

A grayscale background image of a smiling woman with blonde, wavy hair and glasses. She is wearing a dark-colored top and light-colored pants. She is standing in what appears to be a professional setting, possibly a conference or meeting, with other people blurred in the background.

2025 ASI MEMBERSHIP GUIDE

MEMBER BENEFITS | ESP+ & DIGITAL | CATALOGS | IN-PERSON EVENTS

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ESP+ & Digital

ESP+

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Explore, Elevate and Excel Together

ASI® encourages 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.





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 and 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 with you to ensure goal achievement and an efficient partnership experience.

Membership Benefits With ASI

Your ASI membership includes exclusive benefits designed to further enrich your promo journey, including education opportunities, our Business Savings Program and more.



ASI Summer Internship Program

Hire an intern and ASI will help them get started in the industry.



ASI University

Live and online courses designed to help grow your knowledge and your business.



Business Savings Program

Elevate your operations, supercharge your savings and embrace the added value to your membership.

SHIPPING AND FULFILLMENT



UPS

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



Xpedite

Receive best-in-class warehousing and fulfillment services.



TForce Freight

Receive a diverse range of shipping solutions and savings from this leading Less-Than-Truckload (LTL) carrier.

BUSINESS SERVICES



ADP

Get discounted rates on payroll, retirement, insurance and HR services.



Certified Marketing Consultants

Access premier financial advisors & consultants to the promo products industry.



Constant Contact

Send focused, targeted emails.



Experian

Save 15% on a variety of credit reports.



Promo Payment Credit Card Processing

Process payments quickly, easily and safely.



QuickBooks Online

Track money, send invoices, manage bills, run reports and do so much more. Sign up and receive 30% off for 6 months.



Supporting Strategies

Get a free review of your books and free onboarding and implementation from this nationwide accounting firm.

OFFICE SUPPLIES



ODP Business Solutions

Receive discounts on retail, online and phone orders for office supplies.



Lenovo

Get 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, and receive other sweet deals.



Hotel Engine

Get free access to a private hotel booking platform.

INSURANCE AND IDENTITY PROTECTION



Identity Theft Protection

Access 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.



FAST STATS



Nearly 3,000 Suppliers



1.2 million+ Products To Source

YOUR B2B SALES PARTNER – *ANYTIME, ANYWHERE*

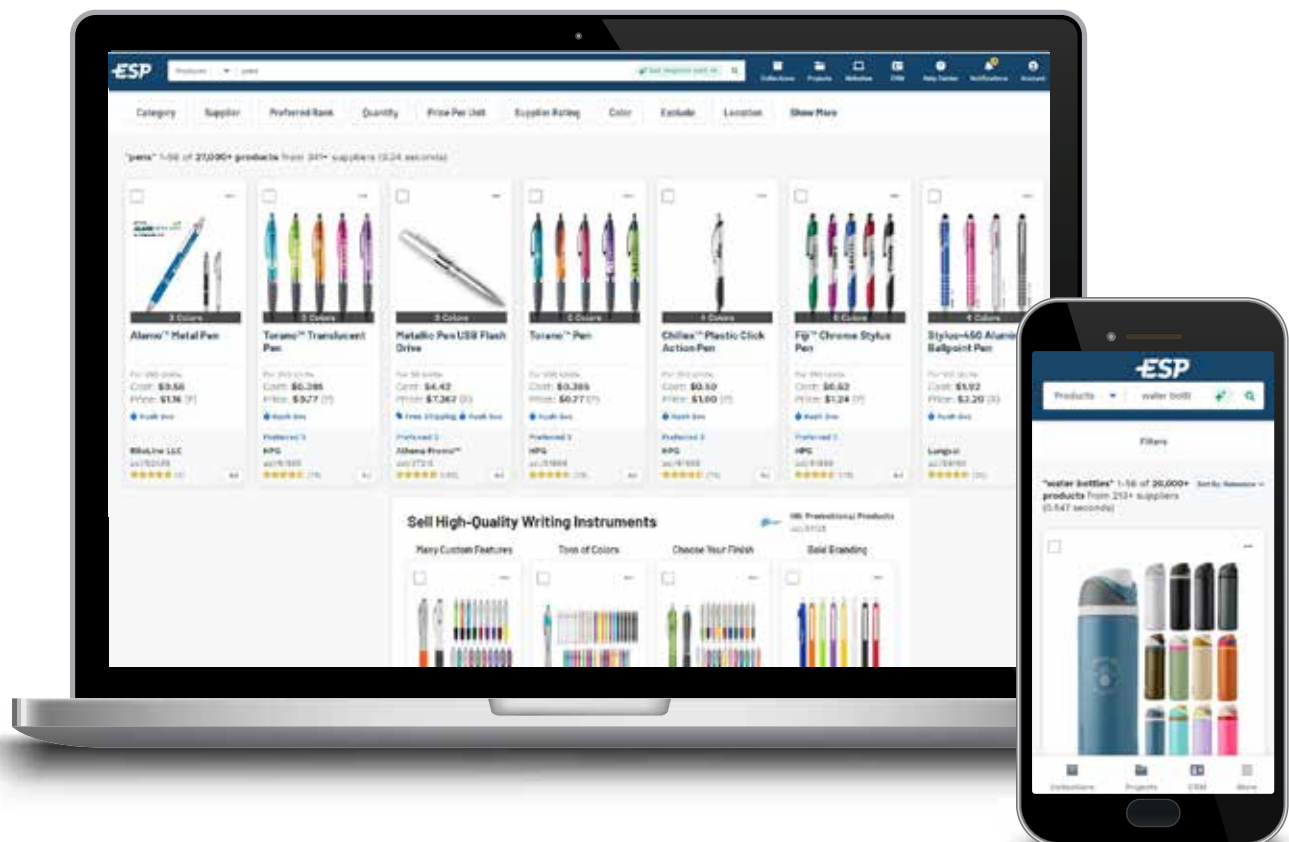
ASI seamlessly integrates with your business and supports your selling efforts by offering tools to enhance your operations. ESP+, our enhanced business platform, is here to manage your goals and provide industry-best project management, search and sourcing, CRM tools and more.

