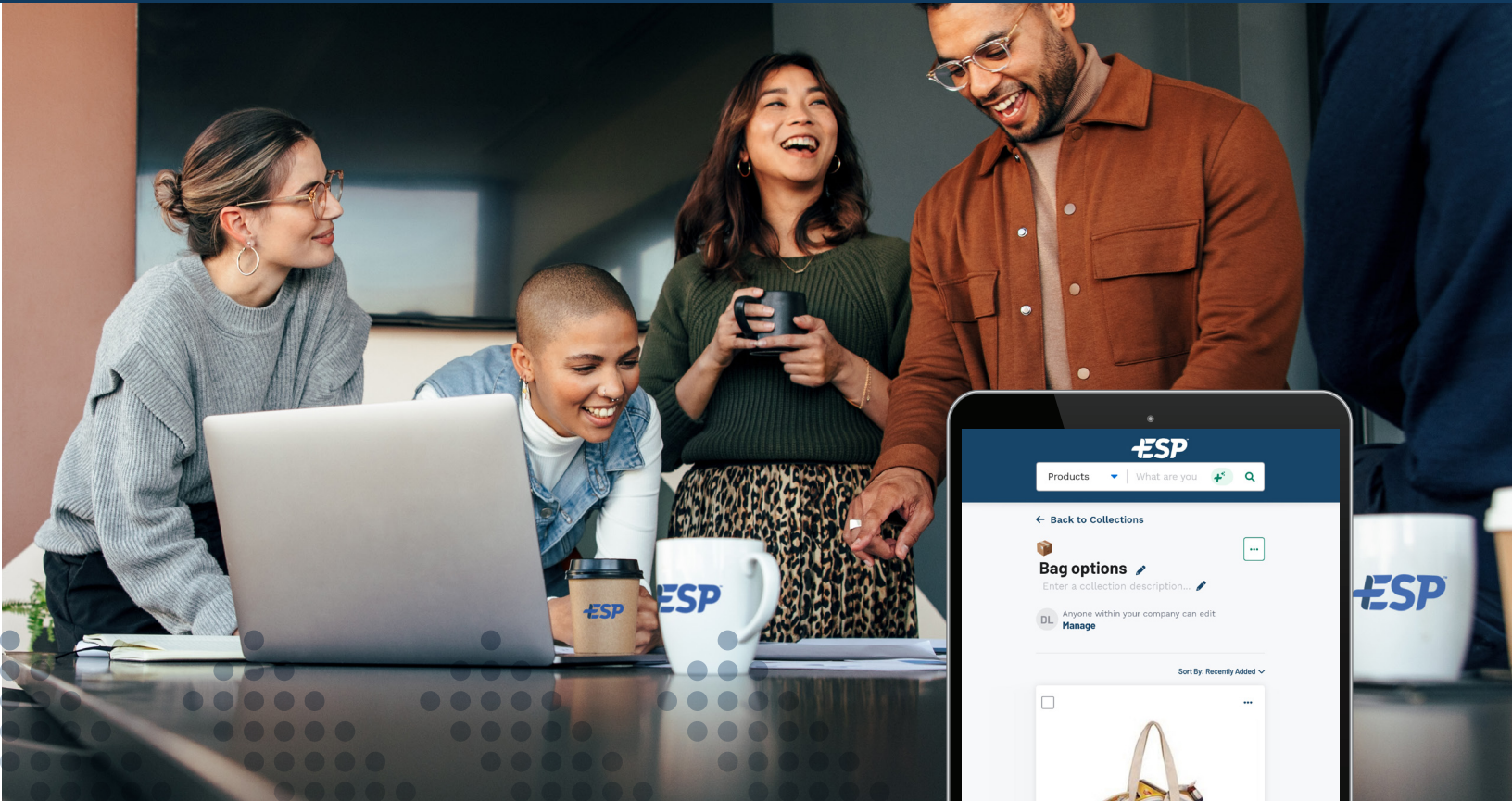
Create proposals perfectly curated for your clients.

▶ From the start, Presentations setup is made easy. As you begin entering info for a presentation, our platform suggests company information and auto populates logos, website URLs and more to reduce manual input.

▶ Include the right products and pricing and position a presentation in front of your clients that engages, influences and converts to a quote when your client is ready.

▶ Include virtual samples to accurately display your clients' logos on products.

▶ AI-fueled custom copy in personal notes, product summaries and email copy.

  › Within seconds, personalized copy will be populated to provide a presentation for your client that's completely unique to them.

