



Dear Ryonet customer,

Providing more services to existing clients is an important strategic move. The more you can position yourself as a one-stop shop to your customers, the more you can lock out your competitors, while improving overall customer profitability. Through a new relationship with The Ryonet Corporation, customers can now take advantage of ASI's products and services at a significantly discounted rate. This special ASI's Rewards Membership is available exclusively through Ryonet also packages Ryonet savings as well.

ASI is pleased to announce that Ryonet customers can provide their clients access to a full lineup of imprinted products – such as writing instruments, trophies and awards, and glassware - through Advertising Specialty Institute (ASI®). ASI is the largest media and marketing organization serving the promotional products industry.

As an ASI distributor, Ryonet customers will now be able to use ASI's products and services to locate suppliers and to sell more promotional products to your clients and prospects. ASI also provides industry research, newsletters, websites, trade shows, databases and interactive e-commerce, marketing and sales tools. When you sign up for the ASI Program, you will receive an ASI number and be able to utilize the following best-in-class tools:

- 1) **ESP®**: most comprehensive online database that allows you to research and source every promotional product in the industry from 3,000+ ASI suppliers. With ESP, you can market your business with personalized client presentations and sell more products, faster.
- 2) **ESP Orders®**: easily create sales orders, purchase orders, customer acknowledgements, invoices, and integrate your ordering and accounting programs (QuickBooks & ProfitMaker).
- 3) **LogoMall®**: a fully-customizable website with hundreds of thousands of promotional products ready for your clients and prospects to buy from you. The upgraded package for Ryonet customers includes an enhanced design, Riv Works videos, and RatePoint eBlast Technology.
- 4) **Membership**: receive exclusive benefits like unlimited ASI support and education, marketing tools, free admission to ASI Show,® events and regional shows, and much more.
- 5) **Marketing Catalogs**: 100 imprinted marketing catalogs to distribute to your customers and prospects to help generate awareness and to bring in sales. ASI also offers additional services to enable you to produce cost-effective marketing campaigns year round.

What customers say about these services. *“With ESP can search for thousands of different products and services that are offered by other ASI members. For example if I have a client who needs Flip Flops with the name of their school printed on them I could find many suppliers who do that. We also have a search link on our web site (Logo Mall) so our clients can shop for anything under the sun to print on. The prices they see are the retail prices. This saves us a ton of time because the client searches for exactly what they want and then tell us what they want to buy. “*

Laura Hipke,

www.laurahipke.com

Ryonet & ASI 188406

ASI is offering loyal Ryonet customers the opportunity to evaluate the program at no charge for 90 days. To take advantage of this opportunity, you have two easy options:

- 1) Sign up for a free 90 day member ship to ASI and get a FREE at www.ryonet.com/asi
- 2) Visit the special website ASI has set up for you to learn more at www.asicentral.com/12Ryonet01.
- 3) Contact your ASI Account Team today at 800.546.1428 or email MajorAccounts@asicentral.com. Be sure to mention you're a Ryonet customer!

Ryonet/ASI Rewards Members will also receive exclusive benefits from Ryonet including:

- A 10% Preferred Discount on supply orders through Ryonet (**not equipment or packages, available during duration of ASI membership)
- Free *Expedited Ground* shipping on all orders over \$100 (* in the contiguous US).
- Exclusive educational offers to enhance your business and knowledge.

With ASI & Ryonet can make more, save more, and grow more!

FAQ

Q: I'm an interested Ryonet customer... How do I sign up?

A: There are two quick and easy ways to sign up for the ASI program:

- 1) Visit the special website ASI set up for you to learn more. (as above)
- 2) Contact your ASI Account Team today! (as above)

Q: What if I am already an ASI Distributor Member... Do I need to do anything?

A: You do not have to make any changes to your ASI Membership Program. If you are interested in the ASI Package for Ryonet customers, please contact your ASI Account Team at 1.800.546.1428 or via email at MajorAccounts@asicentral.com. Just let them know you're a Ryonet customer and ASI member interested in learning more about the special ASI program for Ryonet. They will be happy to assist you in evaluating your options.

Please look out for additional information on this exciting new program coming to you soon via email and on our websites.

If you have any questions as we rollout this new and exiting program, please don't hesitate to call or email ASI!

Respectfully,



Ryan Moor
President/Founder
The Ryonet Corporation
1-800-314-6390

