

# ASI Supplier Membership

**Getting the Most Out of Your Membership**

Your Supplier Specialist- Caitlyn

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This is your Supplier Dashboard (connect.asicentral.com) where you can log in to access everything you'll need as an ASI Supplier! If you ever need login info or a password reset email me: [caitlynm@asicentral.com](mailto:caitlynm@asicentral.com)



## ESP PRODUCT SCORECARD!

### PRODUCT SCORE SUMMARY



TOTAL ACTIVE PRODUCTS

58

[View All](#)

*Here is the total amount of active products in ESP.*

Strong: 80% and up

Strong Score Products

5

[View All](#)

*These products are up-to-date and easy to find in ESP!*

Fair: 61-79%

Fair Score Products

34

[View All](#)

*These products could use some help.*

Weak: 0-60%

Weak Score Products

19

[View All](#) [View Inactive Products](#)

*These products need immediate attention!*

### APPLICATION LOGIN

#### ASI Number

Enter your ASI Number

#### Username

33020caitlynm

#### Password

.....

☐ Remember Me

Login

#### TAKE ME TO

##### ESP Applications

- ☐ ESP Mobile
- ☐ ESP Web
- ☐ ESP Websites for Suppliers
- ☐ MediaStats / ROI Reports

##### Supplier Tools

- ☒ CONNECT: Find Distributors
- ☐ Update / Edit your Products
- ☐ Email Marketing

##### Quick Links

[ASI Central](#)

Click on My Applications to toggle between platforms within your Supplier Dashboard.

ASI Media Stats- view your advertising stats

Connect- upload credit reports/view distributors

ESP Updates- manage your product listings





Scorecard

Media Library

Manage Products

Catalog &amp; Compliance

Supplier Info

Specials

## PRODUCT SCORE SUMMARY

Strong: 80% and up

Fair: 61-79%

Weak: 0-60%



TOTAL ACTIVE PRODUCTS

96

[View All](#)

Strong Score Products

84

[View All](#)

Fair Score Products

12

[View All](#)

Weak Score Products

0

[View All](#) [View Inactive Products >](#)

## IMPROVEMENT CENTER

Unconfirmed Products

46

Missing Shipping Details

58

Missing Main Image

0

Missing Imprint Details

24

Supplier Performance Rating



Work In Progress

12

ESP Updates is where you can view your product scorecard- if things are missing from your listing it will rank you fair or weak. Simply scroll down and the system will tell you what's missing! It helps distributors find you and preemptively answers their questions when your products are filled out properly.

[dataupdates@asicentral.com](mailto:dataupdates@asicentral.com) can assist if you have questions!



Scorecard

Media Library

Manage Products

Catalog & Compliance

Supplier Info

Specials

Search within

Q

Category

APRONS (71)

ADDRESS BOOKS (36)

3-D PRODUCTS (28)

ANTIBACTERIAL PRODUCTS (28)

ANTENNA ACCESSORIES (24)

+ See All

Product Color

BLUE (246)

PURPLE (151)

☐ Select All

Bulk Edit

Add to Special

Sort by

Groups

Manage Files

+ Add a New Product

☐

968 Ladies' Reversible Tricot Mesh Lacrosse Top

External Product ID: 968

Created On: Aug 28, 2019

Made Active: Feb 21, 2020

Last updated by ct33020 on Feb 21, 2020

They can flex their promotional muscles in this Ladies Reversible Tricot Mesh Lacrosse Sleeveless Top! Made from two layers of 100% polyester tricot mesh, this tank is fully reversible and features a bottom hem on each layer finished separately for embellishment. It has a ladies' fit with racerback styling. Each layer has contrast color side panels. It conforms to NFHS regulations. Add this tank to your marketing wardrobe today! Sold blank.

Status: Product is Active

EditCopyDelete

Make Active

Add to Special

☐

2138-52## 3/8" Breast Cancer Flat Lanyard

External Product ID: 9543-550399911

Created On: Aug 28, 2019

Made Active: Feb 06, 2020

Last updated by hs33020 on Feb 20, 2020

Status: Product is Active

EditCopyDelete

Make Inactive

Add to Special

You have made changes.

