

# YOUR GUIDE TO PROMO TERMINOLOGY

Helping businesses expand into promotional products with confidence.



As a business professional, you understand the importance of precision and quality. This glossary provides clear definitions of the most common terms in the promotional products industry so you can expand your services, better serve your clients and grow your business.

## PROMO GLOSSARY

### ASI®

A membership organization that helps businesses in the promo products industry grow and succeed. Members include promo distributors (you), promo suppliers (vendors) and decorators.

### Co-Branding

Adding your client's logo alongside a well-known retail brand (like YETI). This boosts perceived value.

### Decorator

A company or individual that adds logos, branding or artwork to blank products using techniques like screen printing, embroidery, laser engraving, heat transfer or pad printing.

### Discount Codes

Special codes provided by vendors that allow you to receive a reduced price on certain products or orders.

### Drop-Shipping

When a vendor ships promo directly to your customer.

### End-User

The recipient of a promotional product; the person who actually uses it.

### End-Buyer

Your customer. It can be an individual, business or organization. Examples include hospitals, banks and schools.

### EQP

Stands for End Quantity Pricing. This is a term for the fact that the highest quantity has the lowest price per unit.

### ESP+

An all-in-one software platform from ASI that you can use to manage all aspects of your business: search for products and vendors; design custom client presentations; manage projects and all client communications; track orders and much more.

### ESP+ Stores

Client-branded stores and pop-ups full of promo that are usually market-based (ex. healthcare), event-based (ex. trade show) or purpose-based (ex. wellness programs).

### ESP+ Websites

A custom website where your customers can browse over 1 million promotional products and place orders directly with you.

### Fulfillment

The process of storing, packing and shipping products to your customers (end-buyers). Vendors (suppliers) handle fulfillment in the promo industry.

### Hard Goods

Non-apparel items. Typically solid, durable products like drinkware, pens, tech accessories, bags and office items.

### Kitting

Assembling multiple individual items into a single, packaged set – or "kit" – to be delivered together.

### List Pricing

The vendor's published price for a product before any discounts, such as distributor pricing, EQP or special offers are applied. It's often the starting point – you'll typically receive lower pricing tiers based on your relationship with the vendor or order size.

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## MOQ

The smallest number of units a vendor requires you to order for a specific product.

## Net Pricing

The discounted price you'll pay for a product, excluding markups, and often reflects special pricing levels based on volume or relationship.

## Promo Distributors

Print suppliers. This is you!

## Promo Suppliers

Vendors. Promo suppliers have promo inventory. You'll order from them and they'll ship directly to your customer.

## Promo Products

Promotional products, aka swag, ad specialties, giveaways and branded merch. Any useful item that can be customized with a logo and used as a form of advertising and promotion.

## Run Charge

An additional fee applied by vendors for decoration beyond the standard setup, such as adding extra colors, locations or personalization on a product. It's charged per unit and helps cover the cost of more complex or labor-intensive printing.

## Self-Promo

Short for self-promotion, it's when you order promo imprinted with your logo to use for marketing your promo business. Vendors often offer special discounted pricing for self-promos.

## Setup Charge

A one-time fee vendors charge to prepare a product for decoration, such as creating a screen, mold or embroidery tape for a logo. It covers the cost of getting equipment ready to print or apply a design and is usually applied per imprint method or location.

## Spec Sample

A sample product decorated with a client's logo or artwork used to demonstrate the final look and quality before placing a full order.

## Virtual Sample

A digital mockup of a promotional product showing how your client's logo or artwork will look on it, created before any physical production.

## Wholesale

The sale of blank or customizable items in large quantities from vendors to you (or decorators) at discounted prices for resale and branding. It allows you to buy inventory at lower costs to increase your profit margins.

