



FOR IMMEDIATE RELEASE

Media Contact: Anne Lardner

972-258-3041

annel@ppa.org

THE PPAI EXPO 2005 RANKED AS 50TH BIGGEST BY TRADESHOW WEEK

Irving, Texas, (July 5, 2006) -- *Tradeshow Week Top 200* has ranked The PPAI Expo 2005 as number 50 in its annual list of the country's top 200 trade shows. The PPAI Expo, the annual tradeshow of **Promotional Products Association International** (PPAI), is the industry's oldest and largest trade show.

Tradeshow Week's annual listing is a barometer of the largest expositions, measured by net square feet of paid exhibit space. The PPAI Expo 2005 encompassed 357,700 square feet of trade-show space, included 3577 booths and attracted more than 14,500 attendees.

"The continued popularity of The PPAI Expo is a clear indication that we are delivering valuable networking and educational opportunities to our members," said Darel Cook, PPAI's director of expositions and meetings. "As the 50th biggest trade show in the country, we are able to offer more benefits to both our attendees and exhibitors. Top shows are able to negotiate better rates for exhibiting, hotel costs and improved services. Also, companies looking to get into new markets will look at the listing and notice PPAI as a major event. This helps draw more members."

The PPAI Expo 2007 will be held January 3-6, 2007 at the Mandalay Bay Convention Center in Las Vegas, Nevada.

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

###

PPAI—the promotional product industry's only international not for profit trade association—offers education, trade shows, 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.