FROM AI TO ENGAGEMENT: Future of Promo Technology with ESP+

July 2024 Advertising Specialty Institute



AGENDA

01 – Understanding Al

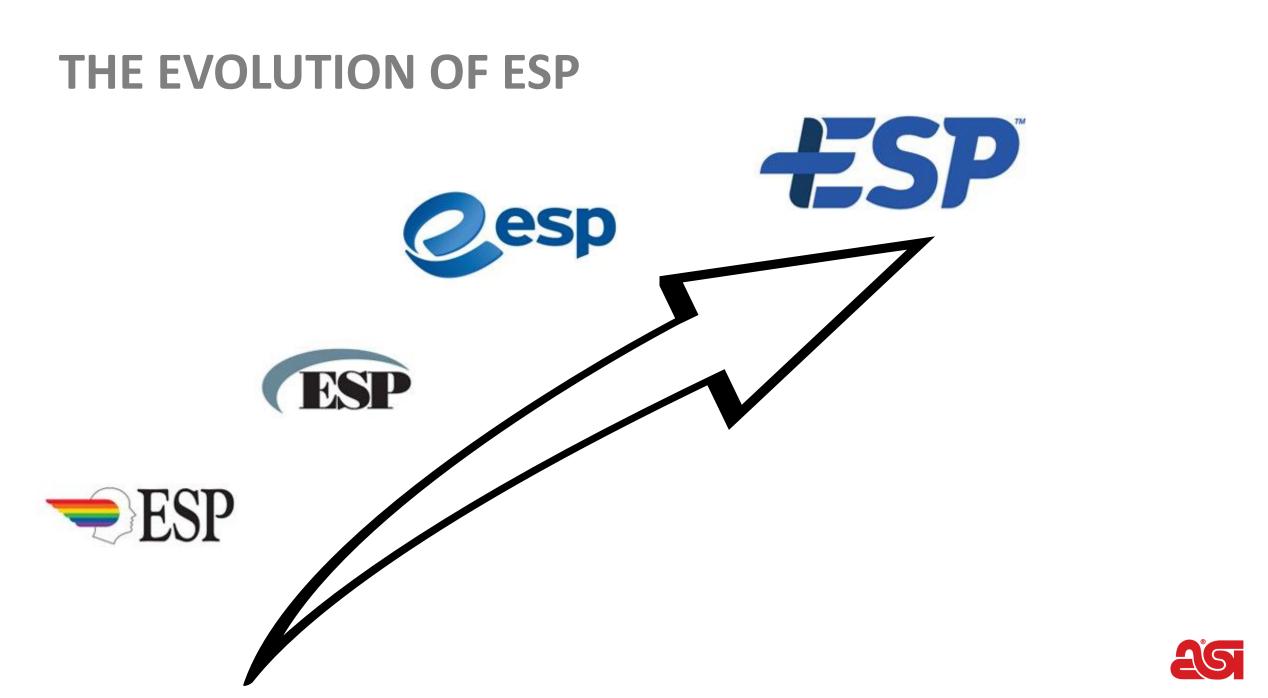
02 – AI-Fueled Tools in ESP+

03 – Overcoming Challenges

04 – Revolutionizing the way you work

05 – Q & A



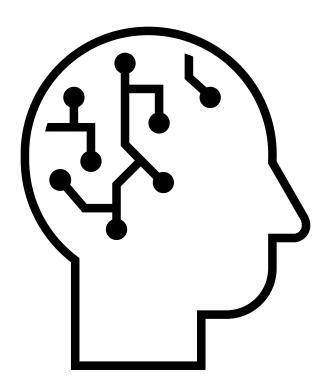




UNDERSTANDING AI & WHY WE IMPLEMENTED INTO ESP+



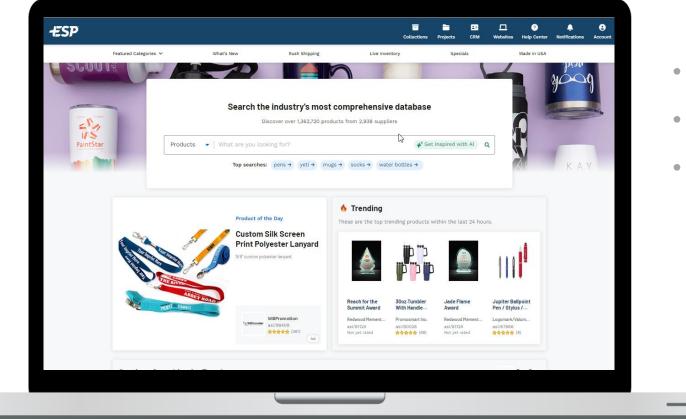
WHAT IS AI?



