

SOUTHERN COMFORT

The ASI Show began the New Year in Orlando with a celebratory atmosphere and a focus on new products.

Our editors report on the first *ASI Show* of 2007.



By Karen Akers, Joe Haley and Amy Lucas

PHOTOGRAPHY • MARK PRICKETT • CHRISTINE BEAVER

With an industry coming off a big 2007, the *ASI Shows* got off to a fantastic start in Orlando. Held at the Orange County Convention Center, January 18-20, the *ASI Show* brought in a record number of people. Attendance was up 30% over last year and judging by the smiles on everyone's faces – suppliers and distributors – the final word on this show will be “success.”

From the opening bell to the last minute of exhibit time the aisles were packed with attendees. “It was incredible,” said Barry Dobbs, president of Z Marketing Group (*asi/98900*). “Honestly, it was one of the best shows we’ve done from start to finish.”

Scores of other suppliers sang the same tune. *Counselor* editors heard of record scans, 1,500 business cards received on the first full day of exhibits and people questioning whether they had enough staff for their booths. Others reported running out of catalogs and samples. “What amazed me was distributors were coming from all over the country not just regionally,” Dobbs said, commenting that he saw distributors from Connecticut, Wisconsin, Michigan and Maryland to name a few states.

Aside from the numbers, the *ASI Show* delivered former Secretary of State Gen. Colin Powell who gave a rousing keynote presentation. The qualities of a leader are the same whether you are a four-star Army general, the secretary of state – or the president of a promotional products company, Powell told the standing room-only audience. “You need to give people a sense of purpose, inspire them and provide the resources they need,” he said. And inspire he did. During the session many attendees were brought to tears by Gen. Powell and then to their feet at its conclusion.

And just when you think there's nothing more to give, turn the page and check out the 16 products our editors found walking the aisles.

Steppin' Out At The ASI Show Orlando

The People's Choice

On January 18, ASI held the 2007 *Counselor* Distributor Choice Awards at Hard Rock Live, Universal Studios. The winners and finalists represented the most-valued ASI supplier firms within 34 product categories. "These companies represent the best of the best in the advertising specialty industry," said Timothy M. Andrews, president of ASI. SanMar (*asi/84863*) won the highest honor of the evening, taking home the Supplier of the Year award. "Special congratulations are in order for SanMar," Andrews said.



