



**FOR IMMEDIATE RELEASE**

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### **PPAI DELIVERS WORLD CLASS EDUCATION AT THE PPAI EXPO 2008**

**Irving, Texas, (February 12, 2008) Promotional Products Association International (PPAI)** offered more than 100 education sessions at The PPAI Expo 2008—more than any other event in the industry. The theme for The PPAI Expo 2008 was “No Comparison” and this theme proved to be particularly true for the PPAI professional development seminars.

“The education sessions at The Expo are truly the best in the industry,” said Marilyn Smith, owner of Top of Mind Promotions and first-time Expo attendee. “With the wealth of information provided, I couldn’t take enough notes! I began implementing what I learned immediately, and for the first time I have a fresh view of my business and how to run it. And all of this was included in my PPAI membership!”

Covering a broad range of topics such as business management, industry essentials, sales and service, advertising and marketing, and technology, PPAI continues to set the standard for educational excellence and professional development in the promotional products industry. Fifty-six professionals sat for their MAS/CAS certifications exam and nearly 7,000 seats were filled during the first two days of education. At the end of each seminar, every attendee received a survey to rate their experience. Overall, participants gave a favorable rating of 90 percent for the 100+ education sessions offered at The Expo.

The PPAI Expo 2008 delivered more than 160 hours of education, nearly the equivalent of earning both an undergraduate degree and an MBA. When you consider that the majority of these sessions are free, the ROI is substantial.

In addition, there was an exceptionally strong turnout to the eight strategic business issues seminars, which updated members on the topics of social responsibility, labor standards, environmental issues, ethical manufacturing and product safety. These sessions specifically addressed the challenges associated with product safety and social responsibility, California Proposition 65 compliance, enabling promotional products consultants to address safety issues with end buyers, opportunities in a global marketplace, and a session that identified upcoming legislative and regulatory issues.

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“As headlines plead for higher standards in product safety, PPAI has taken a proactive step toward identifying threats, resources, solutions and a course of action for the industry,” said Steve Slagle, CAE, PPAI president and CEO. “As we’ve done throughout the year in sessions, newsletters, websites and webinars, PPAI has committed itself to a leadership position in providing information and resources to its members and the industry about this and other important and evolving safety and responsibility issues, including the new *Guide To Managing Product Safety, Social And Environmental Standards In The Promotional Products Industry.*”

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