ESP+ is your single entry point to source and discover new, unique and trending products. We prioritize personal relationships and deliver competitive products and pricing to meet your customers' needs.

Search Experience

ESP+ is an unmatched searching and sourcing platform for promotional products, hosting a database of more than 1.2 million products from nearly 3,000 suppliers.

- Our dedicated teams service the most accurate data in the industry.
- Use the fastest and most modern user interface, saving you time as you easily and quickly navigate the platform.
- A recommendation-based algorithm takes into account users' search activity to provide a customized experience.
- Find the right product for your client with refined search and added filters.
- Personalize your search experience. Set and save a preferred sort order for search results, which will be automatically applied to future searches, enhancing your search efficiency.

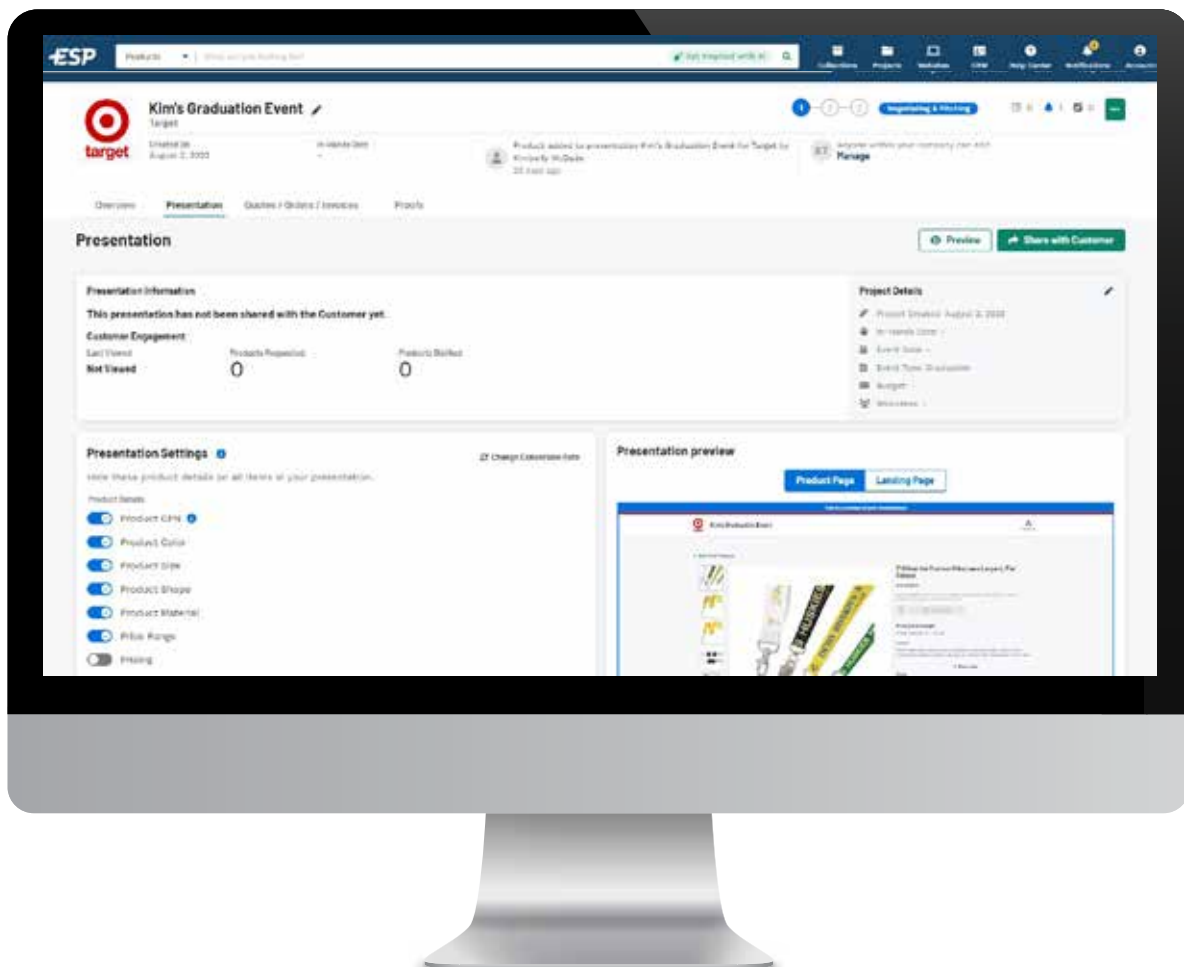




Presentations

Create proposals perfectly designed 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.
- Add 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.
- Easily choose what you would like displayed in your presentation, and view real-time updates in preview mode.
- With print-friendly presentations, you can easily share your product proposals with clients in an email attachment or however you best communicate with them.



