

ASI AWARDS OVERVIEW

ASI has several awards programs that run throughout the year, for both suppliers and distributors. Our awards honor the people and companies in the promotional products industry that are raising the bar through innovation, leadership and achievement. You will find brief descriptions of each award program and its approximate timeline. All dates are subject to change. If you have any questions about the awards programs, you can contact your ASI rep or Managing Editor Joan Chaykin at jchaykin@asicentral.com.

COUNSELOR AWARDS

The editorial department generally begins to call for Counselor Awards nominations in February. 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. 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.

■ **Technology Executive of the Year** – Presented to an industry leader who has introduced significant technological advances that are shaping the industry now and that will continue into the future.

■ **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.

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 typically held at the ASI Show Chicago in July and published in the Counselor State of the Industry issue. This list is determined through an online survey that's sent out beginning 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. Suppliers and distributors can nominate themselves in the following categories:

■ Distributor Client Promotion

■ Distributor Self-Promotion

■ Supplier Self-Promotion

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. The editorial department will begin its call for Best Places to Work nominations in the spring. Results will be published in the fall.

COUNSELOR POWER 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.

■ Best Sustainability-Driven Campaign Award (distributors & suppliers)

■ Best Use of Video (distributors & suppliers)

ASI MEDIA DISTRIBUTOR SALESPERSON OF THE YEAR

The Distributor Salesperson of the Year is published in April. Nominations are collected via an online survey, and a winner is selected. The editorial department generally begins to call for Salesperson of the Year nominations in November. To qualify as Distributor Salesperson of the Year, reps must generate \$1 million or more in annual sales revenue. Previous finalists will be considered but must demonstrate additional sales growth and notable achievements since being named a finalist.

Distributor reps are also eligible for two additional awards (neither of which has revenue requirements):

■ **Distributor 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.

■ **Distributor 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.

ASI MEDIA SUPPLIER SALESPERSON OF THE YEAR/ SUPPLIER CSR OF THE YEAR

The annual Supplier Salesperson of the Year contest recognizes outstanding performance, exemplary service and top-notch professionalism. In addition, ASI Media recognizes the best Supplier Customer Service Rep – a person who continually goes over-and-above for his or her distributor clients. Nominations are sent to ASI's VP of Editorial Michele Bell, and winners are selected. The editorial department generally begins to call for nominations in September/October and results are published in April on ASICentral.com.