



**FOR IMMEDIATE RELEASE**

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**PPAI AWARDED 'BEST OF SHOW' BY IAEM**

**Association Uses Promotional Products to Drive Tradeshow Attendance**

**Irving, Texas, (September 18, 2006)** –The Promotional Products Association International (PPAI) has been awarded “Best of Show” in the International Association for Exhibition Management (IAEM) *2006 Art of the Show Competition*, an annual competition that recognizes outstanding work in the area of tradeshows. This award is the highest recognition awarded by IAEM.

PPAI submitted The PPAI Expo 2006 marketing campaign “ONE Custom Fit” and won first place in the *Attendance Promotion Campaign* category for tradeshows in excess of 150,000 net square feet, which made the entry eligible for the “Best of Show” award.

“We are gratified by IAEM’s recognition of our marketing program. This campaign exemplifies our commitment to practicing what we preach,” said Keith Vincent, PPAI director of marketing. “We made sure that eye-catching, compelling promotional products were an integral element in our marketing efforts.”

“We looked at our own research. Studies have shown conclusively that including a promotional product with a pre-show mailing increases the likelihood of the attendee stopping by the booth to see the exhibitor’s product. We took the lessons of that study and incorporated them into our campaign,” continued Vincent.

The objective for this campaign was to raise awareness and interest in The PPAI Expo 2006 and ultimately increase attendance at the oldest and largest tradeshow in the promotional products industry.

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The PPAI marketing team developed a multi-pronged campaign to reach out to its target audience of exhibitors and attendees. The campaign was designed using promotional products and the theme of “the ONE tradeshow that’s tailored to fit.” This theme partnered with not only the existing idea of ONE industry, ONE association, but also emphasizing The PPAI Expo as a show that is customized and personalized to fit the needs of industry professionals.

Beginning early in the year, a “Save The Date” card—which resembled an over-sized garment hang tag—was mailed. Throughout the next 16 weeks, four different promotional products and printed pieces were mailed, all keeping with the overall campaign theme of “ONE Custom Fit.” A printed piece created to look like a zipper, which actually needed to be “unzipped” to read the information inside, with the message “*Adjusted To Fit...*,” a box containing a shirt-shaped printed piece placed on a small, imprinted hanger and imprinted tissue paper with the message “*Tailored To Fit...*,” a compressed shirt in the shape of a t-shirt with the message “*Shaped To Fit...*” and a pocket-shaped printed piece with a custom-designed handkerchief tucked into it with the message “*Styled To Fit...*”

What was the result of these efforts? The PPAI Expo 2006 broke all previous attendance records. The show was recognized by *Tradeshow Week*, a trade publication for the tradeshow industry, as one of the 50 largest tradeshows in the country and as one of the 50 fastest-growing shows.

PPAI will be recognized at Expo! Expo!, IAEM’s Annual Meeting and Exhibition, November 28-30, in San Diego, California. PPAI’s winning entry will be on display at the show.

“Congratulations go to our marketing team. Their creative energy and expertise is the perfect complement to our exposition team,” said PPAI President Steve Slagle, CAE. “The continued growth and popularity of The PPAI Expo is a direct result of our commitment to communicating and delivering valuable networking and educational opportunities to our members. As an association, we work closely with both supplier and distributor members to ensure that The PPAI Expo remains a vibrant and valuable industry event.”

Promotional products professionals now have the opportunity to register for **The PPAI Expo 2007**, which takes place in Las Vegas, Nevada, January 3-6, 2007, at the Mandalay Bay Convention Center. Those wishing to register may do so online by visiting [www.ppa.org/expo2007](http://www.ppa.org/expo2007) and clicking on “Registration.”

Credentialed members of the media are invited to attend The Expo. Please contact Anne Lardner at 972-258-3041 or [AnneL@ppa.org](mailto:AnneL@ppa.org) for further details.

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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](http://www.ppa.org) or contact PPAI at 972-258-3041 or [PR@ppa.org](mailto: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.