Edit ChangesDelete ChangesMake InactiveMake Changes Active

Help & Support

Once you click on Manage My Products you can add, edit or remove any of your product listings. If you need help you can email me at [caitlynm@asicentral.com](mailto:caitlynm@asicentral.com) or our Data team at [dataupdates@asicentral.com](mailto:dataupdates@asicentral.com)



- Connect can help you create marketing lists, target distributors interested in your product lines, verify distributor credit and much more.
- If you already have Connect, ask me to schedule your demo now!  
[caitlynm@asicentral.com](mailto:caitlynm@asicentral.com)
- If you don't have Connect, check out some info here  
[www.asiadvertising.com/connect.html](http://www.asiadvertising.com/connect.html) and then schedule a demo!

Connect™ is a prospecting and credit reporting tool allowing you to instantly qualify leads and safeguard your company. Updated constantly, Connect™ provides the most accurate industry information.



Your Account Executive  
will review and demo ESP  
Web, Media Stats and  
Email Marketing. If you're  
not sure who your rep is,  
email me:  
[caitlynm@asicentral.com](mailto:caitlynm@asicentral.com)  
and I'll put you in touch!





Magazines, blogs,  
how-to and more!

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news and new ideas!





### **DISTRIBUTOR RESEARCH**

Counselor State of the industry research and important industry trends



### **SUPPLIER RESEARCH**

The Supplier State of the Industry research and important trends affecting suppliers



### **DECORATOR RESEARCH**

Wearables State of the Industry research and trends in marketing and business that affect decor



### **END-BUYER RESEARCH**

Research about end-buyer purchasing trends and how to break into markets



### **INFOGRAPHICS REPOSITORY**

Check out the latest infographics from



### **AD IMPRESSIONS**

The largest library of downloadable



### **PROMO PRODUCTS BY STATE**

State by state information about



### **INDUSTRY SALES**

The latest reports on industry sales

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- Available for you and all of your employees!







Be sure to take advantage of our online education, available to every ASI member.

[www.asicentral.com/education](http://www.asicentral.com/education)

- Courses in sales, social media, graphic design and much more!



# Three 2s for Suppliers



For valuable resources, tailored to  
you visit our new member archive!  
[www.asiadvertising.com/archive.html](http://www.asiadvertising.com/archive.html)

Here you can view past  
webinars and our  
monthly newsletter,  
Three 2's For Suppliers-  
which always includes 2  
sales tips, 2 videos and 2  
articles.





Custom headers, colors, banners, product collections and homepages.

Mobile-friendly, image sliders, product videos and more!

Ask about creating your own custom website that's linked to ESP. Check out some sample sites:  
<http://support.asicentral.com/supplierwebsites/web site.asp>



Seriously consider attending an ASI tradeshow show. We host shows in Orlando, Fort Worth and Chicago every year. The feedback from new members is excellent! [www.asishow.com/](http://www.asishow.com/)

- Check out some stats on the next slide!
- Our next show is Chicago, July 21-23.

**97%**

of attendees report that live events are critical to product sourcing.

**90%**

of attendees successfully find new products to offer their clients.

**92%**

of attendees say they are more likely to present products seen at the show.

**95%**

of attendees do not attend other industry events.



### **NETWORKING** STARTS HERE

Meet Your Peers through Networking Events to Share Ideas and Have Fun

Networking events sprinkled throughout all three days include cocktail receptions, prize drawings and the popular ASI Show Bash. Recharge before the gearing up for the busy selling season, meet new people and HAVE FUN. Bring your family and add on a few days to turn your trip into a vacation in an exciting city!



### **EDUCATION** STARTS HERE

Education Day, July 21, features a full day of classes – free to ASI members – and Education Power Sessions are held on July 22 and July 23, so you can build upon your expertise on all three days.

