



Advertising  
Specialty  
Institute®

Portal > Knowledgebase > My ASI > About ASI > What is the Advertising Specialty Institute

---

## What is the Advertising Specialty Institute

Tamika C - 2018-11-27 - in About ASI

[The Advertising Specialty Institute®](#) (ASI) is the promotional product industry's largest membership organization offering media, technology, marketing and education to help cultivate success and community. We strive to provide a culture of support and care with the best service, products, education, research and content available to help our members succeed, every step of the way.

Promotional products make up a \$22.9 billion industry. Why is the industry thriving? Because logoed items like hats, T-shirts and bags are traveling advertisements that leave a lasting impression, making them crucial for building brand awareness.

The industry is made up of suppliers who create, source and imprint products, and distributors who then creatively market and sell the imprinted products to their clients who use them to promote their business. Clients include Fortune 500 companies, nonprofits, schools, hospitals, charities and small businesses.

Here's why so many entrepreneurs partner with ASI - a time-tested industry leader - and join the promotional products industry:

- It's easy and inexpensive to get started
- ASI provides all the tools you need
- Provides a business opportunity to reinvent your career in an exciting field
- Allows you to work at home - for yourself - not by yourself