



**FOR IMMEDIATE RELEASE**

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**PPAI EDUCATES AND ENGAGES END BUYERS AT THE  
MOTIVATION SHOW 2006**

**Irving, Texas (October 4, 2006)** Promotional Products Association International (PPAI) once again sponsored Solutions Summit, a high-level educational forum held September 26-28, 2006, in Chicago as part of The Motivation Show. This year, PPAI offered a variety of workshops, exhibits and events designed to help buyers move their businesses forward by securing new markets, new business and new revenue.

More than 350 buyer professionals attended PPAI-sponsored programs designed to educate and engage end buyers on the power of promotional products as a crucial component of a marketing communications effort. In addition, the Association offered a number of seminars to promotional consultants wishing to take their skills to the next level, working toward their industry certification and desiring to learn more about how promotional consultants can become key players in integrated marketing campaigns.

As part of its outreach to end buyers, PPAI adopted the slogan "Come To Your Senses: Experience The Power Of Promotional Products." This slogan addressed the unique power of promotional products to engage the recipient through all five senses. PPAI used promotional products, imprinted with this slogan, as part of a pre-show mailing to all pre-registered attendees. This effort successfully increased booth traffic more than 1000 percent from last year.

Based on the results of conference evaluations and comments by the attendees, the education forum was a success. Participants gave the conference a score of 96 percent in terms of overall value. PowerPoint presentations of the end buyer workshops are now available on the new PPAI buyer website: [www.promoideas.org](http://www.promoideas.org).

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“We know a marketing effort is successful when the message is consistent, targeted and moves the audience to take action,” said Steve Slagle, CAE, PPAI’s president. “And we know incorporating promotional products into the mix in a strategic manner produces measurable results.”

“The Motivation Show delivered the tools the end buyers need to craft successful marketing programs that incorporates *all* the elements crucial to delivering a campaign that is far greater than the sum of its parts,” Slagle continued.

The Motivation Show is a cooperative effort by PPAI and several other organizations to demonstrate market integration and encourage internal and external members of all marketing disciplines to share concepts and ideas. Additionally, it provides a year-round network of information services focused on motivation in business and the related field of People Performance Management and Measurement.

For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI web site at [www.ppa.org](http://www.ppa.org) or contact PPAI at 972-258-3041 or [PR@ppa.org](mailto:PR@ppa.org).

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*PPAI—the promotional product industry’s only international not-for-profit trade association—offers education, tradeshows, business products and services, mentoring, technology, and legislative support to its more than 7,500 global members. Promotional products are an \$18 billion industry, and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry’s only free identification system and universal company database.*