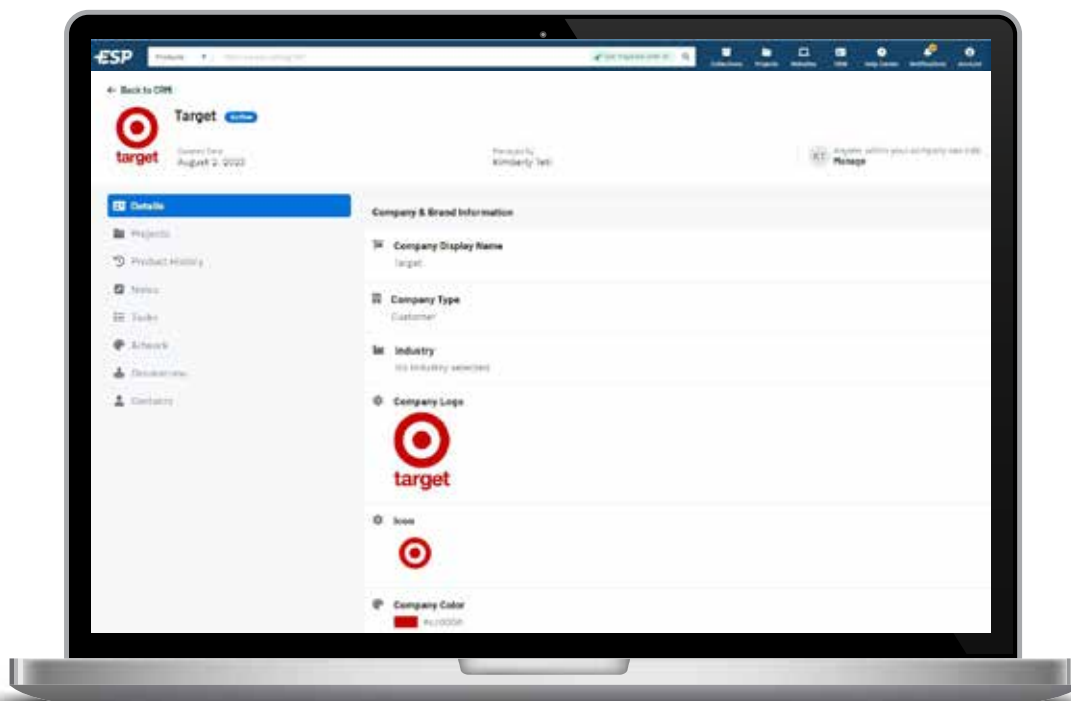
Order Management and Customer Relationship Management (CRM)

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.

- Send confirmation emails for orders and quotes. Email notifications will be sent to your clients notifying them on the status of an order or quote, adding as another touchpoint.
- Access and manage order notes effortlessly. View, add and edit notes within any quote, order, sample request or invoice to streamline communication and improve tracking.
- 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 clients' needs.

- 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 with co-workers by sharing your collections; gather feedback or help them with an existing Collection that could match a current project.
- Use Collections as a constant flow of products you like and distribute amongst your projects.
- Share Collections directly with your clients through a quick email or digital link. No need to create a presentation.

Client Portal

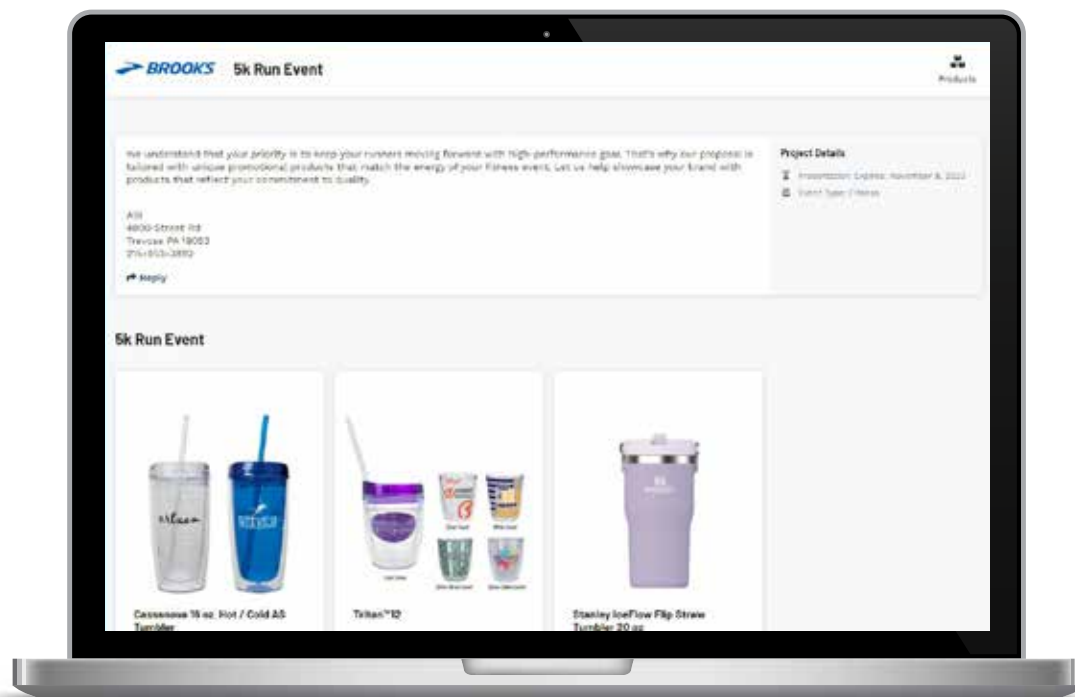
A central space for your clients to manage project proofs, track orders and pay invoices, optimized to display across all devices.

