



**FOR IMMEDIATE RELEASE**

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### **STYX SELECTED TO HEADLINE ONE AT THE PPAI EXPO**

**Irving, Texas, (November 20, 2008) Promotional Products Association International (PPAI)** has selected multi-platinum selling band, Styx to perform in concert at ONE, the closing night party at The PPAI Expo 2009. The group boasts nine top-10 hit singles, including “Lady,” which reached No. 6 in 1974 and the popular hit single “Come Sail Away,” which reached No. 8 in 1977. Styx is also responsible for five album releases that sold platinum or better between 1977 and 1984.

ONE is a night of networking and entertainment sponsored by [The Corporate Marketplace, Inc.](#) (TCMPI). The event will take place at the Mandalay Bay Theater in the Mandalay Bay Event Center on Thursday, January 15 with a mixer at 7:30 pm and the concert following.

To find out more about the band and hear music excerpts, click [HERE](#).

“PPAI continually works to deliver unique, entertaining events to The Expo,” says Darel Cook, PPAI director of expositions and meetings. “And because the best show deserves great entertainment, both PPAI and our event sponsor, TCMPI, are committed to bringing top acts to the top tradeshow in the promotional products industry. We are excited that Styx is an example of just that.”

Tickets for ONE are now available at [www.theppaiexpo.org](http://www.theppaiexpo.org). Click Registration, Online Registration, then follow the prompts to purchase tickets. Tickets are \$25 per person for PPAI members, \$40 per person for nonmembers. Onsite cost: \$40 members/\$60 nonmembers. A ticket is required for admission to the concert.

It’s not too late to sign up to attend The PPAI Expo 2009. To register, visit the online registration wizard at [www.theppaiexpo.org/expo](http://www.theppaiexpo.org/expo). Attendance at The PPAI Expo is open to all distributors and promotional consultants who have a free UPIC (Universal Promotional Identification Code). To learn more about UPIC, the industry’s FREE universal identifier, visit the UPIC website at [www.upic.org](http://www.upic.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](http://www.ppai.org) or contact PPAI at 972-258-3041 or [PR@ppai.org](mailto: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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