- AI, Artificial Intelligence refers to the development of computer systems that can perform tasks that typically require human intelligence
- What are your pain points?
 - Time consuming email drafts
 - Finding the perfect
 product for your
 customers



WHY WE IMPLEMENTED AI IN ESP+



- Promotes efficiency and creativity
- Personalizes your pitches
- Saves you time so that you can get back to selling



AI-FUELED TOOLS IN ESP+

	Featured Categories 🛩	What's New Bush Shipping Live inventory	Specials Made	in USA
aron		Get Inspired with AI Search Work together with AI Search to bring your clients the right promo. Choose from our categories below tell us in your own words the event, customer type, etc. that you are looking for and AI Search will recommend products for you.	w or	goog
PointStar	Prod	Show me promotional products based on(Select all that apply) EVENT awards charity corporate events customer appreciation festival fundraiser		
		gifts graduation party product launch retreat sporting event team building trade show breast cancer awareness month (october)		
		Tell us more about the event		
	- 0	CLIENT INDUSTRY	hourst	
		education healthcare manufacturing distribution construction retail association/club nonprofit government financial technology restaurant marketing automotive professional services real estate consumer products		
		Tell us more about the industry	Jupiter Ballpoint Pen / Stylus /	
		RECIPIENT ATTRIBUTES	- n Logomark/Valum	
		× Cancel 4 ^c Generate recommended pro	(P)	
	Continue Searching	for Towels	Terry T sai/900	

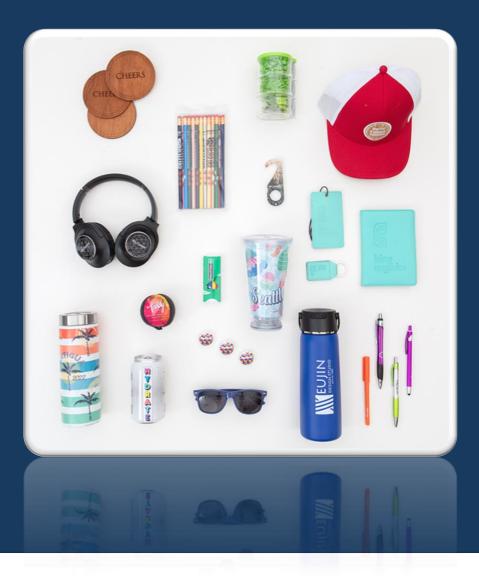
Al Search

• Find the perfect product for your customer

Al in Presentations

• Perfect your pitches with your very own 'in-house' copywriter





<u>LET'S CHECK IT OUT</u>



REVOLUTIONIZING THE WAY YOU WORK



Efficiency Gains

• Improves resource allocation and overall team productivity

Elevating your Sales Performance

• Increases conversion rates and fosters long-term relationships



KEY TAKEAWAYS



AI Adoption

- Find unique products that spark creativity
- Enhance efficiencies with quicker presentation set up so that you can get back to selling

Evolving Platform

 Continuously innovating to produce a platform that promotes creativity, efficiency, collaboration, and fosters future development.



JOIN OUR ASI & ESP USER TESTING PROGRAM! We're seeking enthusiasts to contribute feedback to our product team. From seasoned pros to newbies – all are welcome!



- Scan the QR code and complete the short survey.
- QR code will be available at different locations around the trade show.
- You will receive more information about the program next week.



THANK YOU!

Visit the ASI Main Booth and get a demo at the center of the show floor! For more information, contact: 800-546-1350 or visit asicentral.com/distributor

