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PPAI JOINS INDUSTRY LEADERS IN WEEK-LONG ADVERTISING AWARENESS EVENT

Student Workshop and Best of the Best Exhibit Among the PPAI Offerings Planned.

Irving, Texas, (August 1, 2006) Promotional Products Association International (PPAI) once again joins as a member of the Advertising Week Organizing Committee in the annual celebration of the advertising industry. The \$18 billion promotional products market is represented along with 32 other associations, including the American Association of Advertising Agencies, American Advertising Federation, Radio Advertising Bureau and Outdoor Advertising Association of America to represent the full spectrum of advertising media to the buying public.

The third annual Advertising Week recognizes and celebrates the economic and social impact of advertising with a five-day series of events, seminars, galas and keynotes scheduled for September 25-29 in New York City. Last year, the event attracted more than 50,000 participants from more than 70 countries. The events garnered ample media attention as well, including articles in national and trade publications and coverage on national television.

“Once again, we are gratified to serve on the Organizing Committee for this great event,” said Steve Slagle, CAE, PPAI president. “This week is a celebration of *all* the elements crucial to delivering a marketing campaign that is far greater than the sum of its parts. Any one piece of the marketing puzzle can make an impression, but only when all the advertising elements, including promotional products, support a single message can we fully engage the audience and move the needle.”

This year PPAI member and Chair-Elect-of-the-Board, Paul Kiewiet, MAS, vice president of Incentive Marketing, a Corplogoware affiliate, will address college students planning to enter the advertising and communications fields with a free workshop entitled *Engaging People To Build Brand Experiences: The Unique Power Of Promotional Products*. The workshop will demonstrate that promotional products are key components of internal and external brand building. Kiewiet will share current research that shows powerful memories can be created through the use of promotional products as communications tools. The workshop will be held in the McGraw-Hill Building in New York on Monday, September 25, from 4-5:30pm.

During Advertising Week 2006, a PPAI film crew will conduct live on-the-street interviews with participants attending many of the major events. The video will be an integral part of the PPAI booth at Marketing Days, an umbrella event that hosts The Motivation Show/PPAI’s Solutions Summit, and

takes place in Chicago concurrent to Advertising Week. For more information on Marketing Days visit www.marketingdays.org.

At the McGraw-Hill Building, PPAI will also display “The Best of the Best,” a collection of award-winning promotional campaigns, which will be viewed by hundreds of advertising professionals and students during the week.

In addition, PPAI will serve as an information hub for Organizing Committee members who are interested in purchasing promotional products for their events and attendees.

For more information about Advertising Week 2006, including a list of the events, activities and other members of the Organizing Committee and to register to attend, visit www.advertisingweek.com.

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 web site at www.ppa.org or contact PPAI at 972-258-3041 or PR@ppa.org.

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PPAI—the promotional product industry’s only international not for profit trade association—offers education, trade shows, business products and services, mentoring, technology, and legislative support to its more than 7,500 global members. Promotional products are an \$18 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.