



**FOR IMMEDIATE RELEASE**

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### **REGISTRATION OPEN FOR 2008 PPAI SUPPLIERS' FORUM**

**Irving, Texas, (May 13, 2008) Promotional Products Association International (PPAI)** will host the 2008 PPAI Suppliers' Forum June 1-2 at the Atlantic City Convention Center, conveniently preceding PROMOTIONS EAST.

Open to PPAI-member supplier companies, the 2008 PPAI Suppliers' Forum will bring together top executives from supplier, supplier representative and business service companies to explore and discuss important issues and challenges facing the promotional products industry today. Themed "Product Safety, Social Responsibility," this year's forum will also focus on legislative issues and updates pertaining to product safety.

Attendees will have an opportunity to:

- Discuss legislation and testing standards with experts
- Learn what steps are being taken by PPAI and the Global Strategy Council to address legislative issues, as well as resources that PPAI offers to its members
- Listen to a panel of key distributors on ways to address mutual concerns
- Hear from colleagues who have been under fire and have turned those real-world experiences into competitive advantages

"We've brought together an impressive array of experts from inside and outside the promotional products industry to address numerous business challenges and to identify various opportunities," Rick Merrill, PPAI director of professional development. "This forum offers timely, invaluable information—making it a must-attend, suppliers-only event for industry supplier decision-makers. Scheduled immediately prior to PROMOTIONS EAST, the largest industry show in the Northeast, the forum is designed to allow participants ample time to prepare their exhibits while maximizing their professional development."

To view the schedule and to register for this event, please visit [www.ppai.org](http://www.ppai.org) and click on members or prospective members and then on professional development. Registration is \$179 per person.

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](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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