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### **PPAI PARTICIPATES IN AMA EDUCATORS' CONFERENCE**

**Irving, Texas, (August 25, 2008) Promotional Products Association International (PPAI)** served as a sponsor and exhibitor at the 2008 American Marketing Association's annual Educators' Conference in San Diego, California. A four-day event, the conference was themed, "Unleashing the Power of Marketing to Transform Consumers, Organizations, Markets and Society."

Anne Lardner, PPAI senior manager of communications, and Erica Edwards, PPAI communications coordinator, attended the conference as part of PPAI's collegiate outreach effort and met with professors from all over the world to promote the power of promotional products and to encourage inclusion of promotional products in the classroom curriculum. Additionally, they encouraged professors to use the ADvocate program, a group of more than 200 promotional products professionals who are certified to speak to college students, as a solution to speaker searches for both student chapter meetings and classroom lectures.

"I was pleased with the interaction with the professors that was provided at this conference," said Lardner. "We used this opportunity to reinforce our message that promotional products are an essential element in the marketing mix. This conference afforded us the opportunity to open dialog with them, to ascertain how they currently use and view promotional products, and determine what we can do to ensure that promotional products are fully addressed in the curriculum—on par with all other forms of advertising and marketing."

Additionally, Lardner and Edwards shared details about PPAI's Portable Professor, a downloadable, college-level curriculum designed by the late Dr. Alan Fletcher, for inclusion in introductory marketing, advertising or public relations courses. This program provides a plethora of tools and information to college students and professors to drive education about the promotional products industry and its role in the marketing mix. To see the program in its entirety, please click [HERE](#).

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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