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LeaderPromos Named a Top 40 Distributor by ASI

Columbus, Ohio – August 11, 2025 – LeaderPromos has been honored by The Advertising Specialty Institute (ASI) as a [2025 Counselor® Top 40 distributor](#). LeaderPromos joins ASI's ranking of the largest companies at #34 in the \$26.6 billion promotional products industry, based on 2024 North American promo revenue.

The Top 40 distributors and Top 40 suppliers were revealed July 23 at the ASI Show® in Chicago during ASI's annual Counselor Awards celebration of the promo industry's top companies, leaders, humanitarians, and family businesses.

"This year's Top 40 distributors exemplify what it means to lead with purpose and agility," said Timothy M. Andrews, ASI president and chief executive officer. "In a year defined by rapid change and rising expectations, these companies stood out for their ability to innovate, pivot, and deliver exceptional value to clients. We're proud to recognize their achievements and the impact they continue to make across the promotional products industry."

"To be recognized by ASI as a Top 40 distributor, out of approximately 28,000 in total, is an honor," said Stephanie Leader, Founder & CEO of LeaderPromos Marketing Agency. "Along with our recent increased ranking to #22 in the Promotional Products Association International 100, it further validates the commitment of our team, suppliers, and clients to continual growth for more than 30 years. We remain dedicated to providing the best Purpose-Driven Branded Merchandise™ and services."

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About LeaderPromos

LeaderPromos provides Purpose-Driven Branded Merchandise™. It is the largest B Corp- and WBENC-certified, promotional product company in North America, specializing in product design and decoration, global sourcing, inventory management, and webstore solutions. The company is made up of professionals across the globe who are committed to helping the world's most successful brands create memorable marketing experiences. For more information, visit leaderpromosagency.com.

About ASI

The Advertising Specialty Institute® (ASI®; asicentral.com) serves a network of 25,000 suppliers, distributors, and decorators in the \$26.6 billion promotional products industry.