- 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.





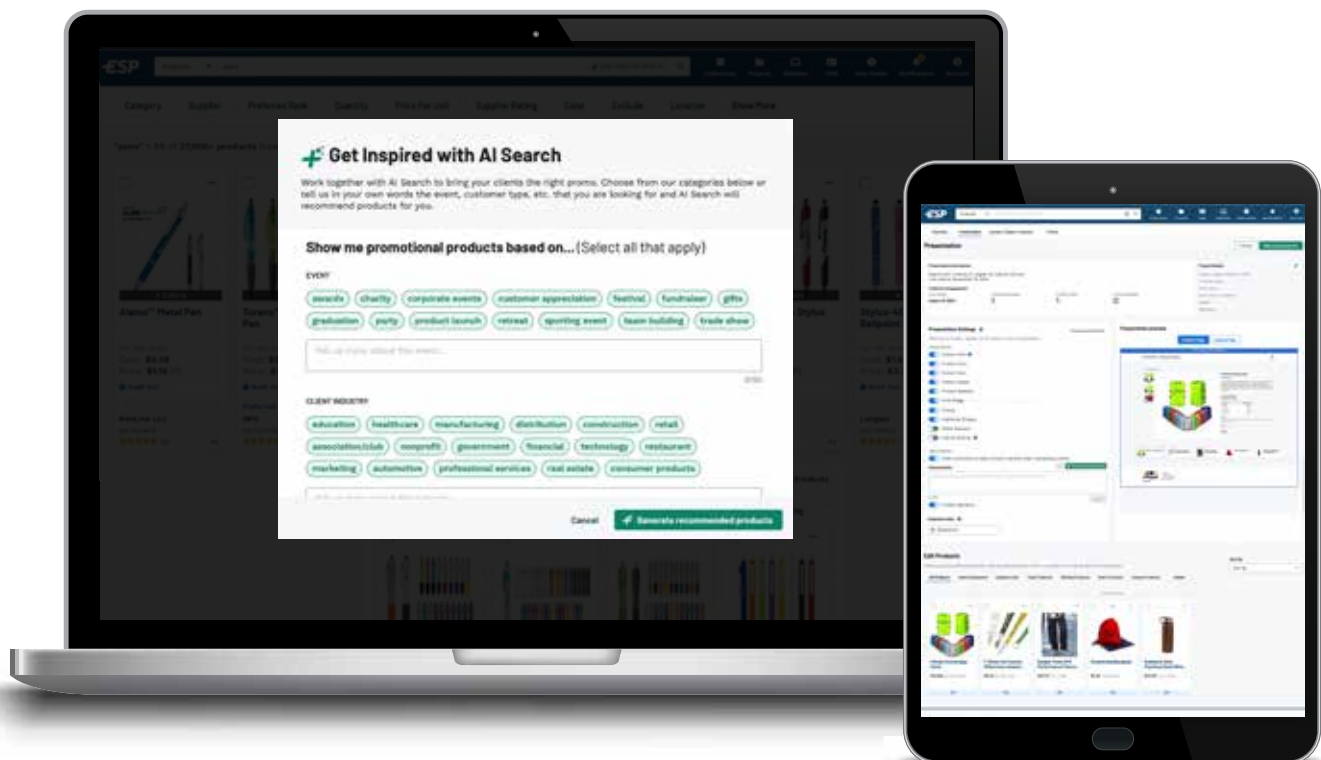
AI-Fueled Tools in ESP+

The AI-guided search experience 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.

