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PPAI ADVOCATE PROGRAM TOPS 143 PARTICIPANTS **Three More Training Sessions Scheduled Through January 2007**

Irving, Texas (June 26, 2006) Nine new PPAI and regional association members have been trained as PPAI ADvocates during Promotions East in Atlantic City this month bringing the total number of program participants to 143.

The ADvocate program, which held its first training session last fall, is designed to instruct and prepare industry professionals to deliver a 20-minute presentation about the effectiveness of promotional products to marketing and business audiences in their local communities. Through this intensive, grassroots effort, **Promotional Products Association International** (PPAI) is working to educate and motivate buyers about the powerful recall and proven effectiveness of promotional products. The ADvocate program is one of five strategic PPAI initiatives to increase sales of promotional products by creating awareness among potential buyers.

In addition to providing the live training, PPAI will supply each ADvocate with a CD-based PowerPoint presentation and resource materials to develop and deliver these presentations.

PPAI is also promoting the availability of speakers to thousands of potential audiences through ads and articles in buyer publications, and through news releases and letters to potential organizations. Groups wanting to schedule an industry speaker can access an online search tool on PPAI's buyer website at www.BuildaPromotion.com.

The search tool automatically sends the request to regional association executive directors who will match the request with a member who is a PPAI ADvocate.

In addition to participating in the training, PPAI ADvocates are also required to be members of PPAI and a regional association, provide three recommendations from colleagues who can validate the candidate's qualifications as a speaker and sign a letter of agreement relating to established guidelines, ethical standards and professionalism.

PPAI has set three additional ADvocate training sessions for the following dates: Friday, July 28, 2006, 2-4:30 pm, Atlanta, GA; Thursday, September 28, 9-11:30 am, Chicago, IL and Wednesday, January 3, 1:30 – 4 pm, Las Vegas, NV.

Those who qualify and are interested in being an ADvocate can get more information and register for a training session by going to www.ppa.org. Click on Members/Professional Development/ADvocate.

For a list of ADvocate participants to date, click [here](#). For information on PPAI, The PPAI Expo or the proven power of promotional products, visit the PPAI website at www.ppa.org or contact PPAI at 972-258-3041 or PR@ppa.org

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PPAI—the promotional product industry's only international not for profit trade association—offers education, mentoring, public relations, technology, trade shows and legislative support to its more than 7,000 global members. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry's only free identification system and universal company database.