



FOR IMMEDIATE RELEASE

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THE PPAI EXPO: MAKE PLANS NOW, RELAX LATER

Irving, Texas, (December 9, 2008) With so many exhibitors to see, events to attend and places to be, securing a plan of action at The PPAI Expo is essential to getting the most out of the show that offers the broadest view of the promotional products industry in one place. To help attendees find the best way to maximize their experience, **Promotional Products Association International (PPAI)** has introduced [Expo PlanIt](#).

Expo PlanIt, an online, interactive tool to search exhibitors and help plan an optimal Expo experience, also allows for advanced searches to help locate an exhibitor both *pre-* and *post-* show. In addition, the interactive exhibitor floorplan will aid attendees in navigating the show floor with ease.

Expo PlanIt also allows attendees to:

- Request onsite meeting with suppliers
- Ask exhibitors questions about their company/products pre-show
- Save exhibitors to *My Expo* list of favorites
- Map out a “must-see” list before you hit the floor
- Search by aisle number, UPIC and free text fields

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. 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.

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, tradeshows, 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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