AI in Presentations

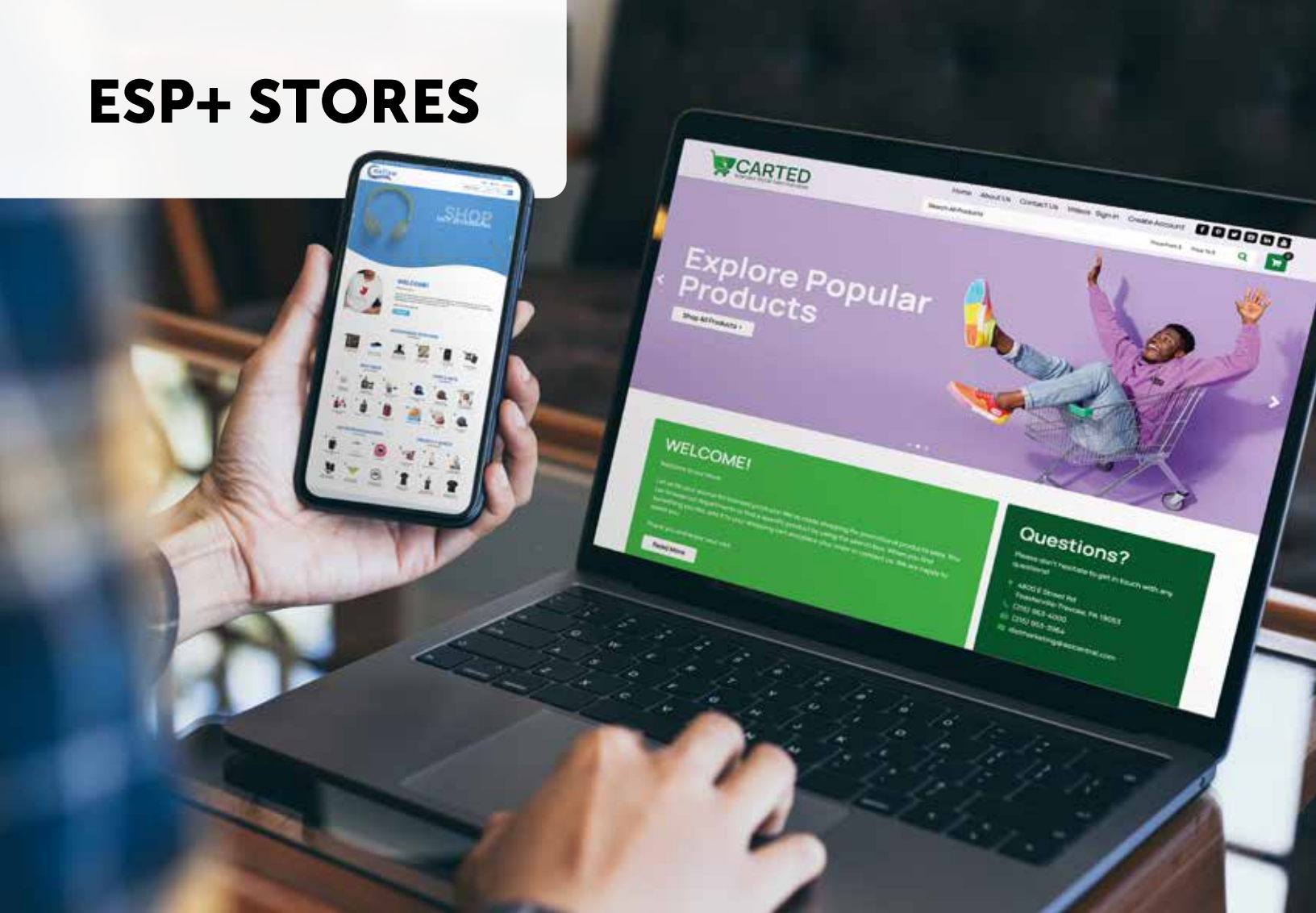
- **Personal notes that effectively introduce your presentation:** Add a custom welcome note when you share a product proposal.
- **Customized presentation product summaries:** Take information we know about the event, the client and the product and our AI-fueled tools will suggest custom copy that is specific to the selected product.
- **Email drafts in seconds:** Efficiency is key. With the click of a magic green button, AI proposes content so you can easily send product presentations to your client without the menial task of email creation.



Essential Features To Enhance Your Business Efficiency

- **All-in-one business management:** Our comprehensive platform simplifies operations from product search to order fulfillment, making your business run more smoothly.
- **Fast product discovery:** Our intuitive interface streamlines navigation and product searches, helping you find what you need quickly and so you can spend more time selling.
- **Effortless client engagement:** The Client Portal enables seamless sharing of presentations, enhancing your responsiveness and strengthening client relationships.
- **AI-powered client communication:** Use AI to automate email drafting, personalized introductions and product summaries, improving your client interactions.
- **Integrated project management:** Stay organized with built-in tools to track deadlines and updates, ensuring efficient project management and timely deliveries.

ESP+ STORES



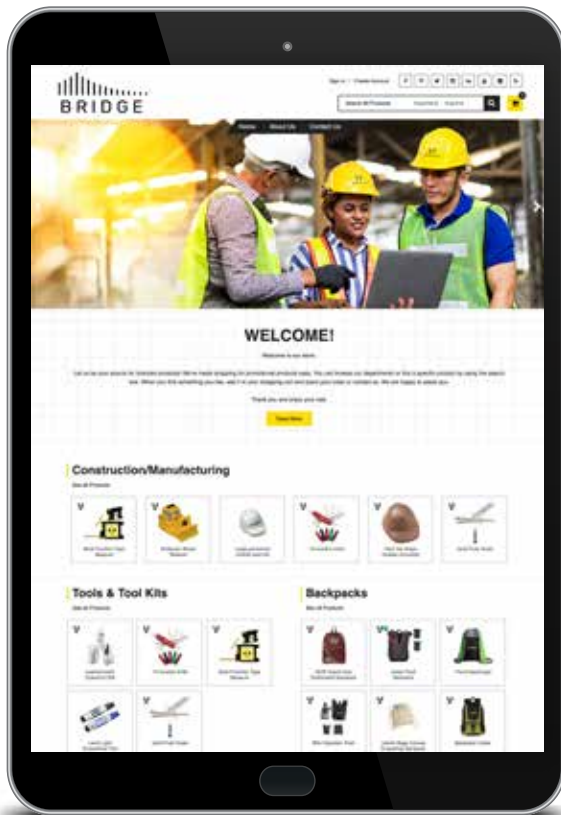
ESP+ Stores are online stores where your clients can sell their own logoed merchandise, enhancing your client relationships and streamlining the ordering process.