  › Efficiency is key. With the click of a magic green button, AI proposes content pulled directly from what it knows about your project; use it as a suggestive tool to build upon or just click send!

Order Management and Customer Relationship Management (CRM)

From proposal to payment, our order management system is constantly innovating to provide a workflow that's consistent, reliable and easy to use.
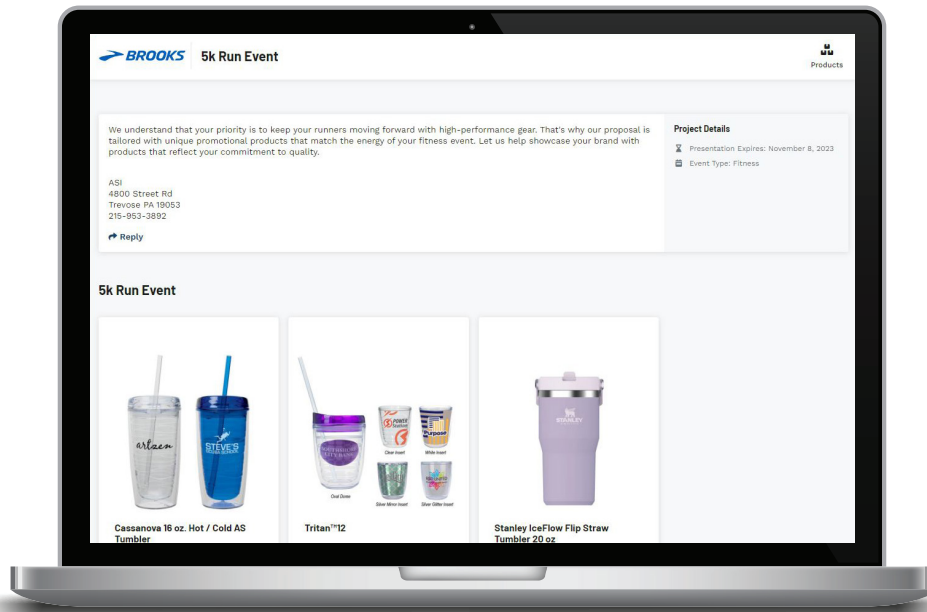
▶ Complete payment solutions within the tool that are customized to your clients' preferences.

› QuickBooks Online Integration: Streamline your financial processes by sending purchase orders, bills, invoices and payments from ESP+, reducing data entry, input errors and ensuring up-to-date financial record keeping.

▶ Manage all of your customers with easily recorded sales interactions, automated alerts, task reminders and recorded product history to stay informed on your clients' past projects.

› Recorded product history in your CRM allows you to see what products your clients liked, disliked and added to their cart after a product proposal was sent; so you have steady insight into products to re-pitch or keep out of future proposals.

Collections and Collaboration

Carefully curate product collections and collaborate with your team to fit the needs of your clients.

▶ Create a collection of products to stay organized and easily add to Presentations based on the project details. (Ex. a collection of 'Tote Bags I like' or 'Softball Fundraiser items').

▶ Collaborate internally with coworkers by sharing your collections; gather feedback or help them with an already curated collection that could match a project they are working on.

▶ Use collections as a constant flow of products you like and distribute amongst your projects.

Client Portal

A central space for your clients to manage project proofs, track orders and pay invoices optimized to display across all devices.

▶ Send proposals with personalized introductions, product descriptions and pricing that aligns perfectly with the project needs.

▶ Gain valuable insight into your customers based on products that are liked, disliked and added to their carts.

▶ Give your product proposals a professional touch by customizing the look and feel of the Client Portal to match your client's brand, and include their logo and color scheme throughout the portal.

Project Management

Intuitive interface that helps organize and manage your projects successfully.

▶ Easily view the status of the project through real-time notifications and responses from clients.

▶ Manage the scope of the project with important dates, phase of the project and the event's due date.

Local Listings Service

This is a service we provide that ensures your business information is accurately uploaded to 70+ online directories. Local Listings is the easiest and quickest way to ensure your services are accurately displayed online so that your customers and prospects can find you. This builds credibility and puts your services directly in front of qualified potential customers.

FEATURES

▶ **Listings:** Upload your business information in the top 70 local databases (Google My Business, Yelp, etc.)

▶ **Knowledge Graph:** By using different data points to understand consumer intent (i.e. what they are actually looking for), you can attract customers who are more likely to do business with you by including information like:

> ❯ Business and holiday hours

> ❯ Company overview

> ❯ Photos

> ❯ Company logo

> ❯ Link to website

▶ **Reviews:** Your consumers are the most important source of feedback. Our service pulls customer reviews so that you can monitor, analyze and respond accordingly – improving customer services and engagement.

