

# SUCCESS ON THE SHOW FLOOR WITH IDPRODUCTSOURCE

Discover how leveraging business tools, making smart decisions and taking the leap can set you up for success.

## INTRO

Take a ride down south and discover some of the best things in life. Good food, good weather and **IDProductsource (asi/62088)**. With 24 years in the industry and 20 years with ASI®, IDProductsource has made themselves the blueprint. They've made the most of their membership, from education to ads and ESP® to ASI Shows. They've excelled at every point, creating strong and lasting bonds in the boardroom and on the show floor with distributors all over the country.

***"When we initially partnered with ASI, we began advertising just a handful of our products – lanyards, badge holders, patches, lapel pins and silicone bands. Today, those same products have become our bestsellers, and we are thrilled to now offer thousands of items."***

In 2001, IDProductsource served as a career change for John and Karole Aspinwall. In hopes of mimicking a similar business their family was running in the UK, John and Karole Aspinwall left their corporate jobs and started selling lanyards, badge holders and a few other items out of their tiny Maryland garage. Karole and John would go on to move their business to Florida, where their business grew and their partnership with ASI began. 24 years later, we sat down with President **Katelyn Aumock** and Vice President of Operations (VPO) **Brett Lyskowski** to understand what makes IDProductsource a leading supplier. Whether it was all hard work or John's understanding of the value of marketing, they've transformed from a small garage in Maryland with just a few products to a thriving supplier in Florida. Today, they have an amazing team of 31 members, offer thousands of products and have expanded into five commercial properties – all while leveraging every ASI member benefit to elevate their business to new heights.



## IT STARTS WITH A CALL

IDProductSource has been an ASI supplier member since 2005. In the 20 years with ASI, they've built a promo empire, serving thousands of distributors year after year. Three years into their business journey, John and Karole kept facing the same question over and over again. "Are you an ASI affiliate?" With little knowledge of what these distributors were talking about, they set out to do the research. With the help of an ASI membership rep, they set out on the ASI journey.

***"A lot of distributors were asking 'Are you an ASI affiliate?'"***

## TRADE SHOWS – THE KEY TO STRONG RELATIONSHIPS

As a Florida-based supplier, it only makes sense that IDProductsource is consistently at ASI Show® Orlando. With every year that they return, IDProductsource can be found engaging with customers and making sure they are able to put a face to the name for so many distributors who are new or returning customers who simply have not had the opportunity to meet everyone in person. Lyskowski noted that creating this engagement is important to them because they want distributors to know that they are all on the same team. He knows that when they do well, IDProductsource also does well – and that's just good business.

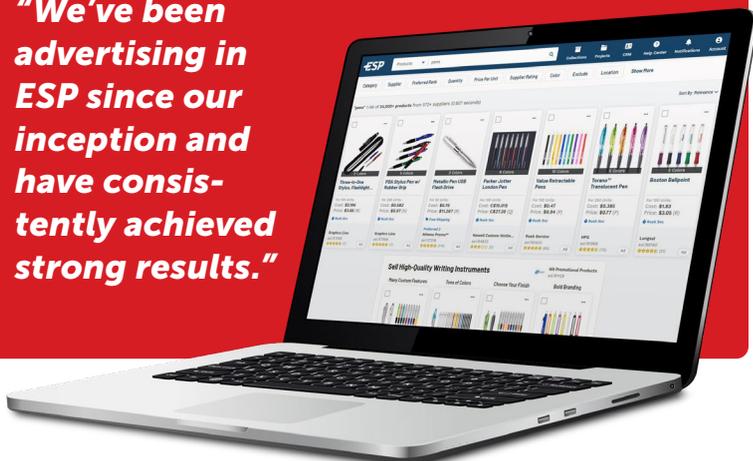


***"We all go out for the shows. It's just really nice to meet with our distributors face to face and continue that partnership."***

## RESULTS THAT MATTER

When asked about how IDProductsource leverages ESP to their needs, VPO Brett Lyskowski dove into their advertising strategies, citing everything from tower banner ads to pay-per-click campaigns. Lyskowski also went on to explain that ESP has enabled them to use a variety of advertising opportunities and reach diverse demographics that might not have been reached otherwise."

*"We've been advertising in ESP since our inception and have consistently achieved strong results."*



## ESP ALL THE WAY

*"We rely on ASI for a wealth of information. Anything from the webinars to industry news articles and everything in between."*

The members of IDProductsource don't just use ASI for their ESP ad and order needs. Something that helps keep them on top is their constant use of ASI University, with its live and online courses designed to help everyone grow in the industry. IDProductsource takes advantage of the studies, blogs and courses, encouraging all of their team members to partake, to ensure that the company as a whole is always on the forefront of information. This information is then redirected to better understand their consumers, their ads and how to best capitalize on their next face-to-face interactions at trade shows.

*"We have sample kits and we love educating new distributors and helping them through the process."*

## BETTER TOGETHER

It's no surprise that IDProductsource heavily participates in charitable work when it's so clear that they believe that lifting everyone up is good for business. Aumock explained that in the past year alone their team raised \$1000 and 500 lbs. of food for their local Treasure Coast Food Bank. They are doubling down each year by also participating in Toys for Tots. However, their most recent charitable act was the donation of 1200 trees to be planted by a new nonprofit partnership.

*"We collected just under 500 lbs. of food and \$1000 in monetary donations."*

**1.2+ MILLION  
PRODUCTS IN ESP**



**NEARLY  
3,000  
SUPPLIERS**



**ENDLESS  
PROMO IDEAS**



IDProductsource's journey from a small business created from a leap of faith to a leading supplier of thousands of promotional products is a testament to their dedication, strategic partnerships and innovative use of ASI resources. Moreover, their active participation in charitable activities underscores their belief in giving back to the community and lifting those around you. As they continue to grow and evolve, IDProductsource remains a shining example of how hard work, collaboration and a focus on customer engagement can lead to sustained success in the promotional products industry.



Explore the **ASI membership benefits** **Katelyn and Brett** talked about and more.

**Explore Now**