This unique solution is for unique clients. It's stocked with promo products that they approved and you negotiated, building customer loyalty and sales.

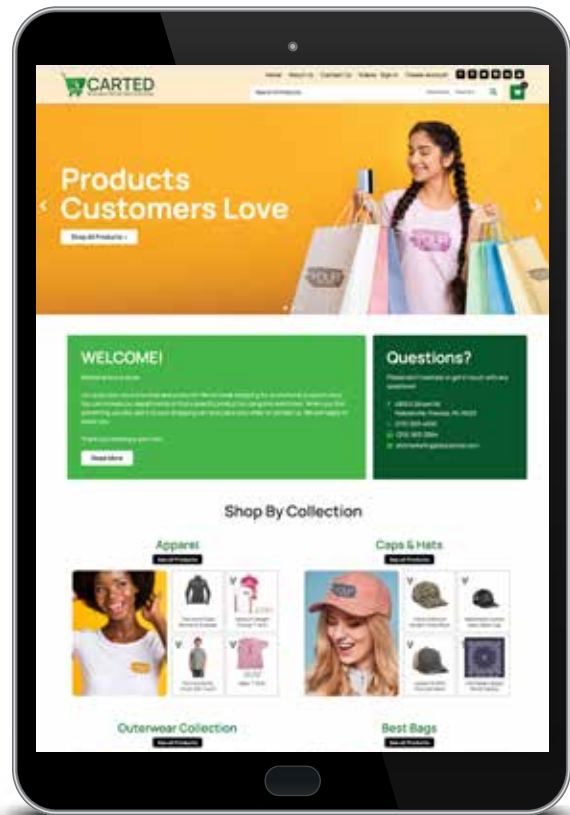
- Creates consistency and a free-flowing revenue channel.
- An intuitive interface with an easy setup to get you up and running.

Examples of stores:

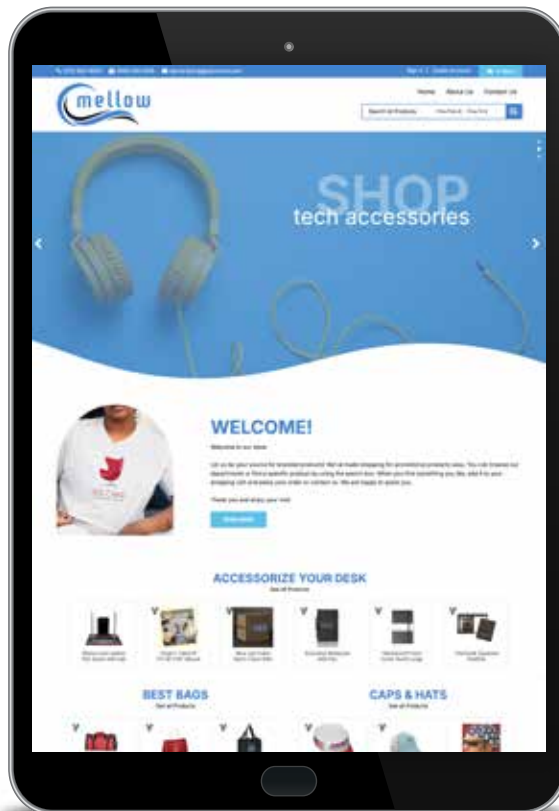
- **Employee Stores** – A place for your employees to shop your logoed merchandise.
- **Special Events and Fundraising** – Your clients can use a store to house branded items for that event.
- **School Stores** – Clients in the education market are perfect for ESP+ Stores.



