

ASI Awards Overview

ASI has several awards programs that run throughout the year, for both suppliers and distributors. You will find brief descriptions of each award program and its approximate timeline on the following pages. If you have any questions about any of the awards programs, you can contact your ASI rep or Managing Editor Joan Chaykin at jchaykin@asicentral.com.

Counselor Awards

Typically awarded annually at the ASI Chicago show (presented virtually in 2020 and 2021). 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 and leadership abilities.
- **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.

An in-house committee determines the winners in each category. *The editorial department generally begins to call for Counselor Awards nominations in February. However, all dates are subject to change. The Counselor Awards will be published in the Counselor State of the Industry issue in July.*

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. This list is determined through an online survey that is sent out in January to large suppliers and distributors in the industry. The Top 40 list is published in the Counselor State of the Industry issue.

Counselor Promo Campaign Awards

Promotional Campaign Awards recognize the top campaigns that used promotional products. Suppliers and distributors can nominate themselves in the following categories:

- Distributor Client Promotion
- Distributor Self-Promotion
- Supplier Self-Promotion
- Best Use of Video

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 Promotional Campaign Awards nominations in April. However, all dates are subject to change. (2021 Promotional Campaign Awards winners will be featured in the Fall Counselor).*

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, and then Counselor 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 begins its call for Best Places to Work nominations in August, with the survey process beginning in September. However, all dates are subject to change.*

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. 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 some 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 June/July. However, all dates are subject to change.*

Counselor Supplier Salesperson/Supplier CSR of the Year

The Counselor Supplier Salesperson of the Year and Supplier Customer Service Rep of the Year are published in February. 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. However, all dates are subject to change.*

Counselor Distributor Salesperson of the Year

The Distributor Salesperson of the Year is published in February. 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 September/October. However, all dates are subject to change.*

Supplier of the Year

The supplier of the year is chosen by an internal group of senior members of the editorial team and the President/CEO and based on metrics like superior service levels, sales growth, innovation and notable achievements over the previous year.