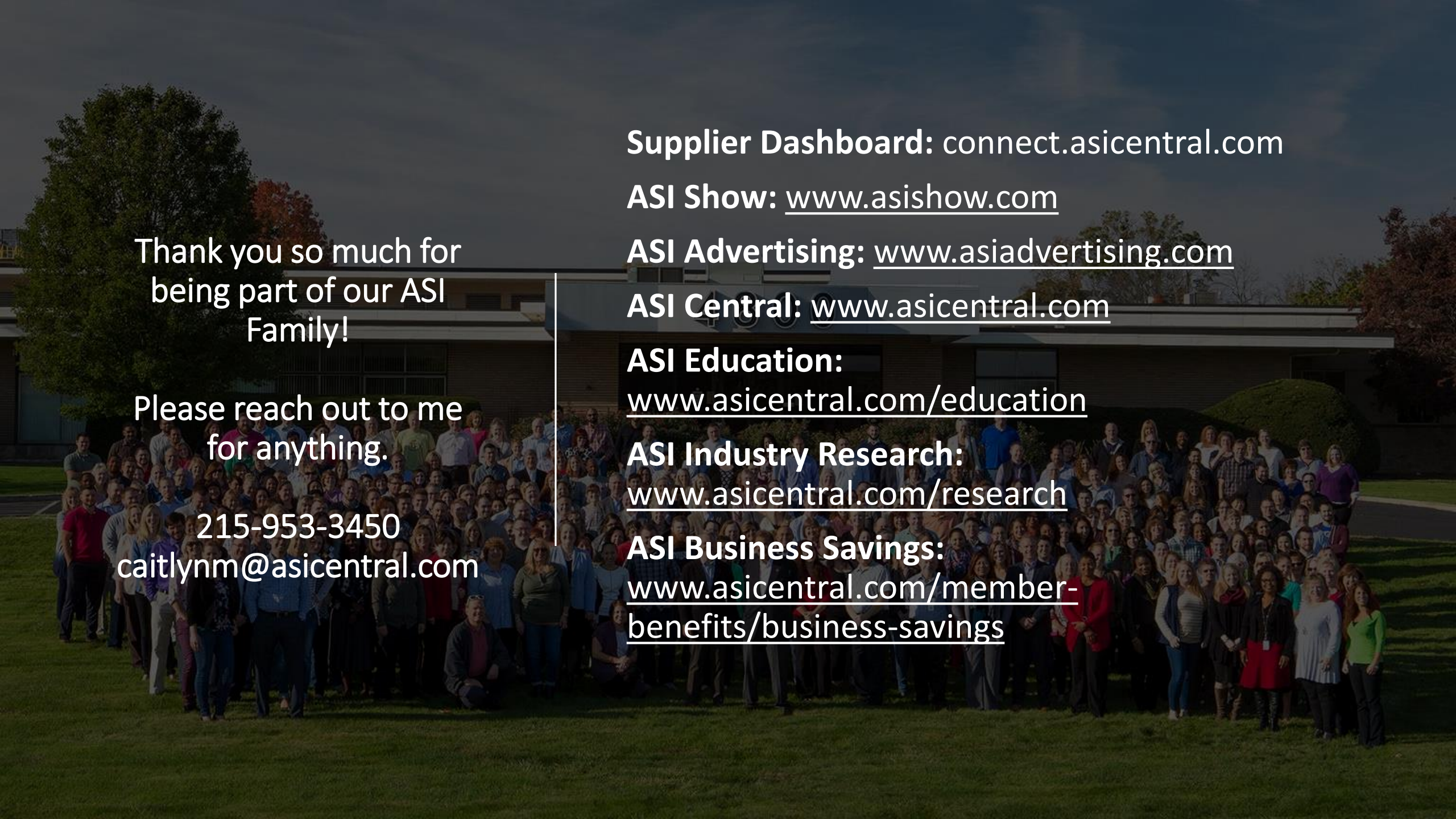


### **BUSINESS** STARTS HERE

Make Valuable and Lasting Connections to Maximize Revenue Throughout the Year

There's nothing quite like the in-person experience you get at a trade show. See the products you've researched online, discover unique products you weren't aware of, ask questions and collaborate with suppliers over two days.





Thank you so much for  
being part of our ASI  
Family!

Please reach out to me  
for anything.

215-953-3450  
caitlynm@asicentral.com

**Supplier Dashboard:** [connect.asicentral.com](https://connect.asicentral.com)

**ASI Show:** [www.asishow.com](https://www.asishow.com)

**ASI Advertising:** [www.asiadvertising.com](https://www.asiadvertising.com)

**ASI Central:** [www.asicentral.com](https://www.asicentral.com)

**ASI Education:**  
[www.asicentral.com/education](https://www.asicentral.com/education)

**ASI Industry Research:**  
[www.asicentral.com/research](https://www.asicentral.com/research)

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[www.asicentral.com/member-benefits/business-savings](https://www.asicentral.com/member-benefits/business-savings)