▶ **Analytics:** Track engagement on your listings with map views (who is trying to find you locally), Facebook likes (who is engaging with your content) and search queries (insight into what customers or prospects are searching).
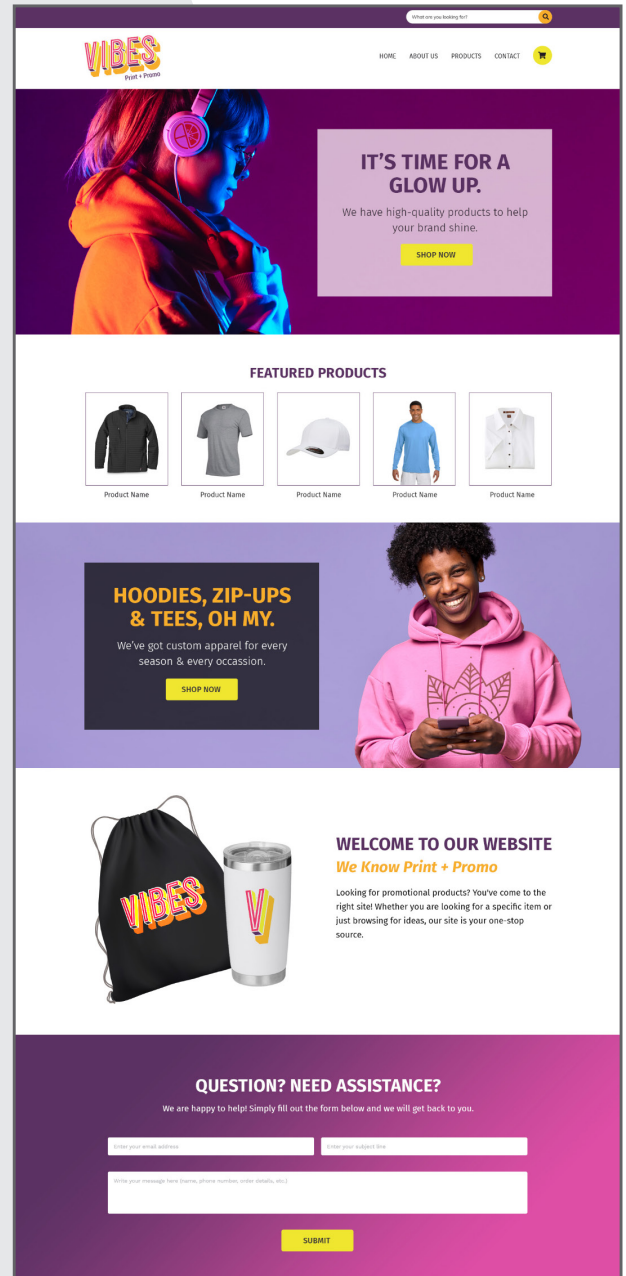
ESP+ Websites

Sell Promo Anytime, Anywhere

ESP+ Websites offers an easily updatable e-commerce solution that proudly hosts nearly 1 million items, ensuring clients enjoy seamless 24/7 access to a wide array of promotional products. With a modern and intuitive interface, navigation speed is unmatched. Integrated with ESP+, it streamlines your workflows, instantly notifying you when a quote is requested or an order is placed, thereby avoiding rekeying and expediting order fulfillment. Additionally, our platform is SEO friendly, enhancing online visibility and maximizing potential reach.

▶ Grant your clients continuous access to promotional products around the clock, increasing your chance of sales.

▶ Update and maintain your website easily with our admin tool.

▶ E-commerce enabled to facilitate online transactions.

▶ Customers and prospects will quickly and easily find you with our enhanced SEO capabilities and modern and intuitive interface.

