



FOR IMMEDIATE RELEASE

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PPAI TEAM RECOGNIZED FOR COMMUNICATION EXCELLENCE

Irving, Texas, (May 7, 2008) Promotional Products Association International (PPAI) has been recognized for excellence in communication by the Society of National Association Publications (SNAP).

PPAI was recognized in the category of advertisements—single piece for a full page advertisement created for use during Advertising Week, the annual celebration of the advertising community. As a member of the organizing committee for the event, PPAI had the opportunity to include the ad in the event guide that was distributed to all attendees, and polybagged with *AdWeek*, *Advertising Age*, *BrandWeek* and more. PPAI used this opportunity to create an ad that addressed the unique properties of promotional products—the only advertising medium capable of engaging all five senses and utilizing PPAI’s end-buyer message “come to your senses, experience the power of promotional products.” Click [here](#) to view this award-winning ad.

Additionally, PPAI’s flagship magazine, *PPB* was named winner in the magazine editorial category for Chairman’s Letter, *What a Fine Bunch of White Folks* by Paul Kiewiet, MAS, CIP, PPAI Chairman of the Board, in the September 2007 edition. In this editorial, Kiewiet challenged members to promote and encourage diversity in our industry and embrace cultural, racial, religious, lifestyle and value differences to more effectively connect in a networked world. Click [here](#) to read the letter in its entirety.

“In a year with a record-breaking number of entries, it was more difficult than ever to win an award, but you did,” said Amy E. Lestition, SNAP executive director. “Your submissions displayed superior quality and are truly the best and brightest in the association community.”

Both awards will be presented at SNAP’s 28th EXCEL Awards Gala on June 10 in Washington, D.C.

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 an \$18.8 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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