



## **FOR IMMEDIATE RELEASE**

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## **PPAI SPOTLIGHTS THE UNIQUE SENSORY POWER OF PROMOTIONAL PRODUCTS DURING ADVERTISING WEEK**

**Irving, Texas, (October 5, 2006) Promotional Products Association International (PPAI)**, as a member of the Advertising Week organizing committee, joined in the annual celebration of the social and economic impact of advertising in New York City last week.

PPAI chair-elect, Paul Kiewiet, MAS, vice president of Incentive Marketing, a Corplogoware affiliate, spoke to 76 marketing and communications college students and professors during his workshop titled, "Engaging People To Build Brand Experiences: The Unique Power Of Promotional Products," one of 58 workshops, panels and keynotes held during the week.

Kiewiet punctuated his presentation and maximized the impact on his audience's senses with periodic distribution of "senseable" promotional products. Included were imprinted plush toys, clappers, chocolate coins, lighted yo-yos, luggage-handle wraps and, finally, a gift-boxed 128 mg pen drive loaded with facts about promotional products--an incentive presented to attendees at the end of the workshop. All PPAI products were imprinted with the slogan recently adopted for all PPAI buyer initiatives, "Come To Your Senses: Experience The Power Of Promotional Products" and featured the new buyer web address: [www.promoideas.org](http://www.promoideas.org).

"Nothing engages audiences like promotional products that can be seen, touched, heard, tasted and smelled," said Kiewiet. "The right promotional product is the hook that embeds the memory and maintains the experience."

At the same location, PPAI presented an exhibit of Pyramid-award-winning promotional campaigns, viewed by hundreds of advertising professionals and students during the week. PPAI also provided 3,000 journal books with pens for all Advertising Week workshops along with 800 leather card cases presented as gifts to attendees at the Opening Gala.

For the second year, PPAI represented the promotional products industry on the Advertising Week organizing committee along with 32 other associations, including the American Association of Advertising Agencies, American Advertising Federation, Radio Advertising Bureau and Outdoor Advertising Association of America, to represent the full spectrum of advertising media to the buying public.

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Advertising Week, launched in 2004, recognizes and celebrates the importance of advertising with a five-day series of workshops and events. Although total counts are not yet available, the week was expected to draw more than 50,000 advertising professionals from around the globe

Listen to Kiewiet's workshop in its entirety via the CBS Radio podcast of the event and view the presentation by visiting [www.promoideas.org](http://www.promoideas.org).

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.