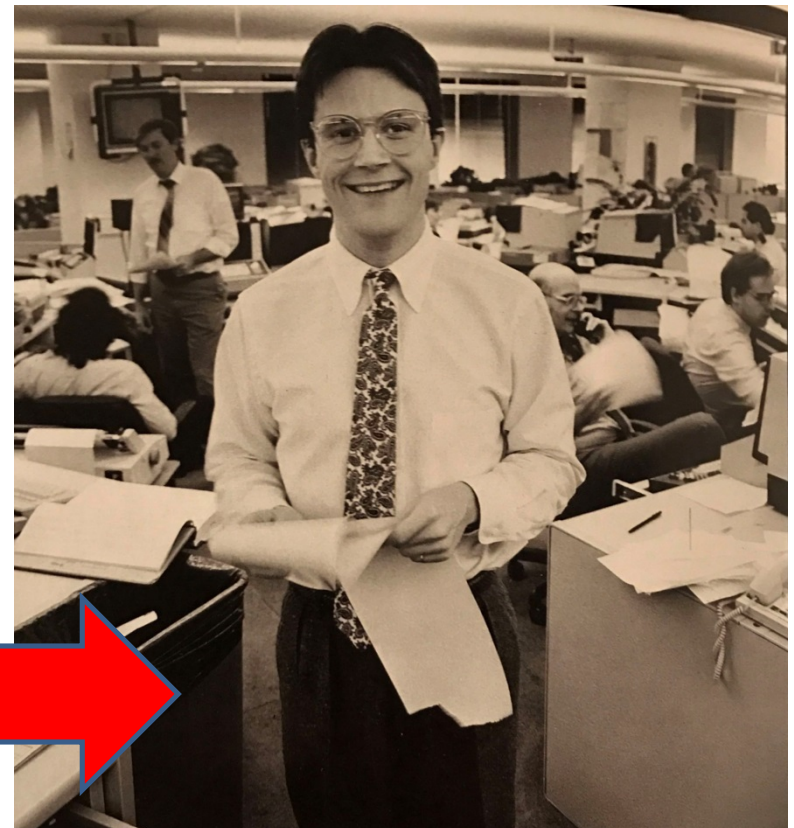
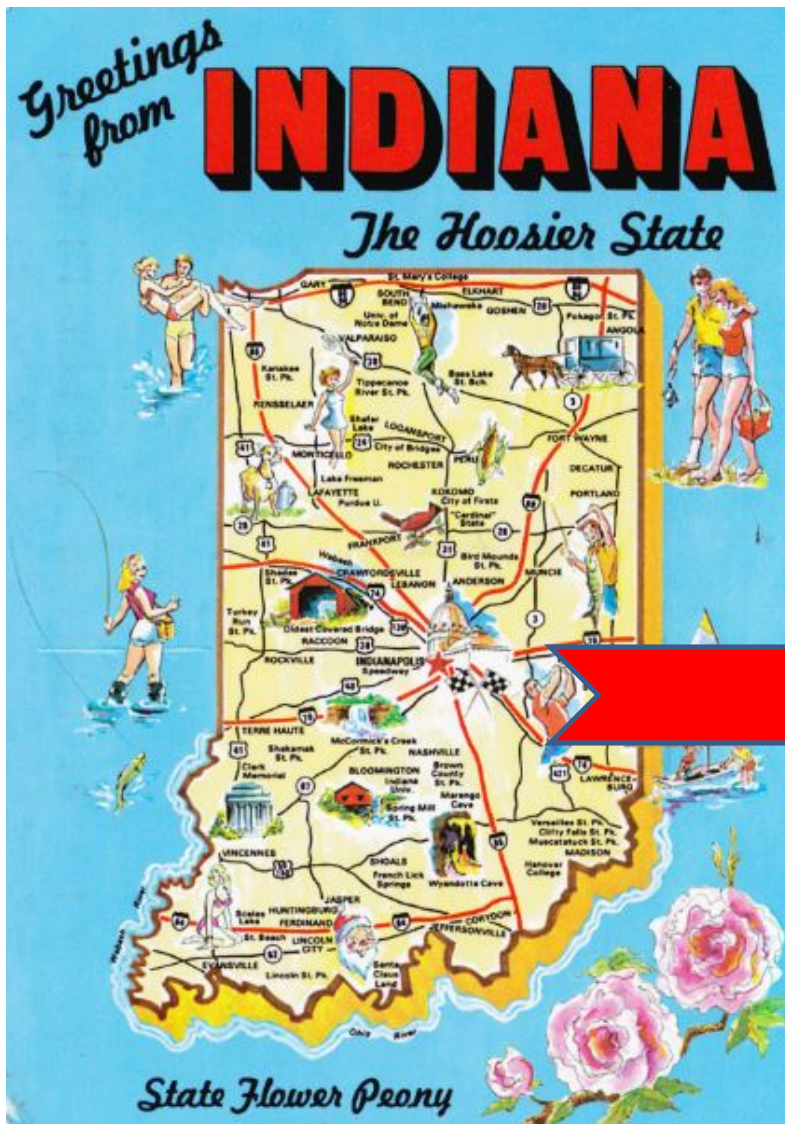


Timothy M. Andrews

ASI President and Chief Executive Officer



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TIM ANDREWS
DOW JONES NEWS SERVICE
NEW YORK



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THE WALL STREET JOURNAL. WSJ



