



FOR IMMEDIATE RELEASE

Media Contact: Anne Lardner
972-258-3041
AnneL@ppai.org

PPAI TEAM RECOGNIZED FOR MARKETING EXCELLENCE

Irving, Texas, (September 17, 2008) Promotional Products Association International (PPAI) once again has been recognized for excellence in tradeshow marketing by the International Association of Exhibitions and Events' (IAEE) annual Art of the Show Competition.

This marks the fifth consecutive year that PPAI has been recognized by IAEE for its outstanding tradeshow marketing.

PPAI was selected to receive two first place certificates in the categories of "E-mail Promotion, Between 50,000 and 150,000 net square feet" and "Attendance Promotion Campaign, Between 50,000 and 150,000 net square feet" for its marketing efforts for PROMOTIONS EAST 2008—the biggest promotional products tradeshow in the Northeast.

"It was a pleasure to review your company's materials and award your efforts," said Steven Hacker, CAE, president of IAEE. "We look forward to seeing new entries from you for the 2009 Art of the Show Competition and again, congratulations on your accomplishment!"

The PPAI marketing team developed a multi-tiered campaign, including e-mails, brochures, promotional products and postcards, to reach out to its target audience of exhibitors and attendees. The campaign was designed to reinforce the marketing message identifying PROMOTIONS EAST as the one place to do business in the Northeast. From concept to copy to design, all of the marketing materials were developed in-house by the PPAI marketing team.

"Congratulations go to our marketing team," said Steve Slagle, CAE, PPAI president and CEO. "Their creativity, energy and expertise is contagious and we're gratified by IAEE's recognition of their efforts. These campaigns put into practice the results of our own research. Studies have shown conclusively that incorporating promotional products into pre-show marketing drives tradeshow traffic."

Both entries will be on display at IAEE's annual meeting and exhibition, December 9-11, 2008 in Miami Beach, Florida.

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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