



**FOR IMMEDIATE RELEASE**

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

### **NEWLY LAUNCHED RETAIL-BRANDED GALLERY SOLD OUT**

**Irving, Texas, (November 3, 2008) Promotional Products Association International (PPAI)** has announced that *brand.*, the new retail-branded gallery slated to premier at The PPAI Expo 2009, is officially sold out. With nearly three months left before the big event, the gallery already boasts 50 exhibiting companies, 100 booths and nearly 200 brand names.

In addition to focusing on sales opportunities for promotional consultants in the premium and incentive market, *brand.* will also include an interactive education area where 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.

“I am thrilled that the exhibitors for this event have recognized the added value that *brand.* can offer their business,” said Darel Cook, PPAI director of expositions. “To sell out of exhibiting space so quickly is sheer proof of how exciting an opportunity this is for the promotional product and incentive markets alike, and I am confident this is only the first example of how much of a must attend event this will be.”

Companies participating in this show within a show include Bose, Dooney & Bourke, Fossil and Sony, just to name a few. To see a full list, click [HERE](#).

It's not too late to sign up to attend The PPAI Expo 2009. To register, visit the online registration wizard at [www.theppaiexpo.org/expo](http://www.theppaiexpo.org/expo). Attendance at The PPAI Expo is open to all distributors and promotional consultants who have a free UPIC (Universal Promotional Identification Code).

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 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.

###