



FOR IMMEDIATE RELEASE

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**ACCLAIMED KEYNOTE SPEAKERS SLATED TO APPEAR AT THE PPAI EXPO 2009  
Get Ready To Be Informed, Inspired And Entertained**

**Irving, Texas, (October 20, 2008) Promotional Products Association International (PPAI)** has announced that it will host three keynote luncheons, as well as a networking luncheon, at The PPAI Expo 2009, January 12-16, at the Mandalay Bay Convention Center in Las Vegas.

On Tuesday, January 13, master magician Bob Higa will share the secrets to creating a new level of 'wow' with promotional products in the keynote luncheon entitled, "The Magic Behind Promotional Products." An accomplished entertainer, Higa also has a wealth of experience in sales, management, marketing and customer service.

Wednesday, January 14, Scott Deming, author of *The Brand Who Cried Wolf*, will explain how to develop loyal customers and a powerful brand at the keynote luncheon entitled, "Creating The Ultimate Customer Experience And Creating Customers For Life!" Based on his book, this presentation will take attendees through six critical steps to create the ultimate customer experience while building a powerful, emotional brand.

Also on Wednesday, Promotional Products Mentoring Network (PPMN) will host the annual Peer2Peer Luncheon, which offers both mentoring and networking opportunities.

The final luncheon will take place Thursday, January 15, and will be led by stress management expert and humorist, Loretta LaRoche. Noted for her quirky style, LaRoche will deliver unique tools to not only reduce feelings of tension, but also bring joy, passion and a little gusto to life in the luncheon entitled, "Life Is Short—Wear Your Party Pants."

"I am very excited to have such a talented group of individuals lead this year's keynote luncheons," said Rick Merrill, PPAI director of professional development. "Each speaker offers fresh ideas and real-life experience that is applicable to the promotional products industry and is sure to inspire and motivate attendees for the upcoming year."

For more information on these events, visit [www.theppaiexpo.org](http://www.theppaiexpo.org) and click on Education Schedule.

It's not too late to sign up to attend The PPAI Expo 2009. To register, visit the online registration wizard at [www.theppaiexpo.org/expo](http://www.theppaiexpo.org/expo). Attendance at The PPAI Expo is open to all distributors and promotional consultants who have a free UPIC (Universal Promotional Identification Code).

To learn more about UPIC, the industry's FREE universal identifier, visit the UPIC website at [www.upic.org](http://www.upic.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](http://www.ppai.org) or contact PPAI at 972-258-3041 or [PR@ppai.org](mailto: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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