

## ASI Awards Overview

ASI has several awards programs that run throughout the year, for both suppliers and distributors:

### ***Counselor* Distributor Choice Awards**

Awarded annually at the ASI Orlando show in January, Distributor Choice recognizes the top suppliers in the industry as reported by and voted upon by distributors.

The process is twofold:

1. Suppliers are chosen as finalists based on their ratings in ESP. To qualify for the 2017 awards, suppliers had to: be rated at least four stars overall in ESP; be one of the most-clicked companies in that category (meaning distributors clicked on their products in ESP); and have at least 15 distributors rating them in ESP. They can be chosen in up to eight of their top product categories (in terms of how many clicks their products receive in ESP).
2. These finalists are then placed on an online ballot and distributors were invited to vote for top suppliers in each of the different categories.

**Supplier of the Year** – Chosen from among the finalists, the Supplier of the Year award is based on ratings in the various categories that we examine, including Overall Rating, Customer Service Rating, Problem Resolution Rating and others.

**Semifinalist** – Semifinalists are determined by ratings as well, including all suppliers who have at least 4 stars and have been rated by at least 5 distributors. The suppliers meeting these criteria are published in *Counselor* magazine or on [asicentral.com](http://asicentral.com).

***The editorial department generally begins to prepare for the Distributor Choice Awards in early October. However, all dates are subject to change.***

## **Counselor Hot List**

The Hot List recognizes people who are doing something exciting, innovative or fun in the industry. People can nominate themselves or other people. For 2016, the Hot List was announced at the ASI Show in Dallas and published in the March issue of *Counselor*.

***The editorial department generally begins to call for Hot List nominations in November. However, all dates are subject to change.***

## ***Counselor's Fastest-Growing Companies***

In 2016 Fastest-Growing Companies was published in the August issue of *Counselor*.

**Fastest-Growing Supplier and Distributor** – Suppliers and distributors are asked to nominate their companies for this award. All entries are ranked and the top 10 of each are recognized.

**Fastest-Growing Canadian Company** – Companies that are based in Canada can nominate themselves for the list of fastest-growing Canadian companies. Canadian companies who nominate themselves are also eligible for the overall Fastest-Growing supplier or distributor lists.

The criteria for being considered in 2017 will be:

1. Promotional product sales were \$200,000 or more in 2014.
2. 2016 sales were \$1 million or more.

Growth was calculated based on the increase in sales from 2014-2016.

Companies can nominate themselves through the form located at the following address, starting in February of each year:

<http://www.asicentral.com/asp/open/EducationAndEvents/SpiritAwards/Top10FastestGrowing.aspx>

***The editorial department generally begins to call for Fastest-Growing nominations in February. However, all dates are subject to change.***

## **Counselor Product Design Awards**

*Counselor* Product Design Awards recognizes well-designed products in several categories. Winners for 2016 were published in the August issue of *Counselor*.

The process for determining winners is twofold:

1. A call for entries is sent to industry suppliers. They are asked to send in samples of their products in the various categories.
2. An in-house committee determines finalists from all the entries submitted and these finalists are placed on an online ballot where the industry can vote for their favorites.

For 2016, the categories included: Apparel; Awards & Recognition; Bags; Calendars; Caps & Accessories; Desk Accessories; Drinkware; Electronics; Housewares; Meeting Products; Sporting Goods; Tech Accessories; Watches & Jewelry; and Writing Instruments.

***The editorial department generally begins to call for Counselor Product Design Awards nominees in December/January. However, all dates are subject to change.***

## **Counselor Awards**

Awarded annually at an ASI show. In 2016, the awards were presented at the ASI Chicago show in July.

Nominations are requested from the industry for the following categories:

Person of the Year  
International Person of the Year  
Entrepreneur of the Year, Distributor and Supplier  
Woman of Distinction  
Family Business of the Year, Distributor and Supplier  
Bess Cohn Humanitarian Award  
Marvin Spike Lifetime Achievement Award

An in-house committee then determines the winners in each category.

In addition, the Top 40 suppliers and distributors in the industry based on sales are recognized at the *Counselor Awards* banquet. This list is determined through census cards that are sent out to large suppliers and distributors in the industry.

***The editorial department generally begins to call for Counselor Awards nominations in January/February. However, all dates are subject to change.***

## ***Counselor* Promotional Campaign Awards**

Promotional Campaign Awards recognize the top campaigns that used promotional products. In 2016, winners were published in the August issue of *Counselor*.

Suppliers and distributors can nominate themselves in the following categories:

- Distributor Client Promotion
- Distributor Self-Promotion
- Supplier Self-Promotion
- Best Use of Social Media in a Promotion
- Best Use of Video

The Best Use of Video is determined by an online ballot; other 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.***

## **Counselor Best Places to Work**

Best Places to Work recognizes the companies that provide the best work environment for their employees. *Counselor* partners with third-party research firm Quantum Market Research to survey employees from organizations that wish to participate. Winners are highlighted in the September issue of *Counselor*.

To qualify, a company must have at least 10 employees and must register at Quantum's Web site. The employee survey process begins in May.

***The editorial department begins its call for Best Places to Work nominations in March. The employee survey process begins in May. 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 published in the December issue of *Counselor*.

To arrive at the 2016 list, we used the 2015 Power 50 as a base and surveyed 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, helped 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/nomination process in June/July. However, all dates are subject to change.***



## ***Wearables Apparel Design Awards***

In conjunction with *Wearables* magazine, the Wearables Apparel Design Awards recognizes well-designed apparel in several different categories. Winners will be published in the February issue of *Wearables* and online at [www.wearablesmag.com](http://www.wearablesmag.com) .

The process for determining winners is twofold:

1. A call for entries is sent to industry suppliers. They are asked to send in samples of their products in the various apparel categories.
2. An in-house committee determines finalists from all the entries submitted and these finalists are placed on an online ballot where the industry can vote for their favorites.

***The editorial department generally begins to call for Wearables Apparel Design Awards nominees in August/September. However, all dates are subject to change.***

## ***Advantages* Distributor Salesperson of the Year**

The *Advantages* Distributor Salesperson of the Year is published in the January issue.

Nominations are sent to the magazine editor, and a winner is selected.

***The editorial department generally begins to call for Advantages Salesperson of the Year nominations in October/November. However, all dates are subject to change.***

***Supplier Global Resources Salesperson/Supplier CSR of the Year***

The *Supplier Global Resource* Salesperson of the Year and Supplier Customer Service Rep of the Year are published in the November/December issue.

Nominations are sent to the magazine editor, Michele Bell, and winners are selected.

***The editorial department generally begins to call for SGR Reps of the Year nominations in August. However, all dates are subject to change.***