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Media Contact: Anne Lardner  
972-258-3041  
[AnneL@ppai.org](mailto:AnneL@ppai.org)

### EDUCATION GETS STICKY AT THE PPAI EXPO 2009

**Irving, Texas, (October 7, 2008)** Mark your calendars! **Promotional Products Association International (PPAI)** has announced today that Chip Heath, co-author of the *New York Times* bestseller, *Made to Stick: Why Some Ideas Survive and Others Die*, is the scheduled keynote speaker at The PPAI Expo 2009 general session on January 13 at 3:30 pm.

*Made to Stick* examines why certain ideas have staying power while others are instantly forgettable. The book also provides insightful, yet practical methods to help you develop solid ideas through “six principles of winning ideas,” including simplicity, unexpectedness, concreteness, credibility, emotions and stories.

“I am very excited to have such an innovative thinker as this year’s general session speaker,” said Rick Merrill, PPAI director of professional development. “Heath offers really intuitive methods and successful ideology that is applicable to the promotional products industry and is sure to inspire and motivate attendees for the upcoming year.”

All six of the principles are pertinent to the promotional products industry, specifically concreteness. According to the book, to make a message stick, it is important to make that message as concrete as possible—a fairly simple task for people in an industry who specialize in tangible advertising.

“This principal, in synergy with the others, is sure to offer promotional product practitioners a fresh perspective of ways to boost their businesses on all fronts,” said Merrill. “And with the current economic state, a little boost of creativity to help boost sales is sure to be welcomed.”

Chip Heath, an accomplished speaker and consultant on the topic of “making ideas stick,” is also a professor at Stanford University and a noted columnist for *Fast Company* magazine. He has consulted with such organizations as Nike, the Nature Conservancy, Microsoft, Ideo and the American Heart Association. He earned a bachelor’s degree in industrial engineering from Texas A&M University and a doctorate in Psychology from Stanford.

For more information on book signings, as well as interview opportunities for credentialed members of the media, please contact Anne Lardner at 972-258-3041 or [AnneL@ppai.org](mailto:AnneL@ppai.org).

It’s not too late to sign up to attend The PPAI Expo 2009. To register, visit the online registration wizard at [www.theppaiexpo.org/expo](http://www.theppaiexpo.org/expo). Attendance at The PPAI Expo is open to all distributors and promotional consultants who have a free UPIC (Universal Promotional Identification Code).

To learn more about UPIC, the industry's FREE universal identifier, visit the UPIC website at [www.upic.org](http://www.upic.org).

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 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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