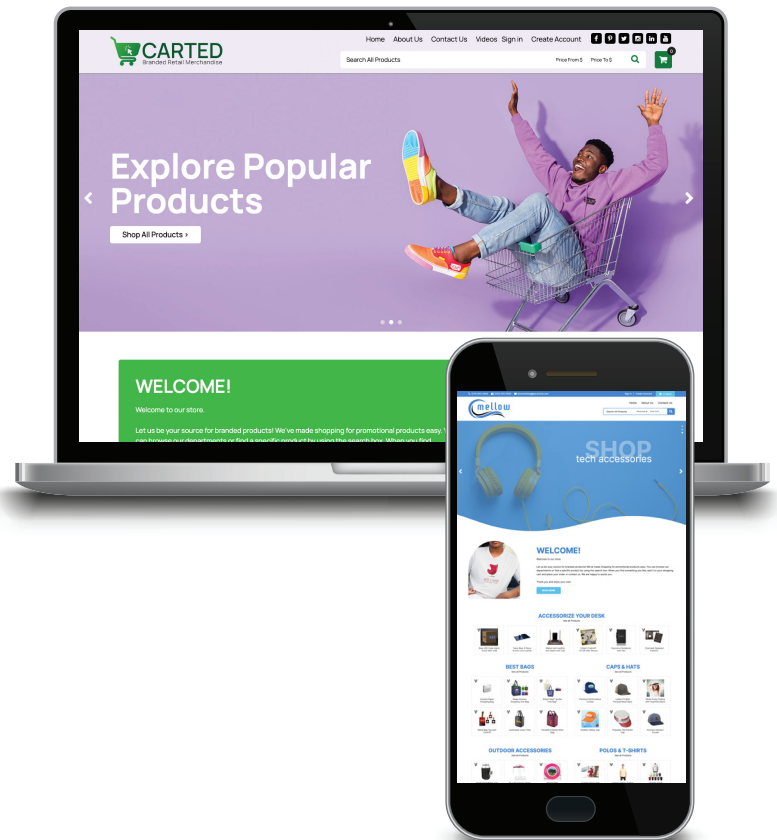▶ Multiple templates to choose from that match your branding strategy.

Company Stores

An online store for your clients to sell their own logoed merchandise, enhancing your client relationships and streamlining the ordering process. It's a unique solution for your unique clients that's stocked with products that they approved and that you negotiated, building customer loyalty and sales.

▶ Creates consistency and a free-flowing revenue channel.

▶ An intuitive interface with an easy setup to get you up and running.

Examples of stores:

▶ **Employee Stores** – A place for your employees to shop your logoed merchandise.

▶ **Special Events and Fundraising** – Your clients can use a store to house branded items for that event.

▶ **School Stores** – Clients in the education market are perfect for Company Stores.

Our Catalog Offerings

YOUR LOGO HERE
www.yourwebsite.com
(800) 555-1234 | company@promo.com

Gift BOOK
2023 - 24 ::::::

YOUR LOGO HERE
www.yourwebsite.com
(800) 555-1234 | company@promo.com

2024 spectrum

YOUR LOGO HERE
www.yourwebsite.com
(800) 555-1234 | company@promo.com

IDEASHOWCASE
SPRING 2024

Spectrum

The #1 catalog in the industry.

Wide Product Range: Spectrum® offers a wide variety of products, making it a versatile tool that caters to different customer needs and preferences. It makes it an immediate go-to for your clients to reference year-round.

Convenience: It can quickly showcase a diverse selection of products to your clients without overwhelming them with excessive options.

Credibility: Spectrum is positioned as an industry favorite that's trusted within the promotional products industry, reaching 425,000 end-buyers.

Publication Date: November

Also available with The Gift Book® supplement.

YOUR LOGO HERE

www.yourwebsite.com
(800) 555-1234 | company@promo.com

2024 spectrum®

LOGOS

TRENDS

PROMOS

Idea Showcase Spring

Also available in a healthcare version.

Supplier Network: With over 50 suppliers contributing to the catalog, Idea Showcase® Spring increases the potential for finding unique and popular items to offer.

Mailing Flexibility: The catalog can be sent in a #10 envelope or even as a self-mailer. This flexibility in mailing options gives you the choice to tailor your marketing approach based on your target audience and budget.

Cover Options: Choose from standard cover designs or a healthcare cover option. This allows customization based on the target market and the products being promoted.

▶ Wide variety of products great for inspiring new and unique promo product ideas.

▶ Pocket-sized catalog makes it perfect to bring along to client visits.

▶ First 10 pages of each version are dedicated to niche-specific products.

Publication Date: October

The Gift Book

Elegantly Displayed Items: The Gift Book pays careful attention to presenting products in an elegant and visually appealing manner, promoting professionalism.

Targeted Marketing: Use The Gift Book as a targeted marketing tool to attract high-end clients and prospects. By showcasing the catalog to specific segments of your client base, you can position yourself as a provider of upscale products and services.

August Publication Timing: The Gift Book publishes in August, which is strategically timed for the holiday season preparations. This promotes the catalog as a resource for unique and luxurious gifts for special occasions, holidays and corporate gifting.

