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PPAI Launches *brand.* At The PPAI Expo 2009 **A New Retail-Branded Gallery For The Promotional Products Industry**

Irving, Texas, (July 23, 2008) Promotional Products Association International (PPAI) will launch *brand.* at The PPAI Expo 2009 at the Mandalay Bay Convention Center in Las Vegas, Nevada, January 12-16.

The *brand.* pavilion will focus on sales opportunities for promotional consultants in the premium and incentive market. Catering to retail-branded product companies, this pavilion is an innovative gallery highlighting the importance of premiums and incentives within the promotional products industry.

“As a new component of The PPAI Expo 2009, *brand.* is a show within a show, bringing coverage of the premium and incentive program categories to a whole new level,” said Darel Cook, PPAI director of expositions. “While some branded products will remain on the show floor, this pavilion offers a unique setting to showcase premium and incentive sales opportunities to promotional consultants.”

“With upscale, store-front aesthetics and a sleek, modern feel, *brand.* will reaffirm to all who enter that this is a place that enforces our message of *Reward, Recognize, Remember,*” concluded Cook.

The pavilion will include an interactive education area and representatives from both the Incentive Marketing Association (IMA) and the Incentive Manufacturers and Representatives Alliance (IMRA) will be on hand to educate promotional consultants about incentives. Companies participating in the *brand.* pavilion include Bose, Dooney & Bourke, Fossil, Nambe and Sony, to name only a few.

“The promotional products industry meets at The PPAI Expo,” said Steve Slagle, CAE, PPAI president and CEO. “Distributors know that The PPAI Expo showcases more suppliers featuring their full lines than any other show in the industry. Suppliers exhibit at The Expo because they know they will see more qualified distributors than any other two shows in the industry combined. The PPAI Board, committees and staff work hard all year to make sure The PPAI Expo continues to be viewed, by both distributors and suppliers, as the industry’s premier event.

“The *brand.* pavilion is a natural off-shoot of that philosophy, and we fully expect it to enhance the experience and value of The PPAI Expo 2009, bringing new products, services and sales opportunities for exhibitors and attendees alike,” Slagle concluded.

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 or contact PPAI at 972-258-3041 or 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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