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THE FIRST PPAI *MARKETSHOWS* GETS A SOLID THUMBS-UP

Irving, Texas, (September 29, 2008) Promotional Products Association International (PPAI) hosted PPAI *MarketShows* Atlanta, the first of two promotional products industry events co-located with the Imprinted Sportswear Shows (ISS), September 10-12, 2008.

The inaugural event, held at the Cobb Galleria Centre, kicked off with education sessions produced by regional association show sponsor, Georgia Association of Promotional Products Professionals (GAPPP). *MarketShows* then moved into high gear on Thursday with the opening of the tradeshow floor, as well as additional education sessions led by industry professionals.

Mark Landis, with Tucson, Arizona-based supplier, California Tattoos, Inc., said he supports the concept of PPAI *MarketShows* working side-by-side with ISS. “The size and format of the show allowed us to have fantastic conversations with quality buyers,” said Landis. “The co-location gives us the opportunity to expand our product line to new markets and customers.”

PPAI *MarketShows* is a new kind of showcase created by PPAI to encourage promotional products professionals as well as imprinted sportswear professionals to combine two profitable promotional markets into one business venture and gain knowledge about the promotional products industry.

“PPAI *MarketShows* provides a great mix of education and business-building opportunities for suppliers and distributors who work in both the promotional products and decorated apparel industries,” says Darel Cook, PPAI director of expositions and meetings. “With a strong fifteen-to-one distributor-to-supplier ratio, suppliers are pleased with the number and quality of attendees and distributors have taken advantage of the opportunity to have meaningful conversations with their current and prospective suppliers.”

The second PPAI *MarketShow*, sponsored by Promotional Products Association Southwest (PPAS), will be held October 3-4, 2008 in Fort Worth, Texas. With unlimited access to the show floor for both PPAI and ISS qualified badge holders and a larger floor plan, the PPAI *MarketShows* Fort Worth is sure to be a big success! For more information, visit www.ppaimarketshows.com.

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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