



Advertising  
Specialty  
Institute®

[Support Product](#) > [Resource Center](#) > [Industry Info](#) > [Market Research](#) > [Counselor Top 40](#)

---

## Counselor Top 40

Jennifer S - 2022-08-04 - Market Research

In addition to the Counselor Awards, the [Top 40 suppliers and distributors](#) in the industry based on North American promotional product sales are recognized at the Counselor Awards ceremony typically held at the ASI Show Chicago in July and published in the Counselor State of the Industry issue. This list is determined through an online survey that's sent out beginning in January to ASI listed suppliers and distributors. Note: All sales figures must be shown in U.S. dollars and must be certified by CEO, CFO, owner or auditor.