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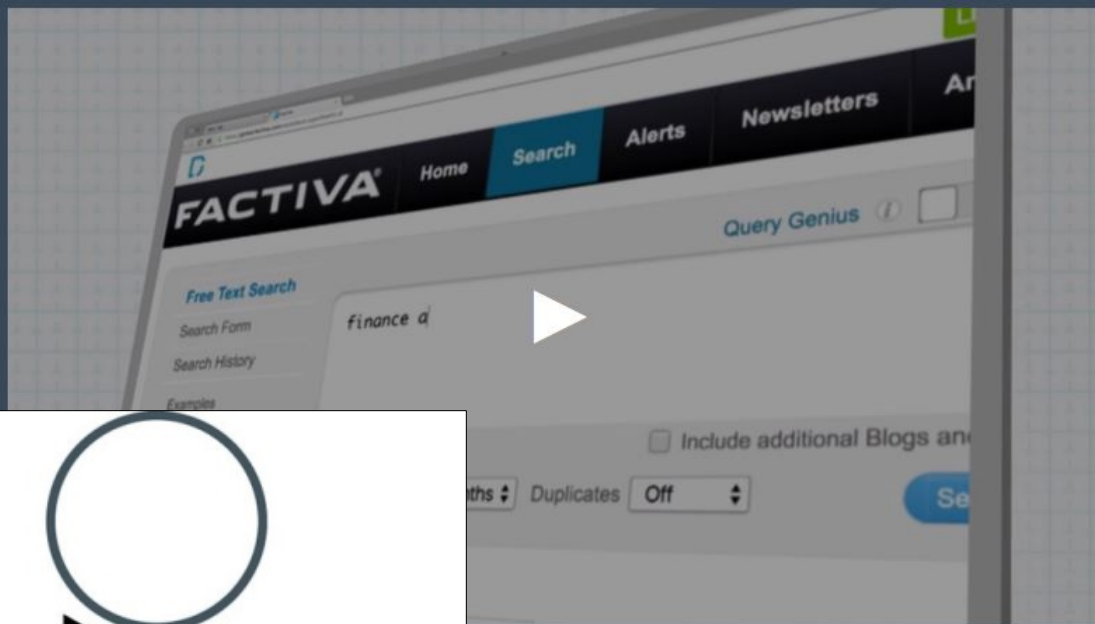
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**ELON MUSK HASN'T SLEPT IN 15 YEARS.
HE TOOK A 10 MINUTE POWER NAP IN
2001 AND THE DOT COM BUBBLE BURST.**



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Advertising Specialty Institute

23,500 distributors, suppliers and decorators
from **62** countries
450 dedicated employees



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A-HED

In the Land of Giveaways, Mr. Cohn Is the Sultan of Swag

From Snow Globes to Logo USB Drives, a 'Love Affair' With Objects

By LUCETTE LAGNADO

Updated June 25, 2012 9:58 p.m. ET

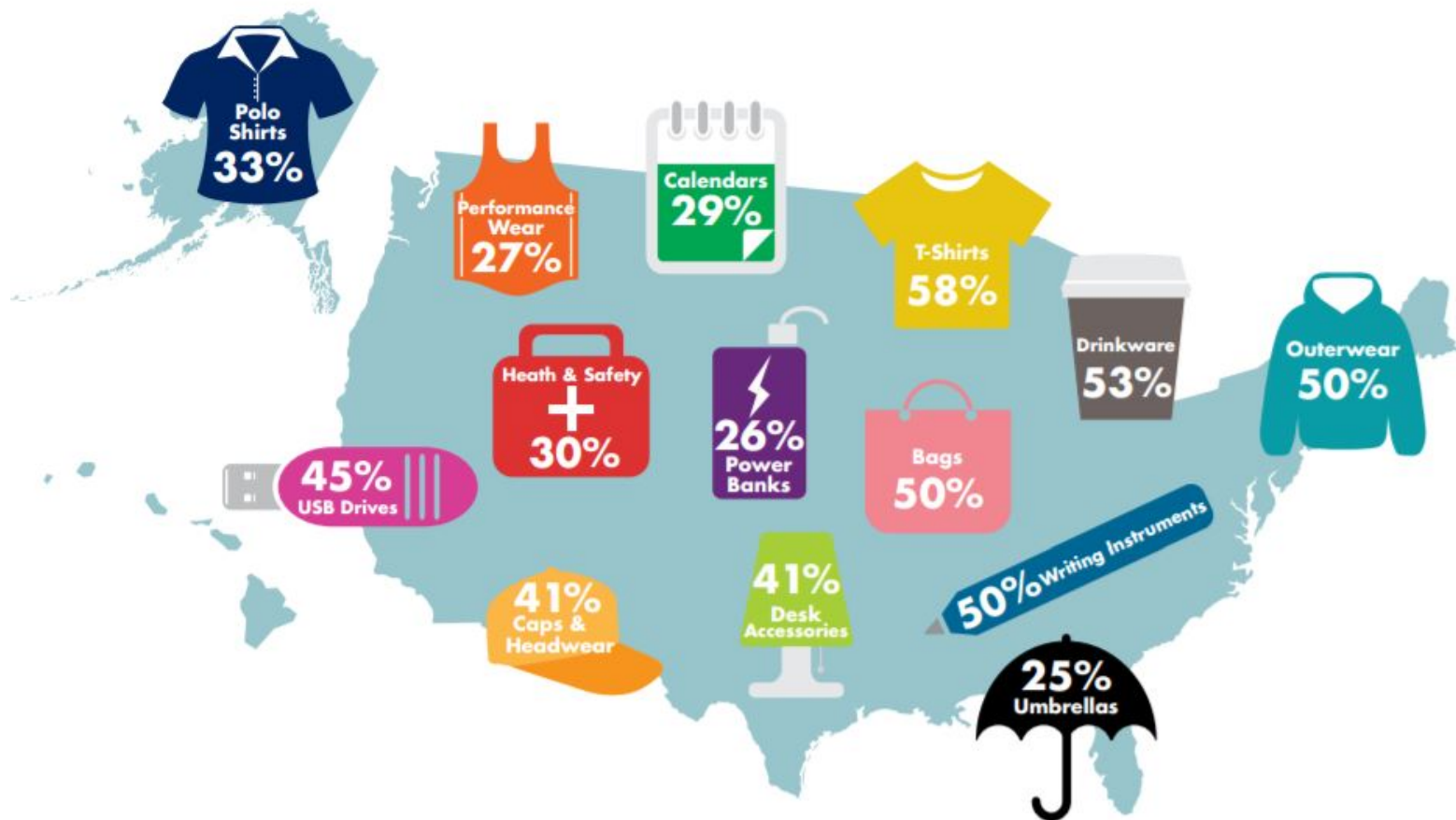
In his flaming red derby and silk tie, Norman Cohn cuts a dashing figure as he strides through New York City's Javits Center, offering nods and wise words to purveyors of everything from "sporks"—spoons that double as forks—to pressurized pens that write underwater.

