



FOR IMMEDIATE RELEASE

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**PPAI TO JOIN THE INDUSTRY'S "BEST AND BRIGHTEST" AT FIFTH ANNUAL
ADVERTISING WEEK**

Irving, Texas, (August 26, 2008) Promotional Products Association International (PPAI) will join fellow Organizing Committee members at the fifth annual Advertising Week, September 22-26 in New York City. The \$19.4 billion promotional products industry will be represented along with 30 other organizations, including the American Marketing Association, the American Advertising Federation, the American Association of Advertising Agencies and the Advertising Council. This year marks PPAI's fourth year as a member of the Organizing Committee.

"As the international trade association for the promotional products industry, it is both our privilege and our responsibility to take a leadership role and serve on the Organizing Committee for this great event," said Steve Slagle, CAE, PPAI president and CEO. "Promotional products are an essential element in the advertising mix, and our involvement with this annual event gives us a platform to proclaim what we know to be true—promotional products work."

Advertising Week is North America's largest and most prestigious annual gathering of advertising industry leaders. Modeled after the Tribeca Film Festival and New York's Fashion Week, Advertising Week is a weeklong meeting of the minds that brings together individuals from a broad range of disciplines to participate in discussions, conferences and other special events designed to highlight and celebrate the social contributions of the advertising industry.

This year, Paul Kiewiet, MAS, CIP, PPAI immediate past chairman of the board and president of Brand Kiwi, will present a free PPAI workshop to learn how to engage all five senses to build powerful brands on Monday, September 22 at 9 am in the PriceWaterhouseCoopers Auditorium. The workshop will demonstrate that promotional products are key components of internal and external brand building. Kiewiet will share current research that shows powerful memories can be created by using promotional products as communications tools.

For more information about Advertising Week 2008, including a list of the events, activities and other members of the Organizing Committee and to register to attend, visit www.advertisingweek.com.

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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 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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