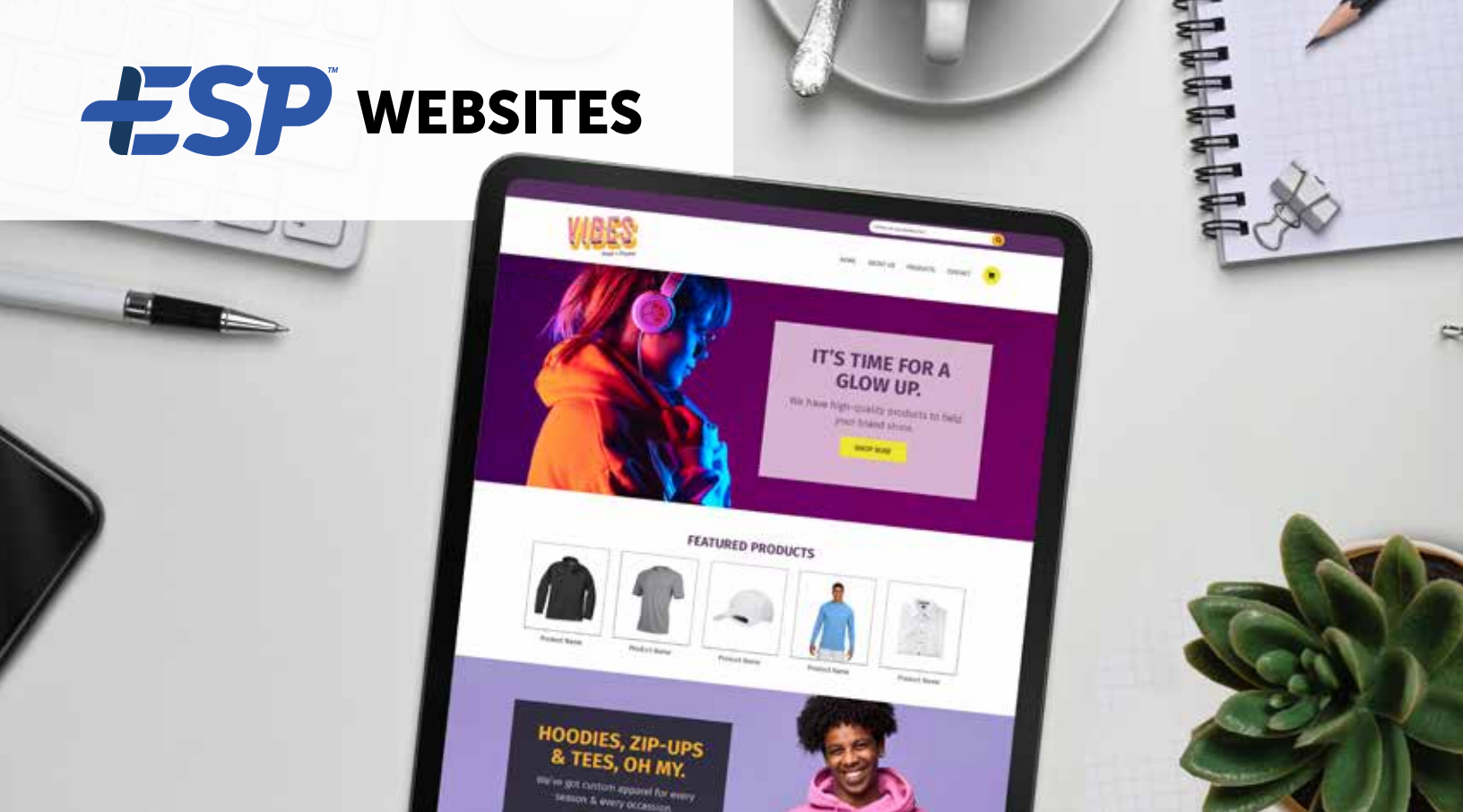
Bridge template



Carted template



Mellow template

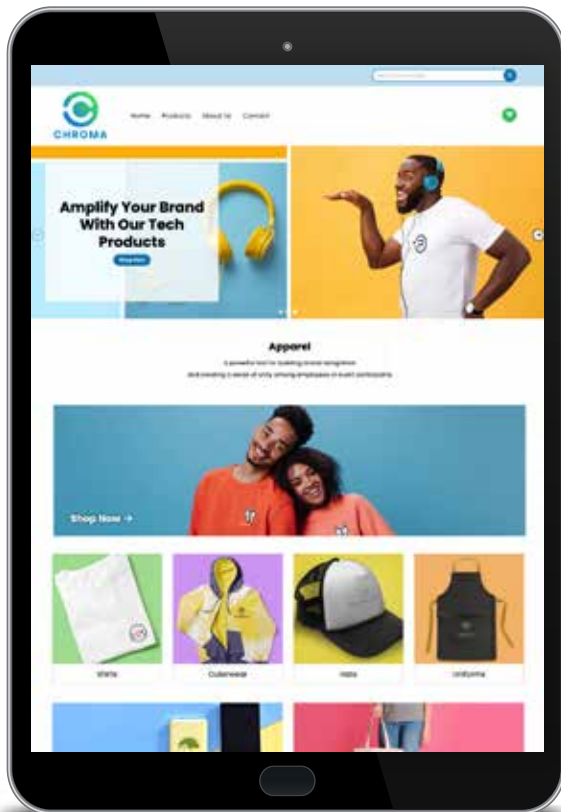


Sell promo anytime, anywhere.

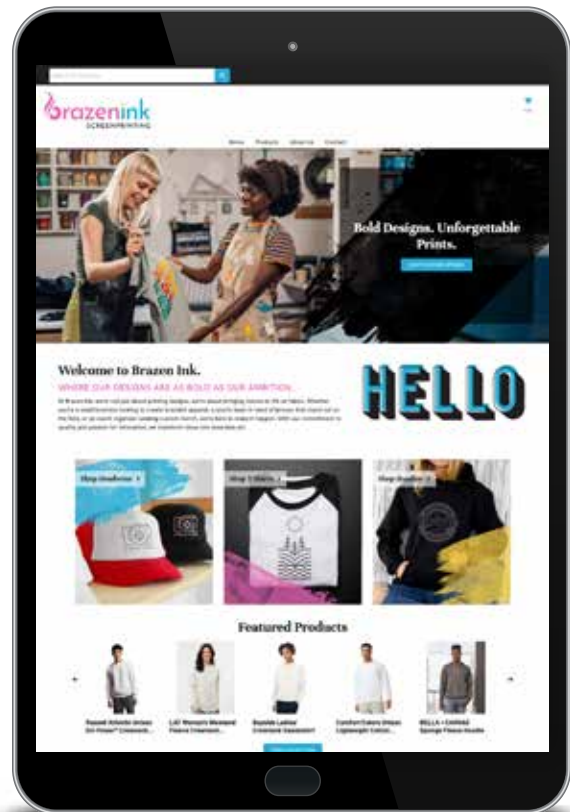
ESP+ Websites offers an easy-to-update e-commerce solution that provides 24/7 access to nearly 1 million promotional products. With a modern and intuitive interface, navigation speed is unmatched. Integrated with ESP+, it streamlines your workflow, instantly notifying you for quote requests and orders, avoiding rekeying and expediting order fulfillment. Additionally, our platform is SEO friendly, enhancing online visibility and maximizing potential reach.

