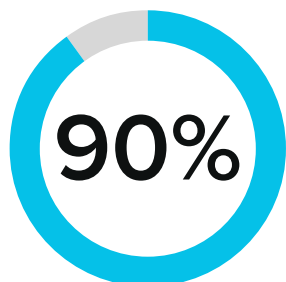


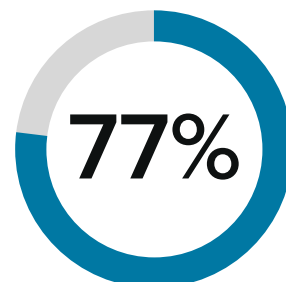
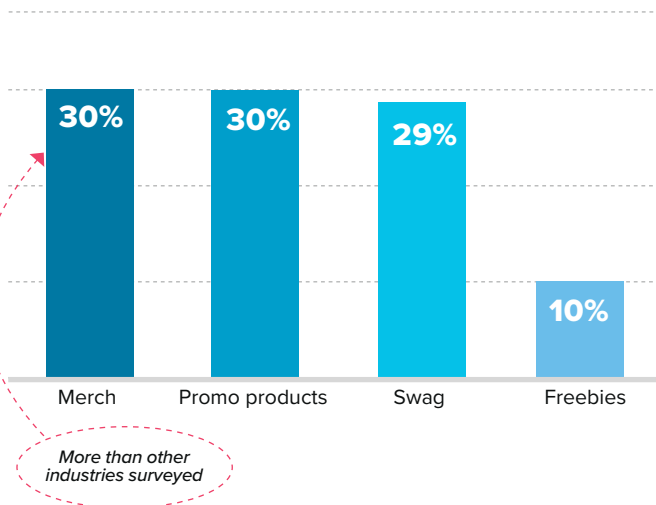
# Tech

ASI Research surveyed promotional products end-buyers working in five top industries throughout the United States. Here are the key findings for the tech sector.



of **tech** end-buyers view **promotional products** and **apparel** as **effective mediums** for improving brand awareness.

## What tech end-buyers call promo



of **tech** end-buyers would have a more **positive** view of an advertiser if they received **brand name promotional apparel** from them.

## Favorite Promo Items

Some of the best promotional products that tech end-buyers have ever received include:



Touchscreen gloves



Engraved metal coffee mug



Flashlight



High-quality T-shirt



The North Face jacket

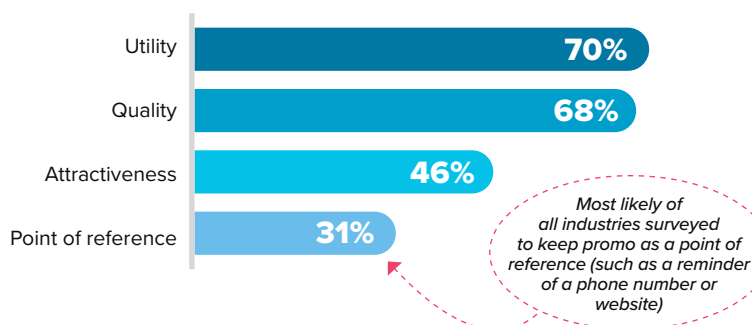


Golf umbrella

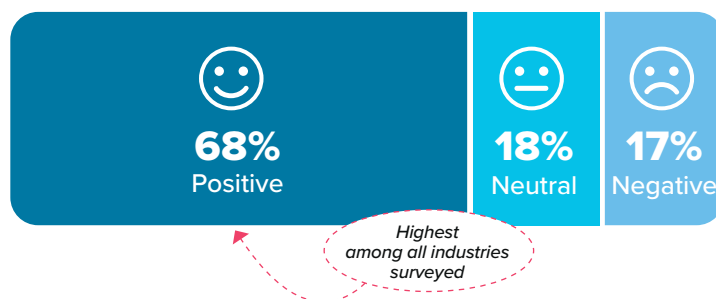


Backpack cooler

## Why tech end-buyers keep promo items

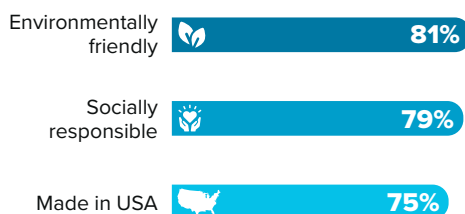


## How tech end-buyers view artificial intelligence



**8 in 10** tech end-buyers have purchased promo products or apparel from an e-commerce site.

## Tech end-buyers say it's important that the promo products they receive are ...



**4 in 10** tech end-buyers believe AI will significantly or moderately affect their day-to-day lives during the next three years.