Mr. Cohn is chairman of the Advertising Specialty Institute—a for-profit trade group whose members concern themselves with all manner of promotional knickknacks. At 79 years old, he is an unofficial ambassador to this world of desk-cluttering gewgaws. Along the way, Mr. Cohn has been an influential force behind the rise of the gift bag—or at least the things that go in them. The industry does roughly \$19 billion a year in sales and employs more than 400,000 people in the U.S. and Canada, says ASI.

The near-octogenarian is, in essence, the Sultan of Swag.



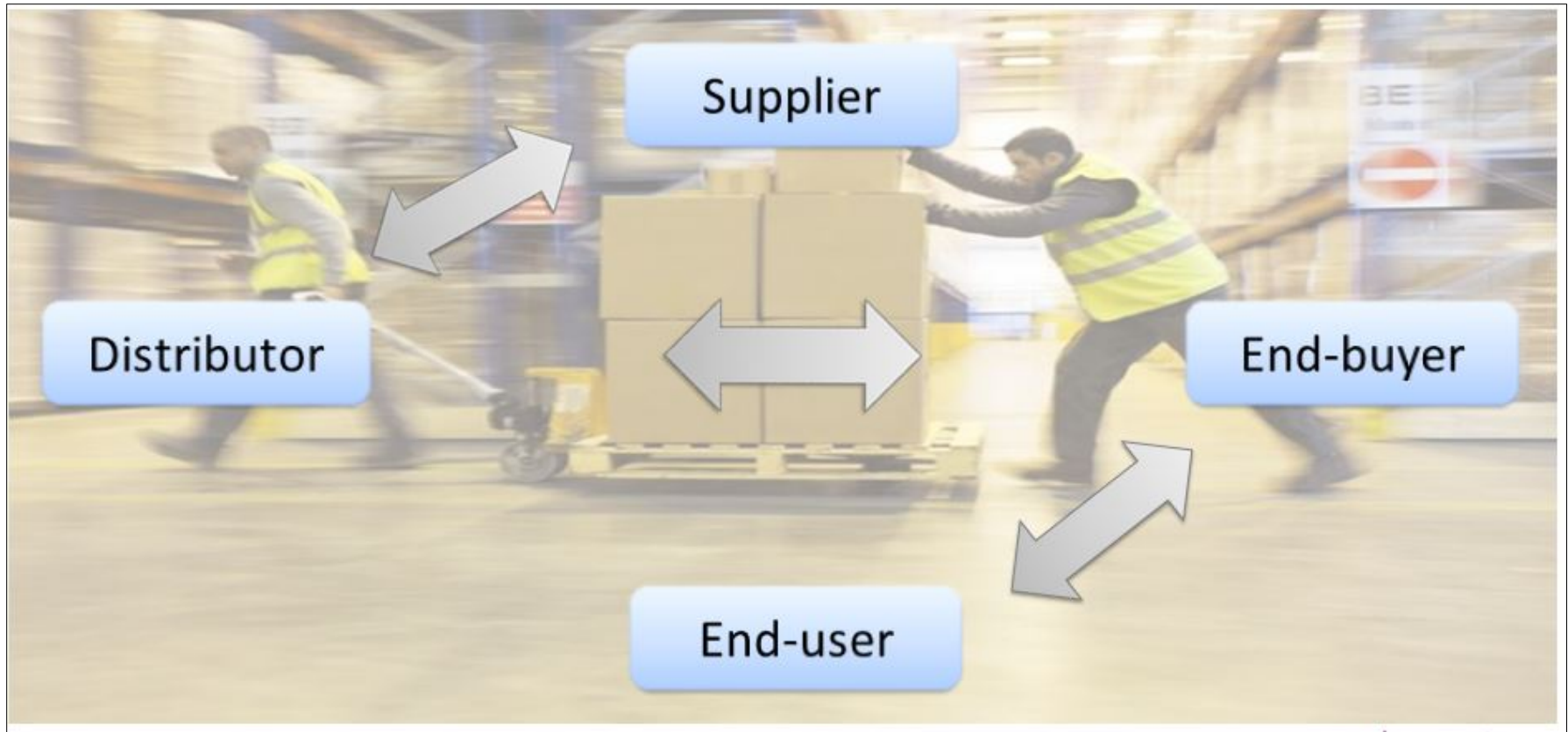
PRODUCTS OWNED in the UNITED STATES



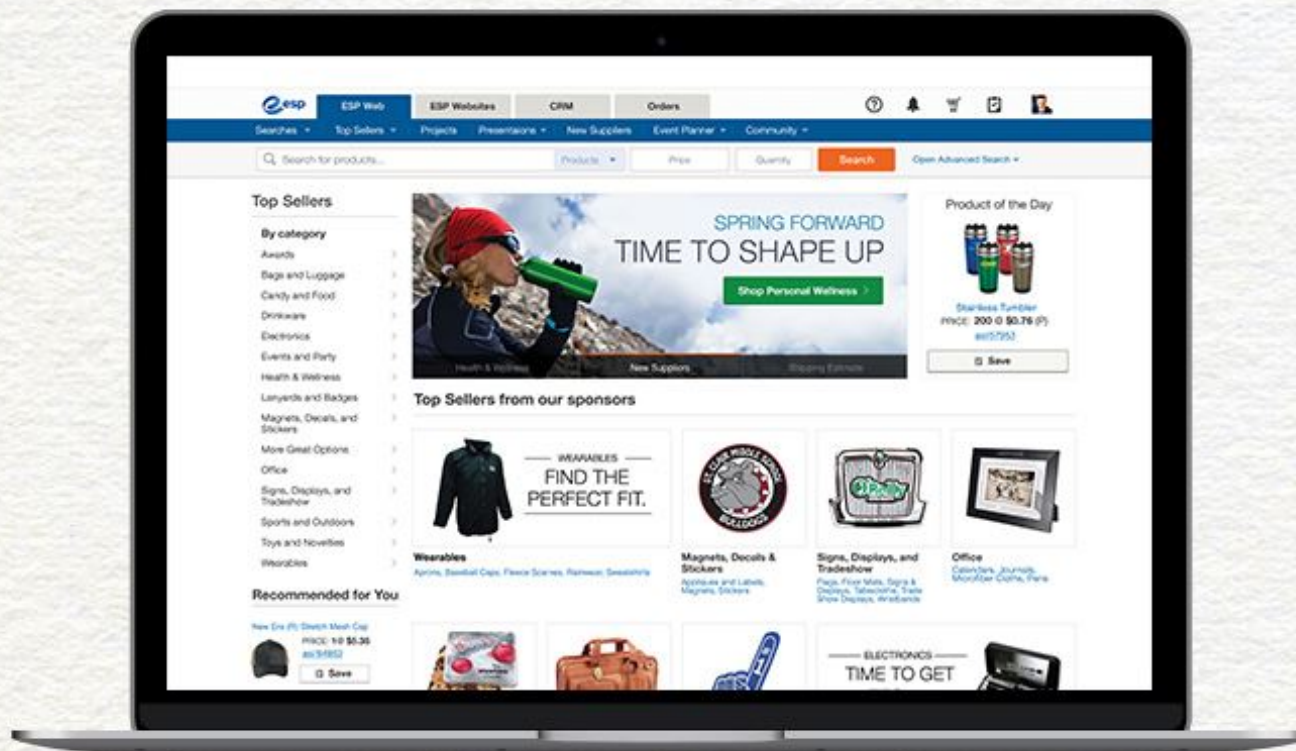
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Promotional Products Supply Chain



IT'S HERE *Welcome to the all-new* **esp!**



WWW.SEARCHESP.COM

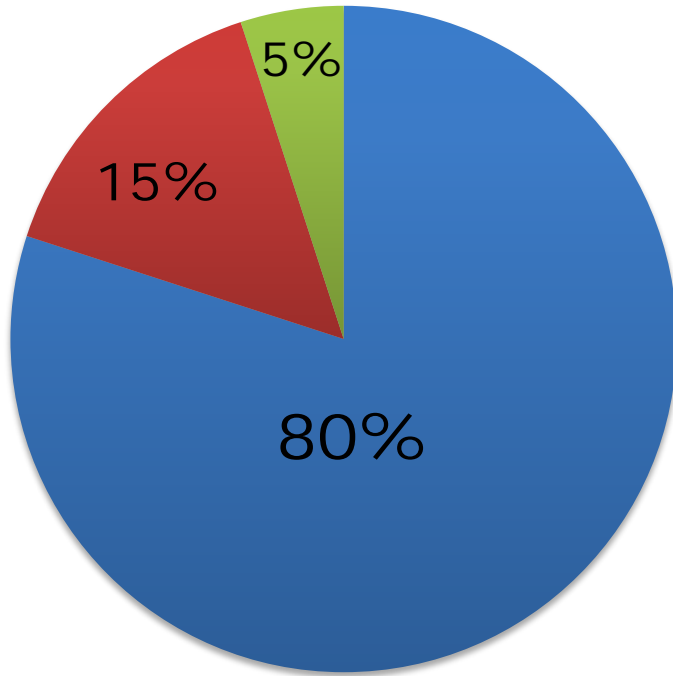


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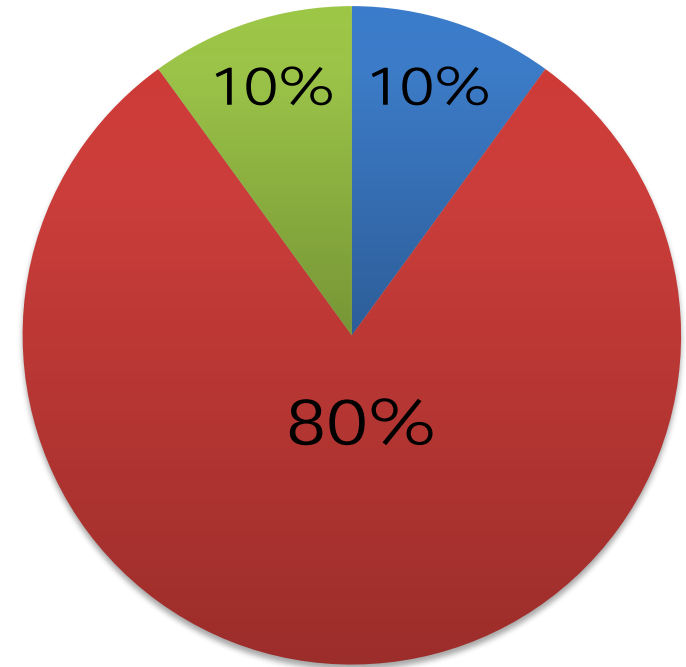
ASI's Digital Transition