Features:

- 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.
- Choose from multiple templates to match your brand.
- **AI-fueled features:** Enhance your online presence by integrating AI into your SEO strategy.
 - **Meta description:** Leverage AI to quickly generate a description for your site. When potential customers search for a promotional products business, what keywords should they use to find you? Use this AI-generated description to guide your SEO efforts.
 - **Site keywords:** What keywords might prospects or customers search to find your site? Our AI-powered tools will suggest the best keywords to boost your visibility.



Chroma template



Brazen Ink template



Uplift template



Gather Promos template

LOCAL LISTINGS



Improve your search engine ranking, trustworthiness and credibility when you list accurate and consistent business information in online directories.

With the Local Listings maintenance-free service, we'll accurately list and manage your information across 70+ local directories (Google, Yelp, Bing, etc.), ensuring that when someone searches for promotional products in your area, your business will be prominently featured in the results.

Features

- **Listings:** Upload your business information in the top 70 local databases (Google My Business, Yelp, etc.). This service is a guided experience, ensuring that your Google Business profile is set up comprehensively.
- **Knowledge Graph/Your Dashboard:** By using different data points to understand consumer intent, we walk you through inputting important information and equipping the tool with all essential information that enhances your visibility across the web, such as:
 - 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).

"When I signed up for Local Listings a few months ago, I had no idea that I would get results so soon. I secured a new customer based on them seeing my listing in the top of their local search when they were looking to purchase promotional products."

– Ricardo M., McCoy Advertising Specialties, asi/328702

Our Catalog Offerings



"More and more clients are requesting hard copy catalogs again!"

– Marilyn L., Inks & Images, Inc., asi/231353

spectrum®



**Publication
Date:
November**

Also available with The Gift Book supplement.

The #1 catalog in the industry.

Wide Product Range: Spectrum® offers a wide variety of products, making it an immediate go-to for your clients to reference year-round.

Convenience: Showcase a diverse selection of products to your clients without overwhelming them with excessive options.

Credibility: This industry favorite is trusted within the promotional products industry, reaching 415,000 end-buyers.

Digital Version: A link to the catalog is provided so it can be emailed or shared quickly.

IDEASHOWCASE

WINTER/SPRING



**Publication
Date:
October**

Inspire clients with unique and popular promo.

Supplier Network: With over 50 suppliers contributing to the catalog, Idea Showcase® Winter/Spring increases the potential for finding unique and popular items to offer. Also available in a healthcare version.

Mailing Flexibility: The catalog can be sent in a #10 envelope or even as a self-mailer, allowing you to tailor your marketing approach based on 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.

- 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.

Digital Version: A link to the catalog will be provided so it can be emailed or shared quickly.



Sell more upscale products and services.

Elegantly Displayed Items: The Gift Book® presents gifts and luxurious products in a polished and sophisticated way.

Targeted Marketing: Use The Gift Book as a targeted marketing tool to attract high-end clients and prospects and position yourself as a provider of upscale products and services.

August Publication Timing: Published in August, this catalog is strategically timed for the holiday season and is a resource for unique and luxurious gifts for special occasions, holidays and corporate gifting.

Digital Version: A link to the catalog will be provided so it can be emailed or shared quickly.

IDEASHOWCASE

SUMMER/FALL



**Publication
Date:**
May

Target the education market.

Seasonal Relevance: This catalog's timing aligns with the back-to-school season, when schools and students are actively seeking supplies and materials. Available in two editions: standard or education.

Affordable Price Range: Products are priced between \$1-\$40, making them attractive to schools and educational institutions.

- Education is one of the top markets in the industry.
- Its small size makes it ideal to take on client visits or include in invoices.

Digital Version: A link to the catalog will be provided so it can be emailed or shared quickly.

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 your logo and contact information to imprint 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.



IN-PERSON EVENTS



ASI's 1:1 meeting experience.

Connect print and promo distributors with top suppliers to source new products, get instant quotes onsite and boost your sales to new heights.

Qualify and attend for FREE!



October 27-30
Scottsdale, AZ



August 18-20
Napa, CA
September 15-17
San Diego, CA
November 17-19
Santa Monica, CA



March 3-6
Austin, TX
April 28-May 1
Daytona Beach, FL
June 9-12
Nashville, TN
October 6-9
San Antonio, TX



May 19-22
Delray Beach, FL



ASI SHOW®

**Large-scale, 3-day
product-sourcing events.**

Infuse your business with new ideas,
sales tools and industry insights in top
U.S. regions throughout the year.

ASI Show® Orlando
January 4-6, 2025

ASI Show Fort Worth
March 29-31, 2025

ASI Show Chicago
July 22-24, 2025



Your B2B Sales Partner – Anytime, Anywhere

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

We provide a comprehensive range of digital and print solutions customized for industry professionals like you. Our integrated media tools boost your sales efforts while keeping you organized and making sure you always make a great impression. We value your partnership and are dedicated to working with you to reach your goals and maximize our efficiency together.

