ASI has several award programs that run throughout the year that honor the people and companies in the promotional products industry. Below is an overview of each award. **All dates are subject to change.** Questions: contact your ASI rep or Managing Editor Joan Chaykin at [jchaykin@asicentral.com](mailto:ko'malley@asicentral.com).

**COUNSELOR AWARDS**

The editorial department generally begins to call for Counselor Awards nominations in January. An in-house committee determines the winners in each category. These exclusive accolades are typically awarded annually at the ASI Chicago show in July and published in the Counselor State of the Industry issue in July and on ASICentral.com in July. Nominations are requested from the industry for the following categories:

* **Person of the Year** – Presented to a trailblazer who has made a significant impact on the industry over the previous 12 months and whose influence will continue to increase in coming years.
* **International Person of the Year** – Presented to an individual who has significantly contributed to increasing international business activity and relationships within the industry.
* **Entrepreneur of the Year (Distributor and Supplier)** – Presented to an industry practitioner who has exemplified the entrepreneurial spirit by achieving notable growth – via new products, creative marketing campaigns or acquisition.
* **Woman of Distinction** – Presented to a woman who has made a positive mark in the industry through her business acumen, leadership abilities and mentoring.
* **Family Business of the Year (Distributor and Supplier)** – Presented to a growing company that has successfully transitioned to at least the second generation of business management.
* **Lifetime Achievement Award** – Presented to an individual who has a strong passion for the promotional products profession and who has been an ongoing source of ideas, energy and encouragement of people in the business as well as newcomers to the industry.
* **Bess Cohn Humanitarian Award** – Presented to an individual who is committed to helping others through charitable measures or volunteerism.
* **Sustainability Advocate of the Year** – Presented to a company that has made *measurable* strides in making a positive impact through its environmental initiatives, with metrics showing dedication and commitment to sustainable business practices (use of solar power, types of promo campaigns created for clients, etc.), eco-friendly products & packaging, and other green initiatives.

**COUNSELOR TOP 40**

In addition to the Counselor Awards, the Top 40 suppliers and distributors in the industry based on North American promotional product sales are recognized at the Counselor Awards ceremony held at the ASI Show Chicago and published in the July Counselor State of the Industry issue and on ASICentral.com in July. This list is determined through an online survey that’s sent out in January to ASI listed suppliers and distributors. Note: All sales figures must be shown in **U.S. dollars** and must be certified by CEO, CFO, owner or auditor.

**Counselor Promo Campaign Awards**

These awards recognize the creative and effective use of promotional products — top campaigns that used unique products, generated incredible results or got everyone talking. To be eligible, companies must send samples from their promotions, when applicable, or have high-res photos of the samples available. Winners are chosen by an in-house committee. The editorial department generally begins to call for Promo Campaign Awards nominations in late spring and results are published in the Fall Counselor and on ASICentral.com in Sept. Suppliers and distributors can nominate themselves in the following categories:

* Distributor Client Promotion
* Distributor Self-Promotion
* Supplier Self-Promotion
* Best Sustainability-Driven Campaign Award (distributors & suppliers)
* Best Use of Video (distributors & suppliers)
* **New\* Best Integrated Print & Promo Campaign**

**CounselorPower 50**

The Power 50 recognizes the most influential people in the promotional products industry. The list is announced at the ASI Power Summit typically in October. To arrive at the new list, we use the prior year’s Power 50 as a base and survey members of the industry, as well as members of the Power 50 themselves, to find out one simple thing: who lost power and influence over the past year and who gained more power. The results of that survey, along with any new nominations, help the in-house committee arrive at a list of 50 that is reordered from last year and includes some first timers. The editorial department generally begins the Power 50 survey process in July and the results are published on ASICentral.com in October.

**ASI Media Salespeople of the Year/Supplier CSR of the Year**

Distributor salespeople, supplier salespeople and supplier customer service reps working at ASI-listed companies in good standing are eligible. To qualify for Distributor Salesperson of the Year, reps must generate $1 million or more in annual sales revenue. Distributor reps are also eligible for two additional awards (neither of which has revenue requirements): Up-and-Comer of the Year: a rep with three or less years of industry sales experience who exhibits tremendous potential and has recorded demonstrable sales growth. Veteran Rep of the Year: a rep with at least 15 years of industry sales experience who has demonstrated continued success and consistent sales generation. For supplier salespeople, judges base selections on size of base, sales growth percentage, number of clients supported and distributor feedback. For CSRs, judges base selection on examples of top-notch support delivered, testimonials and number of clients supported. Nominations are collected via an online survey. The editorial department begins to call for nominations in November. The award profiles are published on ASICentral.com in May.

**ASI Media Product of the Year**

For this award, the editorial team watches industry trends and analyzes ESP data to determine the product that has had the most impact on the industry in the past year. This award is announced in December and published on ASICentral.com.

**Counselor Best Places to Work**

Best Places to Work recognizes the companies that provide the best work environment for their employees. Companies nominate themselves to participate. After nominations are received, Counselor then surveys employees at participating companies. Survey results are then analyzed to arrive at the final list. To qualify, a company must have at least 10 employees. Results are published on ASICentral.com. Timeframes vary. Currently running every two years, with the next one to be published in 2026.