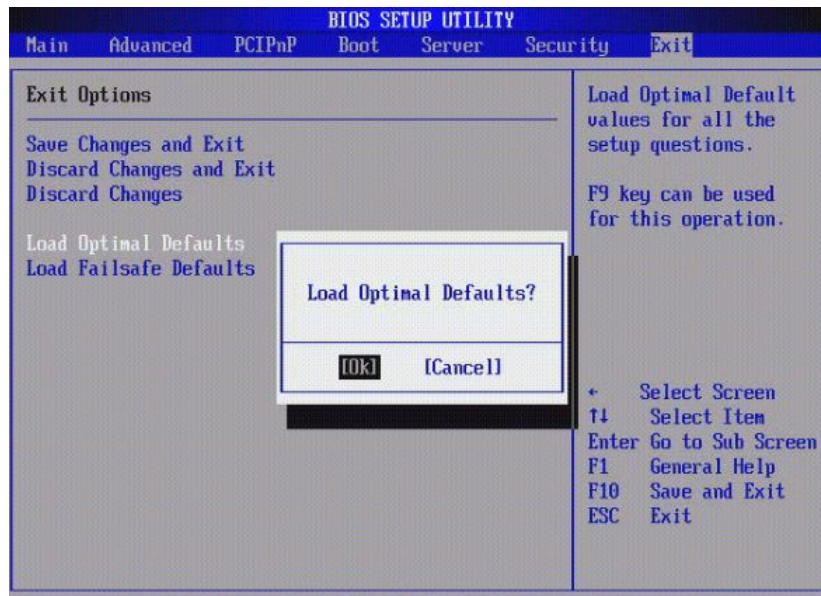
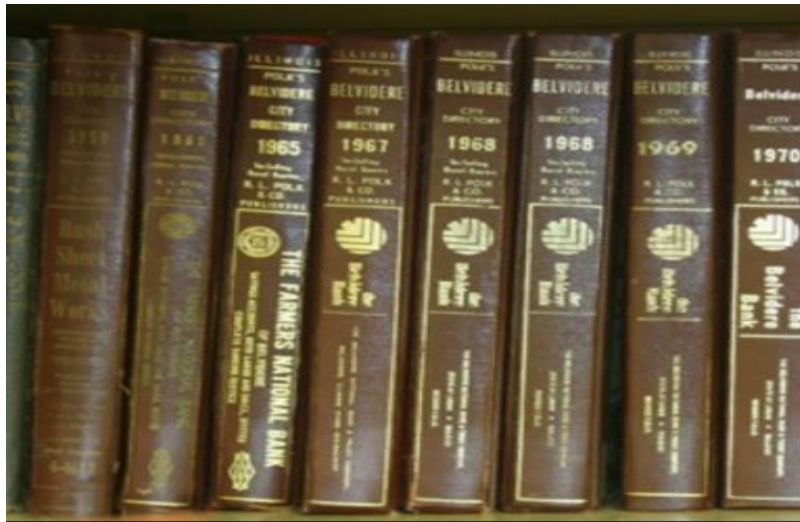
2003



