



**FOR IMMEDIATE RELEASE**

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**TRADESHOW WEEK NAMES THE PPAI EXPO TO “FASTEST 50” LIST  
Registration Now Open For The PPAI Expo 2007**

**Irving, Texas, (August 29, 2006)** – *Tradeshow Week*, a trade publication for the tradeshow industry, has named **The PPAI Expo** to its 2006 list of the 50 fastest-growing shows. The PPAI Expo, the annual tradeshow of Promotional Products Association International (PPAI), is the industry’s oldest and largest tradeshow.

The PPAI Expo was selected as a winner based on total net square footage growth between the years 2003-2005. During that time, The PPAI Expo year-over-year growth was 12.5 percent. This is the first time The PPAI Expo has been included on this prestigious list.

“The continued growth of The PPAI Expo stems from our commitment to delivering valuable networking and educational opportunities to our members,” said Darel Cook, PPAI’s director of expositions and meetings. “We work closely with our supplier and distributor members to ensure that they are engaged and involved in the show and that it remains a compelling and exciting 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.” Online registration, which is the only way to sign up to attend The PPAI Expo 2007, is open until December 27. After this date, attendees must register onsite.

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“We strive to stay ahead of the curve in show-related technology and by offering enhancements to the show each year. We now offer on-line registration to make attending the show more efficient for our members and we offer on-line tools to our members to enable them to make the most of their time at the show by planning their schedules in advance,” Cook concluded.

Credentialed members of the media are invited to attend The PPAI Expo 2007. Please contact Anne Lardner at 972-258-3041 or [AnneL@ppa.org](mailto:AnneL@ppa.org) for further details.

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.