



FOR IMMEDIATE RELEASE

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Fourth Annual PPAI Women's Leadership Conference:
"Changes, Challenges and Choices"

Irving, Texas, (May 27, 2008) Promotional Products Association International (PPAI) is set to host the fourth annual Women's Leadership Conference titled, "Changes, Challenges and Choices" in Albuquerque, New Mexico, July 8-11, 2008.

Featuring an expanded schedule of noted speakers, the 2008 PPAI Women's Leadership Conference is a must-attend event for women in the promotional products industry who are looking to further develop their leadership potential.

"This two-and-a-half-day event is jam-packed with invaluable networking and educational opportunities for women at all career levels," said Margie Lindley, PPAI manager of professional development. "From an individual who is just starting out to a veteran in the industry, this is a chance for women to learn from each other and challenge themselves to meet both professional and personal goals."

The conference will include three keynote speakers and more than 10 breakout sessions covering critical topics such as managing conflict, health and fitness and savvy self promotion. Attendees will also have a chance to relax and enjoy a few leisure activities in historical Old Town Albuquerque.

"This year's conference is bound to be yet another powerful meeting of the minds between some of the most influential women in the promotional products industry," said Margie Price, MAS, owner of Premiums Plus, Inc. and chair of the PPAI Women's Leadership Committee. "If you're interested in growing your business, learning from the best and building lasting relationships, missing this conference should not be an option."

To view the schedule, please visit www.ppai.org and click on members or prospective members and then on professional development. To register for this event, please contact Margie Lindley at 972-258-3025 or MargieL@ppai.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 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 an \$18.8 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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