■ Print
■ Digital
■ Trade Shows

Today



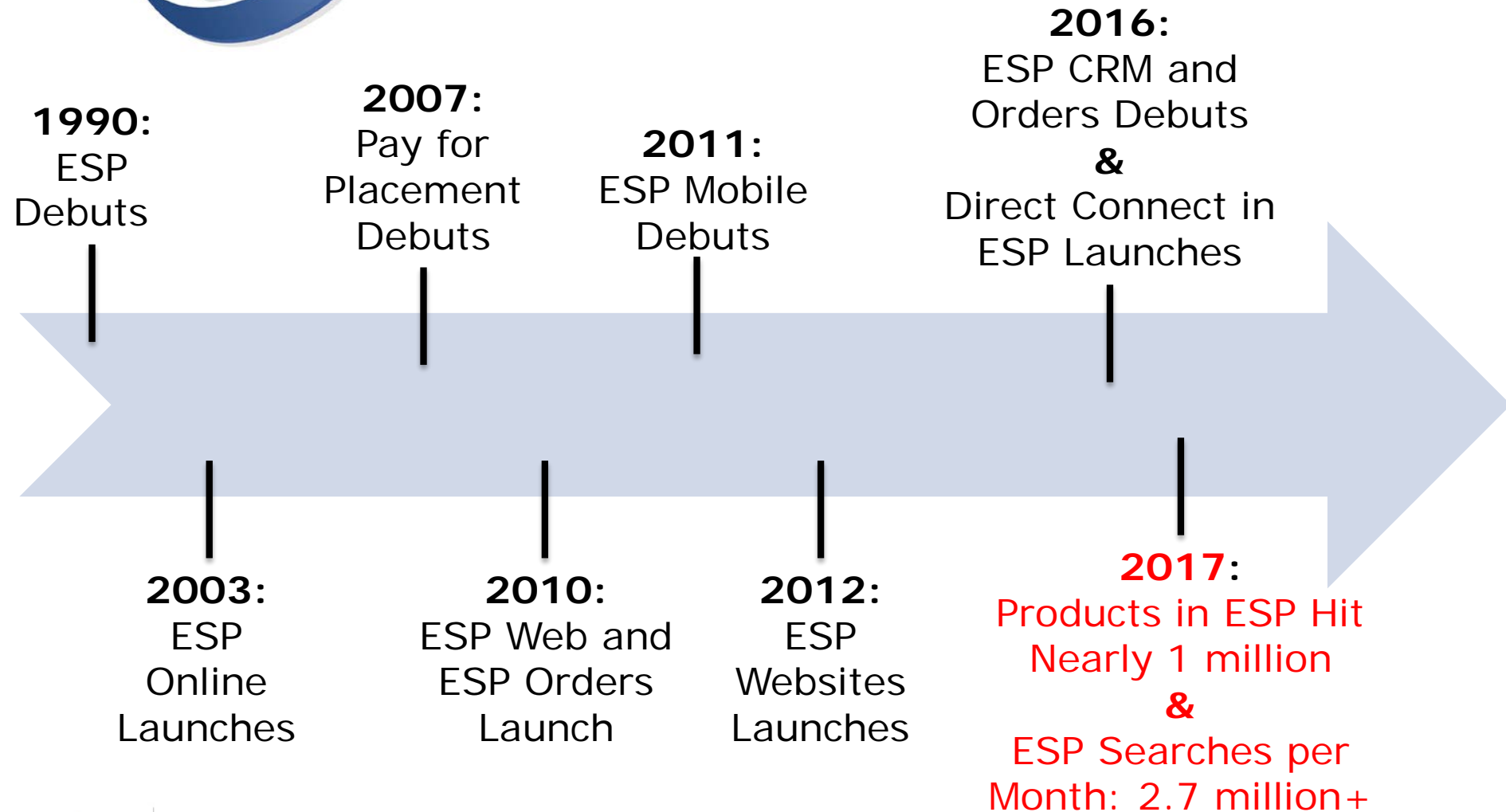


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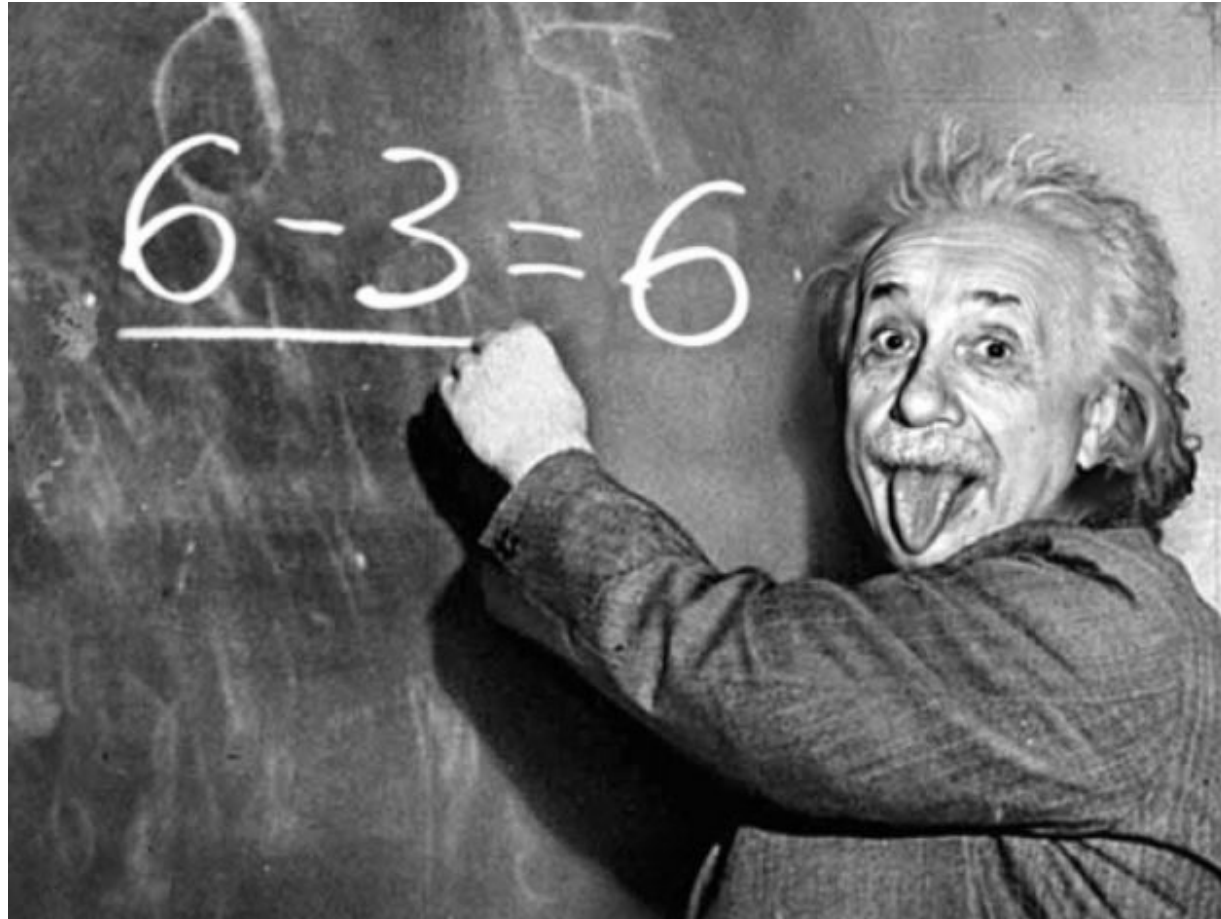
ESP Timeline



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Eureka! Pay for Placement



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Charge Per Impressions

1st position: \$300 per 1,000 impressions

2nd position: \$295 per 1,000 impressions

3rd position: \$280 per 1,000 impressions

Category

MUGS & STEINS1,586

TRAVEL MUGS/CUPS1,471

ENVIRONMENTALLY FRI...549

GLASSES-DRINKING548

BOTTLES331

+ See More

Supplier

135Promos.com (asi/73...10

1z2z Imprints (asi/75109)1

365Wholesale.com (as...2

4ideagoods.com (asi/5...3

777 Promotional Produ...92

+ See More

Apply

Bel Promo

asi/39552

★★★★★(285)

Clear Libbey 8.25 oz Irish c...

PRICE:36 @ \$8.40(R)

A5294

Clear Irish coffee mug with optical illusion, ribbed stem and thick rim, 8.25 oz.

