

CATALOGS

Why ASI Catalogs?

ASI® Catalogs are the ideal choice for strategic, multichannel marketing plans. They play a vital role in shaping purchase decisions and inspiring decision-makers in the promotional products industry. The immersive and engaging experience of flipping through a catalog helps build a strong connection with end-buyers, introduces fresh product ideas, drives traffic to your website and increases order sizes. ASI Catalogs allow you to seamlessly promote your brand with customized catalog covers imprinted with your logo and contact details. With a diverse range of catalogs tailored for various audiences, it's easy to find the perfect fit to target specific audiences.



Idea Showcase® Summer/Fall

Publication Date: May

Spark excitement in customers with this catalog which targets the #1 market: education. Full of promotional product ideas at varying price points for schools, events, product launches, marketing campaigns and more, there's something for everyone and every budget.



The Gift Book®

Publication Date: August

Full of high-end products beautifully displayed, this catalog appeals to even the most sophisticated end-buyer. It's great for reaching the \$90 billion corporate gifts and incentives industry and perfect for the Q4 holiday season and end-of-year recognition events.



Idea Showcase Winter/Spring

Publication Date: October

With 140+ products from 50+ suppliers, this catalog features a wide variety of products. It also includes a special section dedicated to the #2 market in the promo industry: healthcare.



Spectrum®

Publication Date: November

The #1 catalog in the industry is your most indispensable and versatile selling tool. The wide range of products included in this convenient catalog will help you satisfy all your customers' needs.



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