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PPAI SPONSORS *SOLUTIONS SUMMIT* TO EDUCATE AND ENGAGE END BUYERS AT MARKETING DAYS 2006

Irving, Texas (July 17, 2006) Promotional Products Association International (PPAI) will once again sponsor Solutions Summit, a high-level educational forum which is now a part of a new event -- Marketing Days – set for September 26-29, 2006 in Chicago.

Marketing Days is an umbrella event expected to attract 30,000 attendees, more than 2,200 exhibitors and will be host to more than 100 seminars. This three-day event, sponsored by The Motivation Show and the In-Store Marketing Institute, is a cooperative effort by PPAI and 13 other organizations to demonstrate market integration and encourage internal and external members of all marketing disciplines to share concepts and ideas. PPAI will offer 10 programs designed to educate and engage end buyers on the power of promotional products as a crucial piece of the marketing puzzle.

“We know a marketing effort is successful when the message is consistent, targeted and moves the audience to take action,” said Steve Slagle, CAE, PPAI’s president. “And we know that incorporating promotional products into the mix in a strategic manner produces measurable results.”

“Marketing Days will provide the tools the end buyer needs to craft a successful marketing program that incorporates *all* the elements crucial to delivering a campaign that is far greater than the sum of its parts,” Slagle continued. “In addition our members can take advantage of the business building and educational opportunities available as part of this event including event marketing, point-of-purchase marketing, incentives and packaging, to name just a few.”

In addition to the sessions for end buyers, 10 educational sessions and a day-and-a-half seminar will be available for promotional consultants wishing to take their skills to the next level, those working toward their industry certification and for those desiring to learn more about how promotional consultants can become key players in integrated marketing campaigns.

Promotional Marketing Association, Inc. (PMA) will extend member rates to PPAI members for all PMA-sponsored seminars and programs. In addition, badges from any official Marketing Days event will be honored at the In-Store Marketing Expo and The Motivation Show exhibit halls. PPAI will also have a presence at The Motivation Show with an expansive and highly visible Association exhibit on the show floor.

With nearly 200 hundred exhibitors and two dozen seminars, the In-Store Marketing Expo, is designed to deliver resources, strategies and expert advice needed to accelerate product sales and engage more customers. The Motivation Show, which hosts more than 2,000 exhibitors and 15,000 attendees, provides a year-round network of information services focused on motivation in business and the related field of People Performance Management.

Visit www.marketingdays.org for more information on Marketing Days, The Motivation Show, the In-Store Marketing Expo and Solutions Summit. For more information on educational programs, click on Education Events in the left-hand menu.

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.