COST:36 @ \$5.04

Bel Promo

asi/39552

★★★★★(285)

Clear Libbey 8.5 oz glass Iri...

PRICE:36 @ \$8.65(R)

A5292

Clear glass Irish coffee mug with c-handle and smooth rim, 8.5 oz.

COST:36 @ \$5.19

Bel Promo

asi/39552

★★★★★(285)

Clear Libbey 8.5 oz Irish cof...

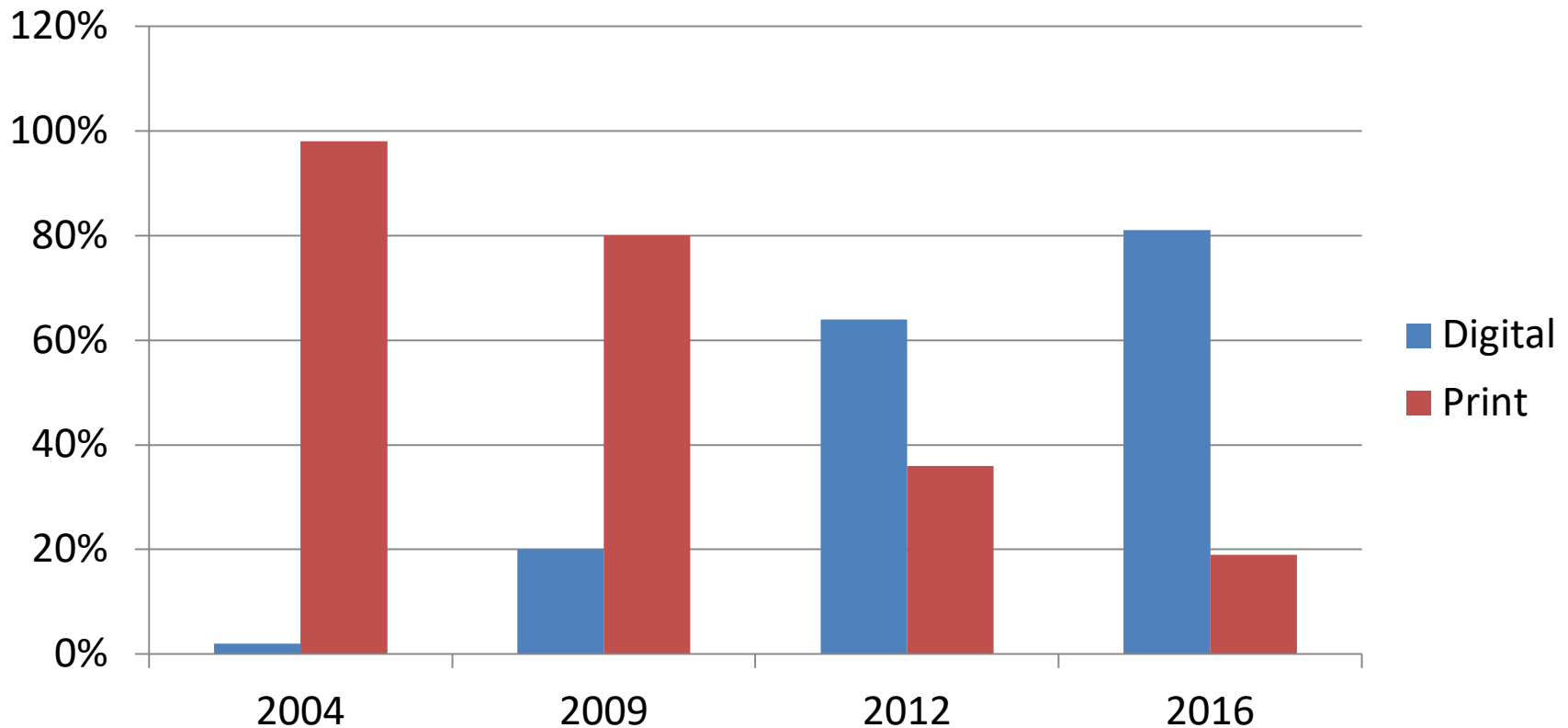
PRICE:36 @ \$8.05(R)

A5295

Clear Irish coffee mug with c-handle, ribbed stem and thick rim, 8.5 oz.

COST:36 @ \$4.83

Advertising Revenue: Print vs. Digital 2004-2016



Guess!



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esp® Pay For Placement



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Products in ESP:

Nearly 1 million

Suppliers in ESP:

3,000+

ESP Licenses:

40,000+

ESP Websites:

15,000+

Searches per month:

