

Ascent Global Logistics Marketing FAQ Guide

How do I order Business Cards?

Email marketing@ascentgl.com the following details:

- First and Last Name (middle initial if desired)
- Accreditations (LCB, CES etc.)
- Job Title
- Team Name (Domestic Freight Management, Transportation Solutions, Transportation Management, Ascent Power, Ascent Specialized, International Freight Forwarding, Retail Consolidation)
- Email Address
- Physical Address (city, suite number, state, postal code)
- Phone Number (please note you can only list two phone numbers. Options include cell, office, direct or fax)

Marketing must receive Ship To information including your street address, suite number, city, state, postal code, attention first and last name, contact phone number. If it is the same as your physical address, please state that in your email. Please also advise if you must have the cards by a specific date.

You will receive a link to review the accuracy of the card. Upon your approval the cards will be ordered.

Typical time frame for production and delivery ranges between two and three weeks.

How do I obtain Sales Brochures?

Check with your nearest Ascent Global Logistics office location to see if they have available stock. If the stock is depleted, email marketing@ascentgl.com including the below information:

- First and Last Name
- Full Ship to Address
 - Including street address, suite number, city, state, postal code, attention first and last name, contact phone number
- Quantity desired of each size
 - (Big = 8.5" x 11" two-fold including pocket and business card holder. Small = 4" x 5.5" two-fold)
- Must arrive by date if attending an event or customer meeting

- If marketing will be shipping directly to an event please advise full ship to information (location), event name, on-site event contact and the date that the package should arrive.
 - Please note many events will require a shipping form on the package. Please check the event website before requesting materials to be sure marketing is aware of delivery requirements.

Typical time frame for distribution ranges between two and three weeks.

Where do I find Sales Sheets, PowerPoints and other marketing pieces?

1. Navigate to my.rrts.com.
2. Go to Operating Companies in the top website navigation.
3. Click Ascent Global Logistics.
4. Click the 'more button' to see all Marketing Documents.
 - a. You can download all documents for sending electronically or printing on-demand.
 - b. Marketing does not print and ship sales sheets, letterheads or other print materials – you are required to print on-demand if printed materials are required.

How do I request Promotional Items (Giveaways)?

Promotional Items (such as pens, sticky notes on pallets, scratch pads etc.) are ordered in bulk on a quarterly basis and distributed directly to the office locations and sales representatives. Each representative should plan ahead and be aware of the time frame before the next quarterly replenishment.

Exceptions can be approved under certain circumstances. Please email your direct supervisor explaining the needs of the request. If the request is approved, please forward the approval to marketing@ascentgl.com.

If attending an event, email marketing@ascentgl.com including the below details:

- First and Last Name
- Full Ship to Address
 - Including street address, suite number, city, state, postal code, attention first and last name, contact phone number
- Event Dates

- Quantity of Each Type of Item
- Must Arrive by Date
- Please note many events will require a shipping form on the package. Please check the event website before requesting materials to be sure marketing is aware of delivery requirements.

How do I request branded Notecards?

Check with your nearest Ascent Global Logistics office location to see if they have available stock. If the stock is depleted, email marketing@ascentgl.com including the below information:

- First and Last Name
- Full Ship to Address
 - Including street address, suite number, city, state, postal code, attention first and last name, contact phone number
- Quantity desired
- Must arrive by date if attending an event or customer meeting

What should I do when attending an Industry Event?

Immediately after you find out you are attending, please email marketing@ascentgl.com including the below details:

- Event Name
- Event Dates
- Event Location
- Whether you will need a branded sign/table/booth
 - Small Pop-up 3 feet long x 8 feet tall Ascent banner
 - Big 10 feet long x 10 feet tall Ascent trade show booth (also includes podium)
 - Table Cloth
- Event Ship to Information if requesting sign/table/booth, promotional items or brochures
- First and Last Name of all Attendees (for social media promotion)

Important! At the event, please take pictures and email to marketing@ascentgl.com. Pictures of the team in front of the booth, your badges, networking sessions etc. are all good photo opportunities. When sending pictures, please send full size and do NOT compress images.

How do I set up my email signature?

Some teams utilize email signature software. If your team does utilize the software, IT will complete the signature setup for you.

Other teams must set up the email signature manually. Please refer to the Ascent Email Signature Guidelines on my.rrts.com for instructions and a template.

If you need help with your email signature, please ask your direct supervisor. If problems persist, please contact marketing@ascentgl.com.

What are some other details I should know about Ascent marketing to help my sales activities?

- Follow Ascent social media channels and interact with Ascent posts
- Be sure your leads and clients are signed up to receive CLIFF NOTES (weekly external newsletter)
- Consider enrolling your leads in the Ascent email marketing workflows (contact marketing@ascentgl.com for more information)
- Monitor the Ascent Global Logistics blog (blog.ascentgl.com) for helpful articles to share with leads and clients

How do I sign up my leads and customers to receive CLIFF NOTES (Ascent's weekly industry e-newsletter)?

Please submit complete contact details using the Ascent HubSpot Template. If you do not have a copy of the import template please email marketing@ascentgl.com or navigate to my.rrts.com to download the template.

Where can I buy Ascent branded apparel (at my own cost)?

Please navigate to <https://business.landsend.com/store/ascentglobal/> to order Ascent branded apparel. Please note that apparel color options will be limited to ensure compliance with the Ascent branding.

On light colored apparel the full two tone logo should be used. On dark colored apparel the one color (all white) logo should be used. If you have questions on brand compliance please email marketing@ascentgl.com.

Please note that apparel purchases are at your own cost. Exceptions can be made for trade show or golf outing attendance but approval for expense must be obtained through your direct supervisor.