Publication Date: August

▶ Exquisite, sophisticated catalog.

Idea Showcase Fall

Comes in two editions: Standard or Education

Seasonal Relevance: Published in the fall and centered on education, this catalog's timing aligns with the back-to-school season when schools and students are actively seeking supplies and materials.

Affordable Price Range: The products featured in the catalog are priced between $1-$40. This affordability makes them attractive to schools and educational institutions.

Publication Date: May

▶ Education is one of the top markets in the industry.

▶ Small size makes it ideal to take on client visits or include in invoices.

ASI Catalog Mailing Program

This low-cost, direct-mail campaign sends a catalog with your logo and contact info on the cover to potential buyers in your area.

▶ **Targeted Reach:** By focusing on a particular market and geographic area, you can ensure that your marketing efforts are directed towards individuals or businesses that are more likely to be interested in your services.

▶ **Follow-Up Opportunities:** The provided contact list allows you to follow up with interested recipients, fostering a deeper connection and potentially converting leads into sales.

▶ **Measurable Results:** You can track the success of the campaign by analyzing response rates, follow-up interactions and sales generated from the catalog mailing.

HOW DOES IT WORK?

STEP 1
Pick your favorite catalog and send us the logo and imprint you'd like to have on the cover.

STEP 2
Select the market you want to reach (healthcare, education, construction, businesses with 25+ employees, etc.).
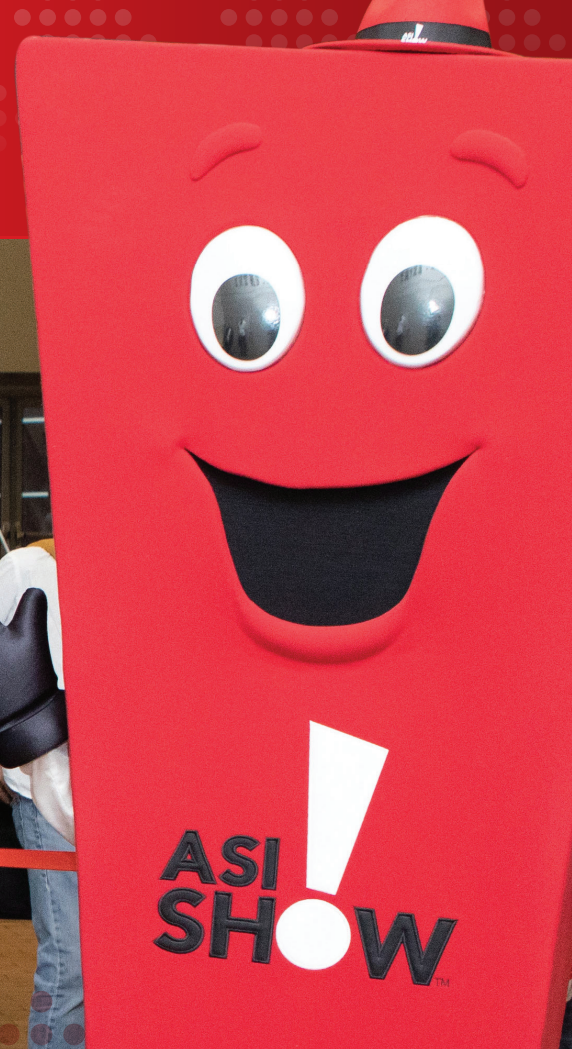
STEP 3
Pick the area by county or radius that you wish to target. This list will be exclusively yours for a year, so competitors can't send their catalog to the same list.

STEP 4
We'll mail your catalog to each customer on your behalf and provide you with a contact list so you can follow up.

ASI Show®

Large-scale, 3-day product-sourcing events designed to infuse your business with new ideas, sales tools and industry insights in top U.S. regions throughout the year.

ASI Show Chicago
McCormick Place
July 23-35, 2024

▶ Central location!

▶ Scheduled to support
the important 3rd- and
4th-quarter sales efforts.

▶ Replenish product ideas
for back-to-school sales,
holiday gifting and company
incentive programs.

Your B2B Sales Partner – Anytime, Anywhere

Technology, marketing tools and advice and resources to help you build a successful business strategy in the promotional products industry.

We provide industry professionals with comprehensive digital and print solutions, seamlessly integrated across our media portfolio. Our suite of solutions not only enhances your selling efforts but also keeps you impeccably organized, ensuring you always present your best foot forward. Your partnership is invaluable, and our commitment is to collaborate with you, ensuring not only goal achievement but also optimized efficiency in our work together.