2.7 million+

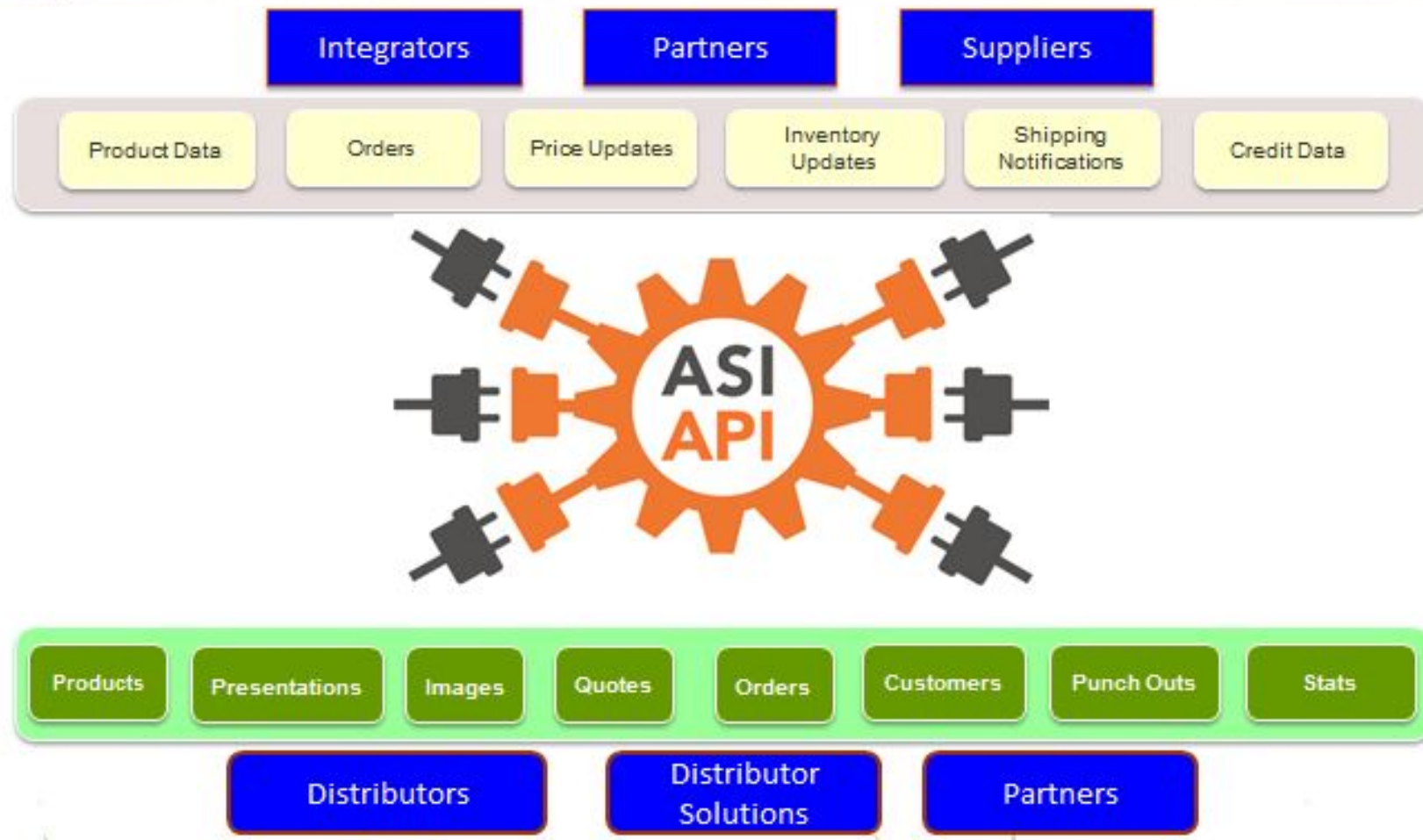


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ESP API PLATFORM



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Could you fax that over to me?

No, I can't fax, because of where I live.

Where do you live?

The 21st century.



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SGR

SUPPLIER GLOBAL RESOURCE

JULY/AUGUST 2016

News: Can You Crowdfund Your Business? (p. 32)

Haiti: The Ultimate Survivor Story (p. 43)

Profile: JINI's Josh Ebrahemi (p. 80)



ARE YOU OLD SCHOOL IN A HIGH-SPEED WORLD? Fast-Track Your Innovation Now

State of the Industry:
What Distributors Want
From You p. 48

Asia's Spring Shows:
Hot New Products
p. 66

Automate back office functions

Communicate better with customers, in real-time

Increase employees' productivity

Reach regional, national and international markets

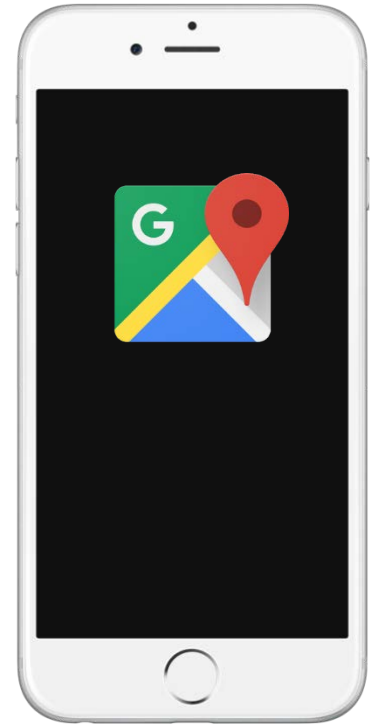
Lower costs through outsourcing



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In the past 10 years...



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ASI offers a wide range of award-winning publications to help keep your finger on the pulse of the promotional products industry.



ADVANTAGES



COUNSELOR



WEARABLES



SGR



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Advantages Sales Report



STATE & REGIONAL SALES REPORT

Rocky Mountain

HIGH

Colorado
Ranks #1 In
Promo Products
Growth As The
Marijuana Market
Booms

Regional Sales ... Editor's Picks ... Great Debate



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110

DAYS

15

HOURS

31

MINUTES

03

SECONDS

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Find out how to get started.



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ASI SHOW CHICAGO

EDUCATION: JULY 11, 2017

EXHIBITS: JULY 12-13, 2017

McCormick Place
North Building • Halls B1 & B2

ASI SHOW ORLANDO

EDUCATION: JANUARY 2, 2018

EXHIBITS: JANUARY 3-4 2018

Orange County Convention Center
North Building

ASI SHOW DALLAS

EDUCATION: JANUARY 24, 2018

EXHIBITS: JANUARY 25-26, 2018

Kay Bailey Hutchison
Convention Center • Halls B & C



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2016 **ASI** Shows



ASI Orlando

Distributors: 5,925

Exhibitors: 709

Booths: 1,138

ASI Dallas

Distributors: 3,148

Exhibitors: 466

Booths: 675

ASI Chicago

Distributors: 4,268

Exhibitors: 631

Booths: 889



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**KEEP
CALM
AND
ASK
QUESTIONS**



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Thank you!

tim.andrews@asicentral.com