



**PRODUCT CATEGORY SURVEY**

Return your survey by April 6, 2010 and your name will be entered in a drawing for a chance to win a \$200 American Express gift card. Fax your completed survey to 972-258-3004

This survey is part of the **2009 Estimate of Promotional Product Distributor Sales** sponsored by PPAI every year. While Louisiana State University estimates the industry's sales volume, PPAI collects information about the sales within various **product categories and program categories**. **NOTE: This information will be kept confidential and seen only by the researcher and used exclusively for statistical purposes. Only an aggregate result will be published in a pie chart.** Please fax it to **972-258-3004** by **April 6, 2010**.

1. What were your company's **2009 gross sales from promotional products only**? \$
2. Please estimate, to the best of your ability, the percentage that each of the categories below contributed to your company's **2009 total gross sales (of promotional products only)**. For any product not listed specifically, please use your best judgment when selecting its category. For any product that **cannot be included** in the categories provided below, please use the "other" category, and list the product(s). **YOUR TOTAL FOR ALL PRODUCT CATEGORIES SHOULD EQUAL 100 PERCENT.**

Product Type	Includes The Following:	Percent Of Sales
Calendars	Wall and wallet calendars, desk diaries, pocket secretaries, etc.	____%
Drinkware	All glass, china, ceramic, crystal, plastic and stainless steel drinkware	____%
Games/Toys/Playing Cards/Inflatables	Kites, balls, puzzles, stuffed animals, etc.	____%
Wearables	T-shirts, golf shirts, aprons, uniforms, blazers, caps, headbands, jackets, neckwear, footwear, etc.	____%
Writing Instruments	Pens, pencils, markers, highlighters, etc.	____%
Electronic Devices & Accessories	Radios, TVs, videotapes, music CDs, phone cards, etc.	____%
Computer Products	Mouse pads, monitor frames, disk carriers, wrist pads, software, etc.	____%
Housewares/Tools	Measuring devices, kitchen products, picture frames, household decorations, ornaments, tool kits, first aid kits, furniture, flashlights, cutlery, weather instruments, etc.	____%
Desk/Office/Business Accessories	Folders, desk pen sets, calculators, non-dated paper products, cubed paper, scratch pads, adhesive notes, stationery, etc.	____%
Automotive Accessories	Key tags, bumper strips, road maps, floor mats, window shades, etc.	____%
Clocks and Watches	Clocks, watches, etc.	____%
Stickers and Decals	Stickers, decals, etc.	____%
Magnets	Magnets and magnetic products	____%
Buttons/Badges/Ribbons	Buttons, badges, ribbons, signs, banners, etc.	____%
Sporting Goods/Leisure Products/Travel Accessories	Picnic/party products, camping equipment, barbecue items, bar products, binoculars, luggage, passport cases, etc.	____%
Recognition Awards/Trophies/ Jewelry	Awards, trophies, plaques, certificates, figurines, jewelry, etc.	____%
Food Gifts	Candy, nuts, gourmet, meat, spices, etc.	____%
Textiles	Flags, towels, umbrellas, pennants, throws, blankets, etc.	____%
Bags	Totebags, shopping bags, satchels, gift bags, drawstring bags, cosmetic bags, paper bags, duffel bags, briefcases, etc.	____%
Personal/Pocket-Purse Products	Pocket knives, grooming aids, lighters, matches, sunglasses, wallets, etc.	____%
Other	Please list: _____	____%

Total = 100 %

3. Of the product types listed above, which of the particular categories or products show the greatest increase in sales during the past year at your company? Product Type # \_\_\_\_\_ Products \_\_\_\_\_

**ENTRY FOR DRAWING: NAME:** \_\_\_\_\_ **COMPANY:** \_\_\_\_\_ **UPIC/PPAI NUMBER:** \_\_\_\_\_

# PROGRAM CATEGORY SURVEY

Please return by April 6,  
2010. Fax your completed  
survey to 972-258-3004

1. What were your company's **2009** gross sales from **promotional products only**? \$

2. Please estimate, to the best of your ability, the percentage of your **2009** promotional product sales that can be attributed to each of the **PROGRAM TYPES** listed below. For any program that does not fit within these program types, please use the "other" category, and provide a brief description of the program.

**YOUR TOTAL FOR ALL PROGRAM TYPES SHOULD EQUAL 100 PERCENT.**

Program Type	Includes The Following:	Percent Of Sales
<b><u>Internal Promotions</u></b>		
1. Employee Service Awards	Anniversary recognition, service awards, etc.	____%
2. Employee Relations & Events	Morale and motivation, corporate/employee events, employee orientation, organizational commitment/corporate identity, corporate communication, employee training (other than safety), employee referral programs	____%
3. Internal Promotions (Incentive; Non-Safety)	Sales incentive, TQM/quality programs, productivity, inventory reduction, error reduction, attendance improvement	____%
4. Safety Education/Incentive	Employee safety and education	____%
<b><u>Customer Promotions</u></b>		
5. New Product/Service Introduction	New product or service introduction	____%
6. New Customer/Account Generation	New customer or new account generation	____%
7. Customer Referral	Customer referral incentive programs	____%
8. Dealer/Distributor Programs	Dealer incentives, co-op programs, company stores	____%
9. Public Relations	Corporate involvement with community, fundraising, sponsorship, school programs, media relations, corporate image	____%
10. Brand Awareness	Promotion of brand awareness and brand loyalty	____%
11. Tradeshows	Tradeshow traffic generation	____%
<b><u>Other Promotions</u></b>		
12. Marketing Research	Marketing research, survey, and focus group participation programs	____%
13. Not-for-Profit Programs	Not-for-profit use for fundraising, public awareness campaigns (health, environment, public safety, etc.)	____%
14. Other(s)	Please list: _____ _____	____%

Total = 100 %

3. Of the program types listed above, which saw the greatest increase in sales during the past year at your company? Program Type # \_\_\_\_

**Thanks for your participation!!!**

Please mail or fax the completed questionnaire by Monday, **April 6, 2010** to:  
Promotional Products Association International, 3125 Skyway Circle N., Irving, TX 75038  
Phone 972 258-3043 ☎ Fax 972 258-3004 ☎ E-mail sarithak@ppai.org

**ENTRY FOR DRAWING: NAME:** \_\_\_\_\_ **COMPANY:** \_\_\_\_\_ **UPIC/PPAI NUMBER:** \_\_\_\_\_