



**FOR IMMEDIATE RELEASE**

**Media Contact: Anne Lardner**  
**972-258-3041**  
[AnneL@ppai.org](mailto:AnneL@ppai.org)

### **PPAI PARTICIPATES IN AMA COLLEGIATE CONFERENCE**

**Irving, Texas, (April 15, 2008) Promotional Products Association International (PPAI)** served as a 2008 collegiate career partner at the annual American Marketing Association's Collegiate Conference in New Orleans, Louisiana. A three-day event, the conference provided more than 1000 students, professors and professionals a chance to learn and network with leaders in the marketing profession.

Paul Bellantone, CAE, PPAI executive vice president, and Erica Edwards, PPAI communications coordinator, attended the conference as part of PPAI's collegiate outreach effort and met with students to promote the power of promotional products, as well as career opportunities within the industry. 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.

"It was enlightening to meet with the next generation of marketing professionals. They brought a fresh perspective and asked both the questions I expected to hear and a few that surprised and impressed me, said Bellantone. "My compliments to AMA for putting on an exceptional event and bringing together a collection of engaged and poised students."

Additionally, Bellantone 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 product 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 an \$18.8

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.

###