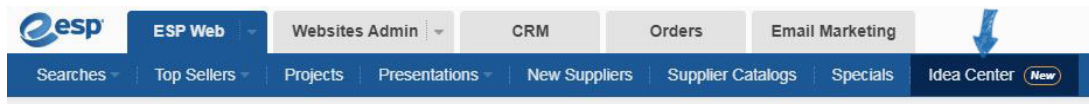




## The Idea Center

Jennifer M - 2020-02-03 - Special Features

The Idea Center in ESP is a centralized location for distributors to access ASI's award winning editorial content to gain insight when creating promotions for events and industries. Located on the main toolbar, the Idea Center is easily accessible.



Within the Idea Center homepage, there are two main sections: Events and Industries. Both sections will provide a broad selection of topics which contain popular search terms, as well as articles and videos where applicable. Clicking on a topic thumbnail will open to the information page.

**IDEA CENTER**

### Education

Looking to ramp up promotional products sales? Sell a wealth of products to the education market, the top-buying sector for distributors. Fundraisers, teams, PTAs, universities – they all purchase a variety of promotional products every single day.

**Pro Tip:**  
It's not only high schools and universities that have use for promotional products. Offer your expertise to elementary schools, kindergartens and even preschools in previously underserved markets.

SCHOOL PROMOS   UNIVERSITIES   PTAs   FUNDRAISERS   FRATERNITIES & SORORITIES   SCHOOL TEAMS

#### Articles (4)

**How to Find Sales Success in the Education Market**  
Shrinking enrollment translates into a sharp need for promo.  
[Read More](#)

**Promo Market Statistics - Primary/Secondary Education**  
[Read More](#)


**How to Cash In On the Education Sector**  
Distributors can capitalize on the promo industry's top market by taking a timely approach.  
[Read More](#)

On the information page, in addition to providing helpful content via articles and videos, there are various promotional concepts available. Clicking on an option will display content related to directly to the option you selected. You can also click on the "Read More" link below the article to open it within ESP.

SCHOOL PROMOS   UNIVERSITIES   PTAs   **FUNDRAISERS**   FRATERNITIES & SORORITIES   SCHOOL TEAMS

Education > Fundraisers


**Articles** (5)



**How to Find Sales Success in the Education Market**

Shrinking enrollment translates into a sharp need for promo.


[Read More](#)



**SOI 2019: Top Markets in the Promo Industry**

A thorough look at the leading sectors for promo product sales and advice for making further gains.

[Read More](#)



**Promo Market Statistics - Primary/Secondary Education**

[Read More](#)

After reviewing the available content, use the "Back" link to return to the Idea Center information page.

[< Back](#)

## How to Find Sales Success

In addition to helpful and informative articles and videos, the Idea Center provides you with quick links into popular search terms. Clicking on a term will open a pre-determined ESP search for that item.

### Popular Search Terms

<a href="#">Backpacks</a>	<a href="#">Drinkware</a>	<a href="#">Highlighters</a>
<a href="#">Pens</a>	<a href="#">Portable Chargers</a>	<a href="#">Reusable Bottles</a>
<a href="#">Sticky Notes</a>	<a href="#">String Bags</a>	<a href="#">Sweatshirts</a>