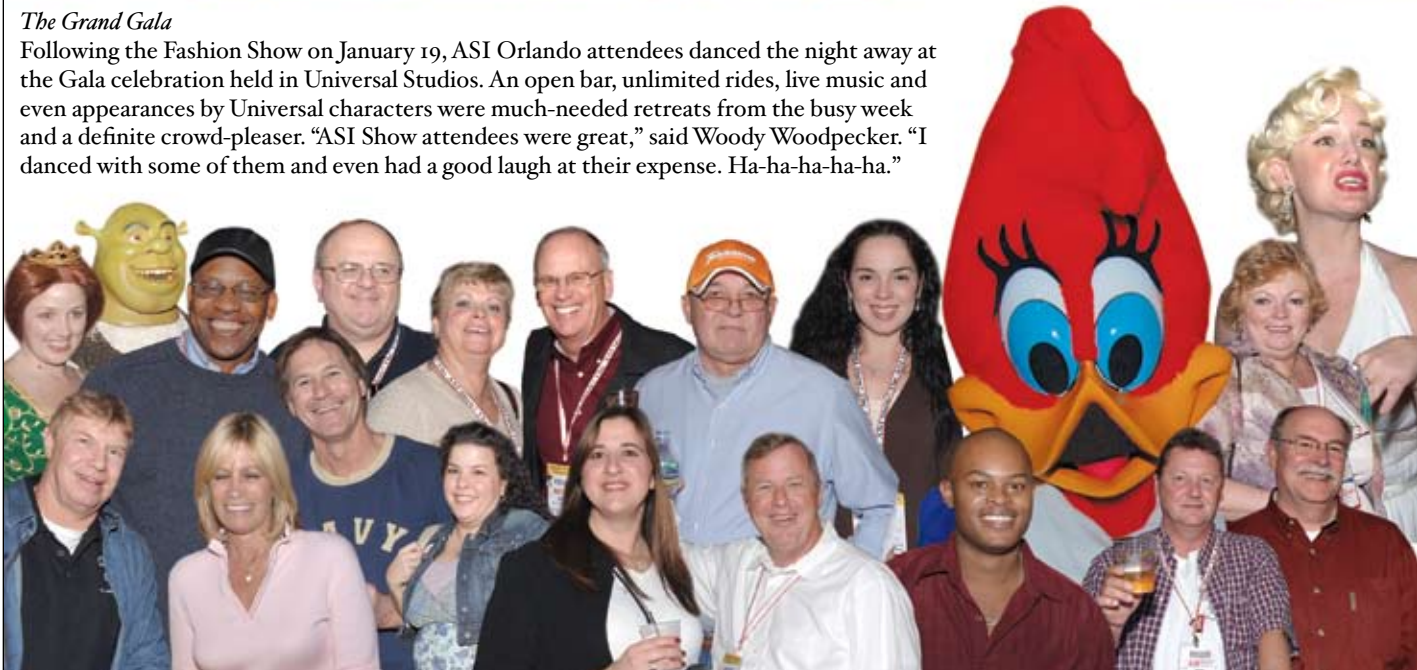
Fashion Fads

Sporting products from Hanes (*asi/59528*), Landes (*asi/66230*), PremiumWear (*asi/79393*) and Vantage (*asi/93390*), models wowed the crowd at the ASI Fashion Show held January 19 in Universal Studios. "Wow, I never knew how cool you could look in this corporate wear," said the Taye Diggs lookalike who modeled outfits on the ASI runway. "I'd even be hip to this stuff in the clubs on weekends."



The Grand Gala

Following the Fashion Show on January 19, ASI Orlando attendees danced the night away at the Gala celebration held in Universal Studios. An open bar, unlimited rides, live music and even appearances by Universal characters were much-needed retreats from the busy week and a definite crowd-pleaser. "ASI Show attendees were great," said Woody Woodpecker. "I danced with some of them and even had a good laugh at their expense. Ha-ha-ha-ha-ha."





ON THE GO

Pen and paper is never far out of reach with the Pee wee Mini Combo. The ballpoint plastic Mini Pen comes secured to the Colorplay Memo Book via a handy elastic strap located right on the notebook's sturdy polypropylene front cover. It's offered in seven vibrant colors. Available from Spector Image (asi/88660); (888) 377-7732; john@spectorimage.com

AS CLEAR AS ICE

This double-walled ice bucket will keep ice colder and reduce condensation. Your client's logo will be placed between the two walls, affording protection and not wearing away. Tervis Tumbler Co. (asi/90914); (866) 392-1963; promosales@tervis.com



ROCK ON

These magnetic rocks can be used like any standard magnet, attaching notes to filing cabinets or refrigerator doors. But these do more. Sonic rocks are meant to be played with and when your clients do they will buzz and chirp and definitely draw attention. Prime Line (asi/79530); (800) 873-7746; art@primeline.com

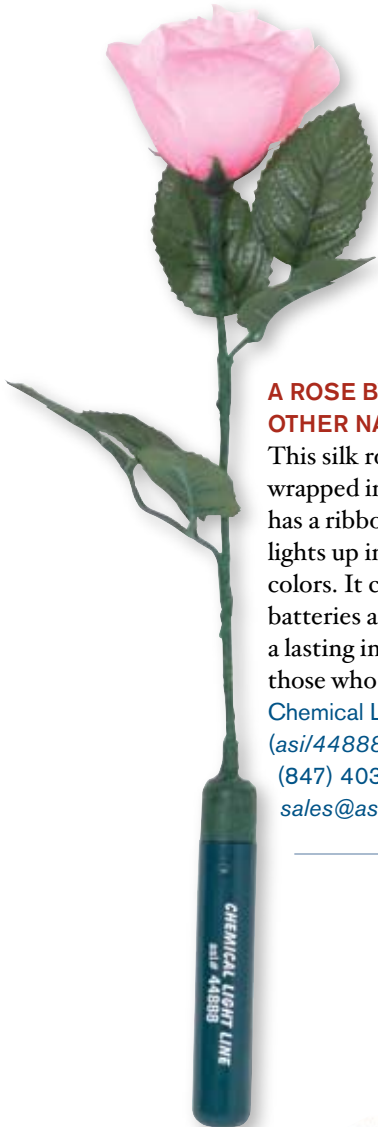
GIVE IT A WHIRL

The Carabiner Whirl Pen features a large imprint area and a novel flipping design. Spin the pen point back into the case to avoid making stray marks when not in use. It also has a handy built-in carabiner-type clip. Available from desKorate (asi/49465); (973) 365-6250; customerservice@deskorate.com



GET THE MESSAGE

The Wenger Urban Compu-Messenger Bag has a built-in laptop case to hold a 15" laptop; protective flap with zippered front pocket and Velcro closure; and a zippered main compartment with interior zippered hanging pocket and large open pouches. Signature Wenger hardware and lining complete the look. Available from Leed's (asi/66887); (866) 533-3724; customerservice@leedsworld.com



A ROSE BY ANY OTHER NAME ...

