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PPAI EXPO 2007 WILL HOST RECORD NUMBER OF EXHIBITORS

Irving, Texas, (November 27, 2006) With more than a month to go before The PPAI Expo 2007, **Promotional Products Association International (PPAI)** announces that a record number of exhibitors will display their products at the largest and oldest tradeshow in the promotional products industry.

According to figures compiled this week by the PPAI expositions and registration department, the PPAI Expo 2007 will include more than **1,625** suppliers—a new record.

“Suppliers of promotional products want to be at The PPAI Expo,” says Darel Cook, PPAI director of expositions and meetings. “We consistently deliver the highest number of qualified distributors of any show in the industry. The PPAI Expo continues to offer value with new and exciting features being added every year. We do not take our past success for granted but work every year to make sure The PPAI Expo continues to be viewed, by both distributors and suppliers, as the industry’s premier event.”

To that end, The PPAI Expo 2007 has announced a number of significant enhancements to the event:

- The Association has created the new Market Centre. Located in the Mandalay Bay Ballroom, the Market Centre will host the New Products Pavilion with more than 700 new products on display, as well as the PPAI Bookstore, PPEF Silent Auction, internet café and more.
- The PPAI Expo will also debut “ONE,” an evening of awards and entertainment. The Grammy Award-winning group **Train** will be featured as the musical act. Immediately following recognition of this year’s award-winning suppliers for products and services, distributors and regional associations for promotional products campaigns, **Train** will perform hits from their new album, *For Me, It’s You*, as well as past #1 hits and fan favorites, such as *Drops of Jupiter*, *Free* and *Calling All Angels*. ONE will be held in the PPAI Theater, located in the Mandalay Bay Events Center at 6:30 pm on Friday, January 5, 2007.

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- Keynote speakers include Mick Fleetwood, drummer, author and entrepreneur, on Thursday, January 4. On Friday, January 5, Erin Gruwell, author, educator and founder of the Erin Gruwell Education Project and the subject of the upcoming movie, *Freedom Writers*, opens the General Session. Both keynote addresses will be presented in the Mandalay Bay Events Center at 8:30 am.

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 <http://www.upic.org/upic>.

The PPAI Expo 2007, Mandalay Bay Convention Center in Las Vegas, January 2-6, 2007, is the industry's oldest and largest tradeshow, and the premier event for every major promotional products supplier in the industry. For more information about The PPAI Expo, or to register or exhibit, visit the [PPAI Expo website](#) or call **888-I-AM-PPAI** (888-426-7724). 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.ppa.org or contact PPAI at 972-258-3041 or PR@ppa.org.

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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 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.