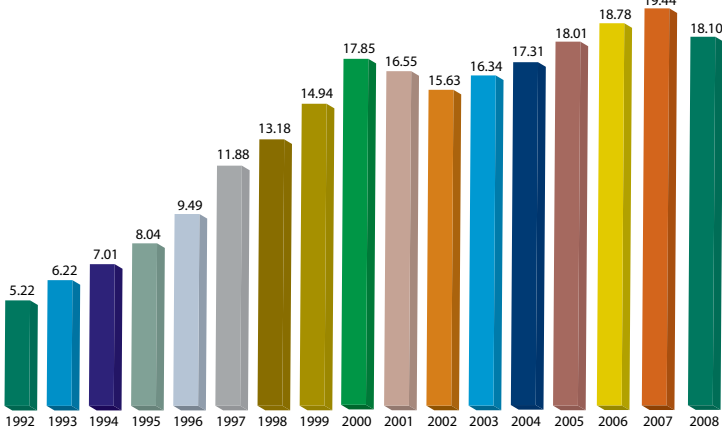


## How Big Is The Promotional Products Industry?

More than **\$18.1 billion** annually, according to the 2008 *PPAI Estimate of Promotional Products Consultants Sales*. This annual study is sponsored by PPAI and conducted by researchers at Louisiana State University and Glenrich Business Studies.

Industry Sales Volume In Billions



## What Are Promotional Products?

Items used to promote a product, service or company program including advertising specialties, premiums, incentives, business gifts, awards, prizes, commemoratives and other imprinted or decorated items.

### Top Ten Buyers

- Education
- Financial
- Not-For-Profit
- Healthcare
- Construction
- Trade & Professional Associations
- Real Estate
- Government
- Professionals: Doctors, Lawyers, CPAs, etc.
- Restaurants & Bars

### Top Ten Uses

- Customer Goodwill & Retention
- Tradeshows
- Employee Relations & Events
- Brand Awareness
- Public Relations
- New Customer/Account Generation
- Employee Service Awards
- Not-For-Profit Programs
- Internal Promotions
- New Product/Service Introduction

## Promotional Products: Key To Integrated Marketing

Adding a promotional product to the media mix generated favorable attitudes toward a print ad in **all cases** (up to 44%). The use of a promotional product as the advertising medium alone achieved maximum impact, **up to 69%** increasing brand interest and **84%** in creating a good impression of the brand.\*

\* Source: 2006 study of 18-34 year olds conducted by researchers at Louisiana State University and the University of Texas at San Antonio.

## What Is PPAI?

Promotional Products Association International is the only international not-for-profit trade association for the promotional products industry. The Association offers education, technology, tradeshows, business products and services, mentoring, and legislative support to its more than 7,500 global member companies. In 2003, PPAI celebrated 100 years of service to the promotional products industry and its members, making it one of the oldest trade associations in the United States.

## What Is The Value Of A Promotional Product?

Because the products are useful and appreciated by recipients, they are retained and used, repeating the imprinted message many times without added cost to the advertiser.

## How Is The Industry Structured?

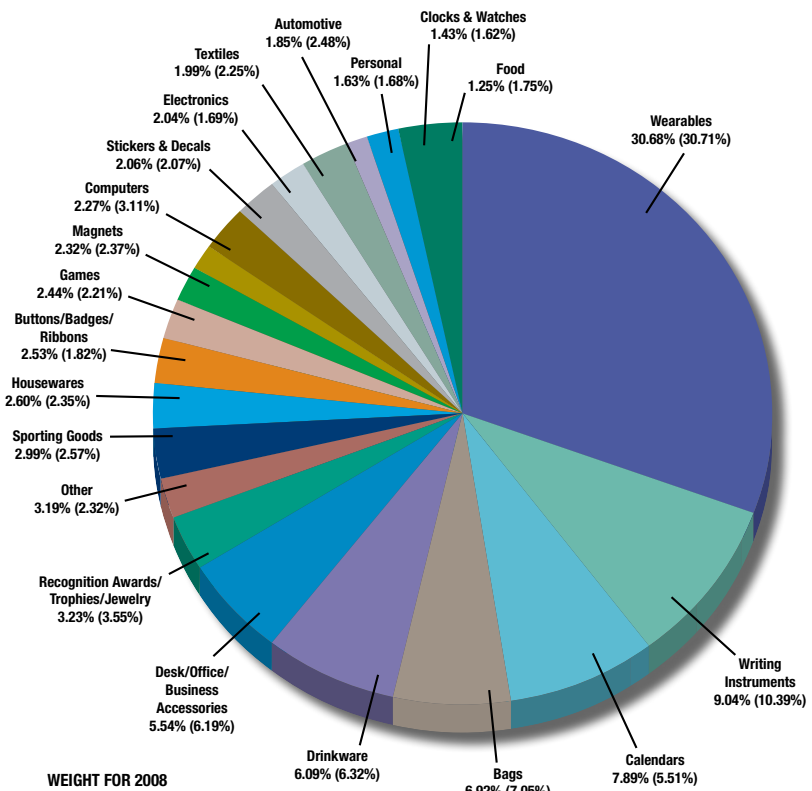
- A **promotional consultant** develops solutions to marketing challenges through the innovative use of promotional products and is a resource to corporate buyers, marketing professionals and others wanting to increase brand awareness, tradeshow traffic, employee retention and more. There are more than **20,000 promotional consultant** firms in the industry. To find one in your ZIP code, use the search tool at [www.promoideas.org](http://www.promoideas.org).
- **Suppliers** manufacture, import, convert, imprint or otherwise produce or process products offered for sale through promotional products consultants. There are more than **3,500** supplier companies in the promotional products industry.