This silk rose comes wrapped in cellophane, has a ribbon tie and lights up in a variety of colors. It comes with batteries and will make a lasting impression on those who receive it.

Chemical Light
(asi/44888);
(847) 403-0100;
sales@asi44888.com

IN THE CARDS

Playing cards offer 52 tips on a variety of subjects. Choose from 52 Different Golf Tips, 52 Home Sales Tips, 52 Money/Finance Tips, 52 Health Tips and 52 Sales Tips. The golf deck even features detailed illustrations to help recipients improve their games.

Available from Gemaco Inc.
(asi/56080); (800) 227-3765;
bclark@gemacocards.com



FUN SHAPES

Thins Shapes Notepads are the latest addition to this company's line of side-printed notepads. Choose from hexagon-, octagon-, triangle- or rectangle-shaped notepads side-printed in one or two colors.

Available from Notes Inc. (asi/74357);
(800) 729-2823;
info@notesincusa.com

TOP BILLING

Caption: The bill grill attaches to any standard ball cap. UV light- and scratch-resistant, the bill grill offers protection to a cap as well as adding another decoration

dimension to it. Available in 64 major colleges as well as numerous stock designs

Z Marketing Group (asi/98900); (800) 942-8250; z@dinomar.com



HELMET HEAD

This USB drive is fashioned to look like a robot. PC and MAC compatible, the "helmet" stays with the unit once removed from the "head." The polished chrome finish gives it a great retro futuristic look. Comes with clip to attach to belt loops or lanyards.

All-In-One (asi/34256);
(800) 843-7367; sales@allinone.com



IT'S ALL ABOUT THE COFFEE

Each day, \$58 million worth of disposable coffee cups are purchased. To prevent dreaded car spills and to keep a beverage nice and toasty, users can place these plugs right into the lid. They can even pick a combination plug and straw to stir in the milk and sugar. The plugs come in nine different colors and can be imprinted on both sides.

Available from SticksToGo (asi/89835);
1-800-435-6789; www.stickstogo.com





UP THE LADDER

The Ladder Tote is offered in three fashionable color combinations. It has a large, easy-access main compartment, internal zippered pocket for secure storage and external hook-and-loop closure pocket that's perfect for quick-access items. In black/charcoal, apple/limeade or bubble/chocolate.

Available from TRG Group (asi/90507); (888) 721-6016; corpemails@trgcorporate.com



INSULATION INNOVATIONS

Whether people are coffee drinkers or beer drinkers, these hot/cold sleeves are functional gifts. The coffee sleeve fits around disposable coffee cups preventing the "lukewarm in seconds" syndrome, while the 40-ounce, slip-on sleeve is a tactful solution to the brown paper bag. Both come in over 20 colors and can be imprinted on two sides.

Available from CoolerGraphics Inc. (asi/80345); (877)-922-0262; louie@coolergraphics.com

MAKING TRACKS

Part of the company's Thermo D Series, the 18-oz. Double Wall Tumbler is double-wall insulated and has a non-slip pad. It also features push-to-drink styling to prevent spills and auto-inspired details such as its car body-color outer finishing and tire-tread removable handle.

Available from Omega One Trade Inc. (asi/75069); (416) 465-2369; info@omegaonetrade.com



INFO PLUG IN

This dog tag actually houses a USB driver that stores the wearer's vital medical information. When plugged into a USB port, the self-booting program is activated and the user can key in all his crucial information. Available in three colors the Data Tag can be worn by seniors or anyone with a pre-existing medical condition.

Sonoma Promotional Solutions (asi/88188); (800) 996-8655; sales@sonomapromo.com



LIGHT UP THE NIGHT

New from the company that brought the light-up ice cube to the industry is this ball cap with a light-up bill. The cap is a sure-fire attention getter inside any stadium or at any tailgate party.

Lite FX (asi/67740); (858) 539-3912; sales@litelcube.com

