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2007 PPAI REGIONAL ASSOCIATION PYRAMID AWARD WINNERS

Irving, Texas, (October 30, 2006) The Promotional Products Association International (PPAI) has announced the winners of the 2007 PPAI Regional Association Pyramid Award. This award recognizes regional associations for outstanding growth directly tied to the incorporation of promotional products into their marketing campaigns. These winners were selected by a panel of PPAI Awards Committee judges.

All award recipients will be honored during **ONE**, a special event held at The PPAI Expo 2007 in Las Vegas, Nevada, on Friday, January 5, 2007.

This year's winners are:

Education event campaign: **NWPMA – Northwest Promotional Marketing Association**
Edmonds, WA www.nwpma.org

This category awards the regional association that significantly increases attendance in a seminar or training session it sponsors. In an effort to raise the level of professionalism among members and encourage participation in Master Advertising Specialist (MAS) and Certified Advertising Specialist (CAS) programs, **NWPMA** targeted 425 members during a four-month period. The theme, "*Kick'n It Up A Notch!*" was created to quickly communicate the underlying objective of the NWPMA Professional Development programs as a way to help members transform from product sellers to promotional consultants. The theme was incorporated into all promotional activities leading up to the events. Promotional products imprinted with the theme were used during the events to stimulate ideas, generate discussion and reinforce the topics being presented. As a result of this campaign, NWPMA successfully increased attendance at the Spring Showcase Education Event by 85 percent over the prior year.

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General membership campaign: TRASA – Three Rivers Advertising Specialty Association
Mars, PA www.trasa.net

This category recognizes a regional association that successfully implements a creative and effective membership drive. This year **TRASA** targeted new and lapsed distributor members with a campaign that included membership information packed with a jumbo paperclip to create a “lumpy” mailing promoting a lower membership rate and the opportunity to enroll in Operation Buy TRASA. Operation Buy TRASA was intended to encourage all distributor members to buy from TRASA member suppliers first, when possible, creating a win-win situation for all members. The campaign incorporated a military-looking theme on all promotional products and printed pieces. As a result of this effort, 120 distributors either joined or renewed by the deadline.

Trade-show attendance campaign: SACDV – Specialty Advertising Counselors of Delaware Valley
Downingtown, PA www.sacdv.org

This award recognizes programs undertaken by regional associations that directly result in increased regional tradeshow traffic. With a goal of increasing traffic at the **SACDV** Fall Expo by 25 percent, the regional association “reinvented” the Fall Expo from a tradeshow to an experience. Based on studies that showed 90 percent of attendees visited the show to discover new ideas, the association developed a theme based on the *CSI* television show with the tagline “*Discover the Ultimate Marketing Ideas Event.*” Every exhibitor was invited to contribute promotional products that fit the *CSI* theme, including apparel, signs and footprints, DNA playing cards and evidence bags. As a result of their efforts, the Fall SACDV Expo achieved 42 percent more attendance than the previous year, nearly twice the goal.

CAPPA – Corridor Area Promotional Products Association
San Antonio, TX www.cappatexas.org

In an effort to increase tradeshow attendance at the annual CAPPA Expo, the association launched an aggressive marketing effort via direct mail, e-mail and fax blasts. **CAPPA** incorporated promotional products in the direct mail campaign to increase response rates that addressed the theme: “*It’s Not Your Ordinary Dog and Pony Show.*” A magnet postcard reminded recipients to save the date, and a compressed t-shirt packaged inside a dog food bag “*Kibbles and Oats – Darn Good Feed For Dogs and Ponies*” further reinforced the thematic message. As a result of these efforts, supplier booths sold out three months before the show; distributor pre-registration increased by 34 percent and overall show attendance increased 41 percent from the prior year.

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 or contact PPAI at 972-258-3041 or 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.