## How Do I Find A Promotional Consultant?

Visit [www.promoideas.org](http://www.promoideas.org).

## 2008 Sales By Product Category

(2007 Figures In Parentheses)



**WEIGHT FOR 2008**  
55.53% for companies with \$2.5 million or more in sales  
44.47% for companies with less than \$2.5 million in sales

Note: Percentages may not add up to 100% due to rounding error.

# RESEARCH SHOWS...

## Reach:

71% of an audience consisting primarily of business people reported having received a promotional product in the last 12 months. Of this group, **34% had the item on their person.**\*

## Recall:

76% of respondents **could recall the advertiser's name** on the product they had received in the past 12 months. In comparison, only **53%** of the same group could recall the name of a single advertiser they had seen in a magazine or newspaper in the past week.\*

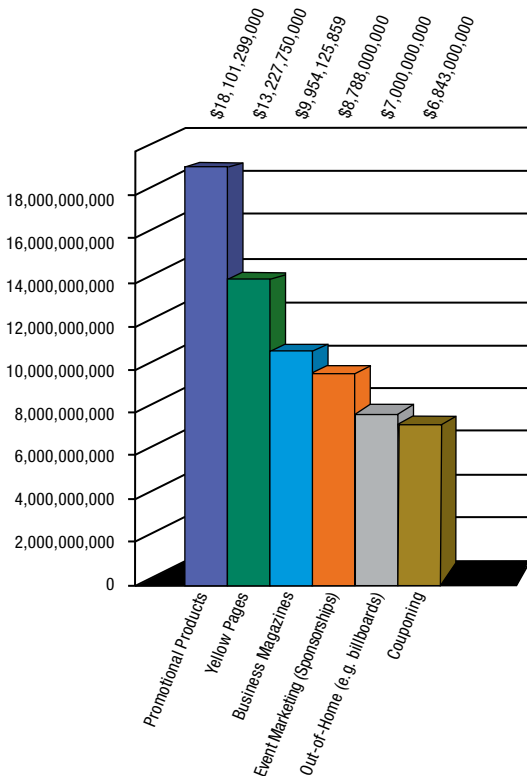
## Impress:

52% of respondents **did business with the advertiser** after receiving the promotional product.\*

52% of participants reported their **impression was more favorable** after receiving the item.\*

## Promotional Products Share Of The Advertising Pie

In 2008, the promotional products industry sales volume was \$18.1 billion—the third highest ever recorded. This exceeded expenditures in the following media categories:\*

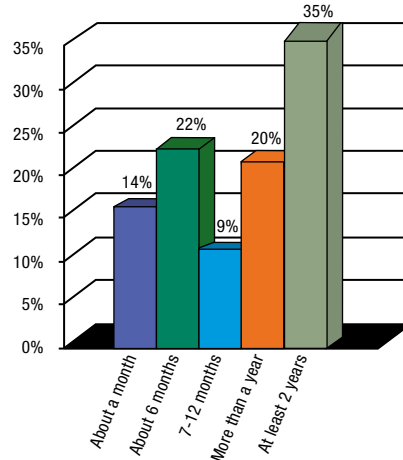


\*Expenditures for selected advertising media and promotion methods compiled for Promotional Products Association International by Richard Alan Nelson, Ph.D., Louisiana State University, and Rick Ebel, Glenrich Business Studies. Sources include Newspaper Association of America, Television Advertising Bureau, Cable Television Advertising Bureau, Radio Advertising Bureau, Direct Marketing Association, Incentive Federation, Publishers Information Bureau, Interactive Advertising Bureau, Outdoor Advertising Association of America, Point of Purchase Advertising Institute, TNS Media Intelligence. Some numbers have changed since initial publication.

## Repeated Exposure

Most people keep their promotional products for more than a year.\*\*

Amount Of Time Promotional Products Are Generally Kept



Why Keep Promotional Products For So Long?

- **76%** found the item useful.
- **20%** thought the item was attractive.
- **1%** refer to the item for information.
- **3%** other\*\*

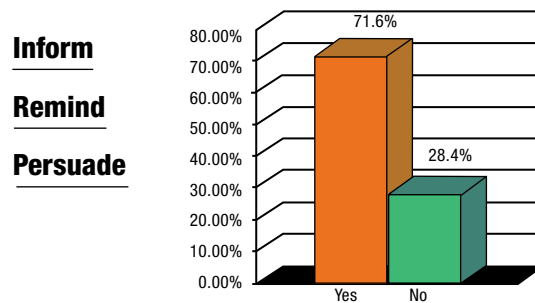
## Positive Impact On Brand Image

Recipients of promotional products have a **significantly more positive** opinion of a business through:

- More positive overall image
- More positive perception of the business
- Higher likelihood of recommending the business
- Higher likelihood of patronizing the business \*\*\*

## Promotional Products Increase Tradeshow Traffic

Percent Of Recipients That Remembered The Company Name



- **72%** of tradeshow attendees who received a promotional product remembered the name of the company that gave them the product.
- **76%** of attendees had a favorable attitude toward the company that gave them the product.
- Including a promotional product with a pre-show mailing increases the likelihood of an attendee stopping by the booth.
- As a rule, promotional products of greater value generate more sales leads than products of lower value.\*\*\*\*

\*\* Source: 2004 study of business travelers at DFW Airport, conducted by L.J. Market Research

\*\*\* Source: 2005 study titled *Promotional Products Impact On Brand/Company Image* conducted by Georgia Southern University

\*\*\*\* Source: 2004 study titled *The Effectiveness Of Promotional Products In Tradeshow Settings* conducted by Georgia Southern University