



FOR IMMEDIATE RELEASE

Media Contact: Anne Lardner
972-258-3041
AnneL@ppai.org

REGISTRATION OPENS FOR THE PPAI EXPO 2009

Irving, Texas, (August 12, 2008) The PPAI Expo—the longest-running and largest tradeshow in the \$19.4 billion promotional products industry—opens registration for the show taking place January 12-16, 2009 at the Mandalay Bay Convention Center in Las Vegas, Nevada.

“The PPAI Expo is truly THE premier event in this industry,” said Darel Cook, PPAI director of expositions. “In terms of attendance, education offerings, new product announcements and networking opportunities, The PPAI Expo is more than just another show, rather it delivers an edge in an increasingly competitive economic marketplace.”

To register for The PPAI Expo, visit www.theppaiexpo.org/expo, click on Registration, then Online Registration.

Please note this year’s registration process:

- Registration is available **online only**.
- All registrants will need to have their company UPIC or PPAI number to register.
- Nonmember companies without a UPIC can register for a free UPIC online by [clicking here](#). Once submitted, the information will be qualified and approved. To qualify, please submit three invoices from three different promotional products suppliers for more than \$100 (not samples) within the last six months. Please fax to 972-594-4055.
- Badges will not be printed and mailed in advance. Please be sure to print out the e-mail confirmation with a barcode and bring the confirmation with you onsite. Each individual registered will receive an e-mail confirmation.

If you have any questions about participating in The PPAI Expo, please call your expositions team at 888-I-AM-PPAI (426-7724). Media calls should be directed to 972-258-3041 or PR@ppai.org.

Promotional products are an essential element in the marketing mix. Adding your message to a tangible product turns an ordinary message into a marketing experience your audience can see, touch, hear, smell and even taste. Promotional products are the only way to make a sensible—and memorable—impression. 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 website at www.ppai.org or contact PPAI at 972-258-3041 or PR@ppai.org.

PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshow, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are more than a \$19.4 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.

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