

PROMO SUPPLIER FAQ

Understanding the Industry



Entering a new business venture can be intimidating. To help, we've rounded up the **top questions** suppliers ask when entering the promotional products industry.

1. What is ASI?

Think of ASI® as your go-to business partner to help you start selling your products to distributors in the industry. We're a family-owned business of more than 350 employees with over 25,000 extended relatives, also known as members. We help you get access to 125,000+ trusted distributor salespeople and set you up with a dedicated account manager to help you come up with a plan to market your products to those distributors. We also offer tons of tools and resources like exhibit space at trade shows, industry education, business discounts and support.

2. What are promotional products?

Have you ever scored an awesome pen from your local bank? Gotten a free bobblehead from your favorite sports team? Maybe you've bought a souvenir T-shirt of a new city while on vacation. These are all products imprinted with a logo to help promote businesses, organizations, places or events.

3. Why promotional products?

Promotional products make up a \$25.8 billion industry. Every business uses some form of promo because it has the lowest advertising cost per impression (the number of times people will see a brand's logo).

4. What are the most popular promo markets?

Top markets include healthcare companies, education institutions, restaurants, construction companies and the finance industry.

5. What are the most popular uses for promo?

Businesses often use these products to promote their company and build brand awareness. Events like music festivals and races use them to commemorate the event. Trade shows often give away these products to promote sponsors.

6. How do companies get promotional products?

Through the promotional products supply chain. Distributors work with customers and prospects to brainstorm product ideas. Once they're interested in a product, the distributor uses ESP®, our exclusive product sourcing tool, to find a supplier they can order from. The supplier then helps to get the products imprinted and shipped out.

7. How does selling promotional products work?

If you manufacture or import any product that can be imprinted with a logo, you can enter the industry! Once you join, we'll list your products in ESP, where our 125,000+ distributor salespeople conduct 2.7 million+ searches a month. You can also take advantage of our many advertising options available to members only and boost your chances of exposure.

8. What's the income potential?

The average order size is \$1,064 and most suppliers add on a 30.7% profit margin. Promotional products account for 61% of suppliers' revenue.

9. What if I already have a business?

That's great! That means you already did the hard part of establishing your company and brand. Now the easy part is entering this new revenue stream and accessing distributors who are searching for promotional products all in one place.

10. What are the startup costs?

ASI offers various membership packages tailored to your unique business needs. They include top performing advertising spots so you can get your brand and products in front of distributors right away. Additional marketing and advertising options are available to help you get the most exposure in the industry.

11. What kind of equipment or inventory do I need?

All you need is an ASI membership, along with your products ready to sell. We'll list your products in ESP, set up your introductory advertising tactics and let the sales roll in!

Ready to get started?

Once you join ASI, we'll set you up with free education and a dedicated account manager to walk you through getting started. We'll stay with you every step of the way as you grow your business.

Have additional questions?

Feel free to give us a call at **(800) 546-1310**.



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