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MarketShows Fort Worth A Worthwhile Trip For Exhibitors, Attendees Alike

Irving, Texas, (October 31, 2008) Promotional Products Association International (PPAI) hosted PPAI *MarketShows* Fort Worth, October 3-4, 2008, the second of two promotional products industry events co-located with the Imprinted Sportswear Shows (ISS).

Held at the Fort Worth Convention Center, *MarketShows* Fort Worth kicked off with education sessions produced by regional association show sponsor, Promotional Products Association Southwest (PPAS). *MarketShows* then moved into high gear on Friday with the opening of the tradeshow floor, as well as additional education sessions led by industry professionals.

“PPAI *MarketShows* provides a great mix of education and business-building opportunities for suppliers and distributors who work in both the promotional products and decorated apparel industries,” says Darel Cook, PPAI director of expositions and meetings. “With an attendance of nearly 3,000, we are confident that both promotional product and ISS professionals were able to successfully forge meaningful business relationships that will hopefully prove lucrative for both parties.”

MarketShows Fort Worth also offered key certification courses to attendees. On both Friday and Saturday, industry professionals presented four Master Advertising Specialist and Certified Advertising Specialist (MAS/CAS) courses on topics including, industry updates, selling approaches, consulting tips and advertising and marketing methods.

PPAI *MarketShows* is a new kind of showcase created by PPAI to encourage promotional products professionals as well as imprinted sportswear professionals to combine two profitable promotional markets into one business venture and gain knowledge about the promotional products industry. For more information, visit www.ppaimarketshows.com.

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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