



FOR IMMEDIATE RELEASE

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REGISTRATION OPEN FOR 2007 PPAI SUPPLIERS' FORUM

Irving, Texas, (March 19, 2007) Promotional Products Association International (PPAI) has scheduled the 2007 PPAI Suppliers' Forum on June 3-4, 2007, at the Atlantic City Convention Center.

Open to all PPAI-member supplier companies, the PPAI Suppliers' Forum will bring together industry executives to explore opportunities to expand sales in new and growing markets. A panel of experts will be on-hand to address:

- Supplier growth challenges and opportunities
- How to take advantage of opportunities in new markets
 - Souvenirs, gifts and novelties
 - Fundraising industry
 - College stores
- New technologies to improve business and sales
- Best practices in marketing to distributors
- Legislative issues and updates, including Prop 65 and how it can affect your business
- The most effective tradeshow strategies
- Emerging HR issues
- Challenges and opportunities on the horizon

“We’ve brought together an impressive array of experts, from inside and outside the promotional products industry, to address numerous business challenges and opportunities,” said Terry Brizz, Ph.D., MAS, president of Galaxy Balloons. “This forum is a must-attend, suppliers-only event for industry supplier decision-makers. Scheduled immediately prior to PROMOTIONS EAST, the largest industry show in the Northeast, the forum is designed to allow participants ample time to prepare their exhibits while maximizing their professional development.”

To register for this event, please visit www.ppa.org and click on education. Early-bird registration is \$149 until March 30, 2007; registration is \$179 after that date.

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.ppa.org or contact PPAI at 972-258-3041 or PR@ppa.org.

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PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshows, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are an \$18 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.