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TOP 10 REASONS TO ATTEND THE PPAI EXPO 2009

Irving, Texas, (December 30, 2008) In this shaky economic climate, now more than ever, is the time for innovative companies to reinvent, re-promote and reposition themselves for greater success as soon as global markets regain their financial footing.

Rather than waiting and hoping for the economic crisis to right itself, the promotional products industry is making plans to attend The PPAI Expo 2009—the one place to go to get the tools needed to compete in this rapidly changing global marketplace.

“We have been surprised by the fact that notably absent from much of the discussion to date surrounding economic recovery are the words ‘small business,’” said Steve Slagle, CAE, president and CEO of PPAI. “Time and time again throughout our economic history, small business has proven its worth as job creator, innovator and local economy stabilizer. If we want to get the economy going, it is time to think small business.”

To that end, PPAI has developed 10 key reasons to attend The PPAI Expo 2009:

Now More Than Ever

10. *“I Need to Generate New Business”* - Contrary to popular belief, business analysts say now, more than ever is the perfect time to boost your business. During The PPAI Expo 2009, industry expert Larry Mays, CAS, will outline the fundamental steps for snagging new sales in his seminar: “How To Generate New Business In Spite Of The Bad Economy!”

9. *“I Need To Create Ideas That Resonate With My Customers”* - It’s for this simple reason that the team behind The PPAI Expo has called on Chip Heath, co-author of the *New York Times* and *Wall Street Journal* bestselling book, *Made to Stick*, to share his expertise on successfully reaching clients. The *Fast Company* columnist says there are six common principles that all “sticky” messages share and only during The PPAI Expo General Session held Tuesday, January 13, 3:30-5 pm (this session is open to all attendees), will you learn these tricks of the trade.

8. *“I Need To Utilize New Media”* - “Just one new idea can make the difference between surviving and thriving in our new economy,” says Matthew Scott of The Life’s Work Group, Inc. Scott, who will be presenting the paid workshop “Using New Media Marketing Tools,” Monday, January 12 from 1-4 pm, reveals that new media is revolutionizing the marketing efforts of small business owners and, in order to stay competitive, it’s absolutely essential to learn how to effectively implement these tools into your campaign.

7. *“I Need To Hear The Other Side”* - While the current state of the economy certainly weighs heavily on the minds of all business owners, there are additional issues at play that have a dramatic and sweeping impact on the industry. And now more than ever it's important that all promotional products professionals—both suppliers and distributors—come together to address these matters as one united front, in one united forum.

For the first time ever, the annual PPAI Expo Supplier and Distributor Member Group meetings will be combined. A facilitated discussion and breakfast to be held 7:30-8:45 am on Thursday, January 15, this joint meeting provides the perfect opportunity for you to share your ideas, thoughts and concerns with a diversified audience, as well as gain a different perspective from your supplier partners.

6. *“I Need To Be A Full-Service Provider”* - Consider this: Research suggests that many corporations are purchasing their incentive products directly from retail chains rather than turning to a distributor to fulfill their needs.

And now, only at The PPAI Expo 2009, you can learn how to move your business into the full-service sector. During The PPAI Expo, we'll be debuting **brand.**, an incentive products showcase that, along with a series of five incentive marketing workshops, will give you the information, insight and education you need to seamlessly integrate incentives into your current offerings.

5. *“I Need To Target New Clients”* - One of the key components to a successful business? Diversity. As a promotional products professional, you have the distinct advantage of working in a burgeoning, \$19.4 billion industry that's overflowing with opportunities to extend your reach beyond mainstream markets.

But how do you know which areas to tackle and how? The PPAI Expo 2009 has your answers.

During “Target Market New Clients” held Monday, January 12 from 4:30-6 pm, industry expert Robert Hechler will show you how to branch out—and up. Based on market research, Hechler will give you step-by-step instruction on how to successfully target the top 19 end-user categories with confidence.

4. *“I Need To Create Customers For Life”* - During the educational luncheon “Creating The Ultimate Customer Experience And Creating Customers For Life!,” held during [The PPAI Expo 2009](#), industry expert Scott Deming will make you think about how to achieve this goal. And then he'll show you how to do it.

3. *“I Need To See The Industry's Next Big Thing”* - Advances in technology are being made day in and day out. But how often are those innovations being created specifically for the promotional products industry? Next month, during The PPAI Expo 2009, thousands of your colleagues will bear witness to the launch of something amazing. A service specifically designed for our trade that will bring together suppliers, distributors and service providers in a way never seen before.

2. *“I Need A Brain Break”* - Reasons 10 through 3 have all been company focused: generate new business, strengthen your current client base, utilize new schools of thought and so on. But here's the thing: As important as it is to be career-minded and profit-driven, all work and no play is no way to do business. When pressure is at a fever pitch, it's crucial to let loose and recharge. And [The PPAI Expo](#) is the place to do just that.

[X] Jam, a pulse-pounding motocross exhibition taking place Thursday, January 15, is the kind of high-octane adventure that will give you a rush of adrenaline that only loud, revving engines and high-flying bikes can provide.

1. *“I Need To Decide For Myself”*- You know the whole “you can lead a horse to water, but you can’t make him drink” analogy? That’s where we’re at.

The greatest business decision you can ever make is the one you make for yourself. For your business. For your future. Do you need to generate new business, create ideas that reach your customers, utilize new media? Do you need to hear what the other side has to say? Do you need to be a full-service provider, target new clients, create life-long ones and see the next big thing in the industry? Do you need a break?

Times are tough right now. Every dollar is earmarked; every sale is an absolute must. But what The PPAI Expo has to offer is a way to push through, to rise above. You just have to decide to take that step. Someone once said, “The whole world steps aside for the man who knows where he is going...”

I hope you’re going to The Expo.

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, 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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