



FOR IMMEDIATE RELEASE

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E[X]PERIENCE [X] JAM AT THE PPAI EXPO

Irving, Texas, (December 3, 2008) In keeping with The PPAI Expo 2009 theme, “The [x]factor: The Difference Between Good And Great,” **Promotional Products Association International (PPAI)** has announced that it will add [X] Jam, a motocross event with live DJ and concessions, to Expo’s closing night events, Thursday, January 15.

Co-sponsored by member suppliers Ogio and SanMar, the event will take place in Mandalay Bay’s northeast parking lot. Doors will open at 5:30 pm with the first demonstration starting at 5:45 pm and the second at 7 pm. Tickets will be sold at the door, as well as online at www.theppaexpo.org.

“In addition to ONE, which is always a great event, we were looking for another way to add a unique air of excitement to The PPAI Expo 2009,” says Darel Cook, PPAI director of expositions and meetings. “With the help of two great sponsors, [X] Jam is sure to be an exciting, fun-filled show that attendees, as well as their families can enjoy, proving that The PPAI Expo is the premier meeting place for industry professionals both on and off the show floor.”

ONE, Expo’s annual closing night party and concert sponsored by [The Corporate Marketplace, Inc.](http://www.thecorporatemarketplace.com) (TCMPI), 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. This year’s headliner is multi-platinum selling band, Styx.

Tickets for [X] Jam and ONE are now available at www.theppaexpo.org. Click Registration, Online Registration, then follow the prompts to purchase tickets. There is no charge to attend [X] Jam for ONE registrants. For all other attendees, the cost is \$5. Tickets for ONE are \$25 per person for PPAI members and \$40 per person for nonmembers. Onsite cost: \$40 members/\$60 nonmembers. (Tickets must be shown at the door.)

It’s not too late to sign up to attend The PPAI Expo 2009. To register, go to www.theppaexpo.org. 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.

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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