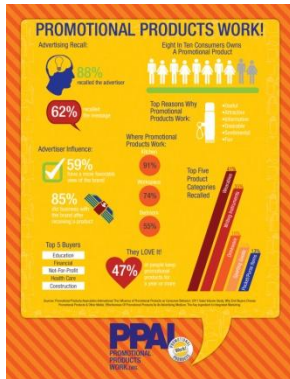


Get the facts: Promotional Products Work!™ Week is April 21-25, 2014

It's the promotional products industry's global awareness week and it's all about promoting you and your business!



According to the latest Promotional Products Association International study, 88% of consumers say they recall the name of the advertiser on a promotional product, and 47% keep them for more than a year

It's a fact: According to industry sources,* promotional products are the sixth fastest growing advertising medium, ranking eighth among traditional and digital media in annual expenditures at \$18.5 billion in 2012. The industry's voice is amplified by its more than 498,853 professionals and 33,741 companies—a voice, when unified, that will not go unheard.

Promotional Products Work! Week (PPW!W), founded by PPAI, is a industry-wide collaboration of regional associations, distributors, suppliers, multiline representatives, corporations and small businesses working together to promote the use of promotional products, share the facts on the effectiveness of the medium, and provide greater access to the market by working with highly qualified promotional products professionals.

Since its inception last year, the Promotional Products Work! campaign has been at the forefront of building awareness of the promotional products industry. While the campaign garnered support, raised awareness and took the industry to new heights in the U.S., Europe and around the world, there remains much to be accomplished.

PPW!W remains dedicated to educating and empowering promotional products businesses to take the lead in their local markets by opening their doors to customers and prospects, distributors and suppliers, legislators and dignitaries; speaking for the industry at business and community events, colleges and universities; donating, volunteering and supporting charitable causes; reaching out to local, state and U.S. representatives; and thanking customers with products, hospitality and a warm handshake.

What's new: In 2014, PPW!W will extend its reach to advertisers, ad agencies, professional media buyers and marketing executives. PPW!W program and product sponsorship, and licensing are now available.

What's next: Begin planning for Promotional Products Work! Week. Take part in PPAI's PPW!W webinars to get step-by-step guidance from others in the industry. Get started now! It will be here before you know it.

PPAI offers information, promotional materials and training on Promotional Products Work! Week at its website, PromotionalProductsWork.org/Week. For more information about sponsorship of Promotional Products Work! Week, contact Kim Todora at 1-888-426-7724 or email KimT@ppai.org.

* 2012 Expenditures Reported By: American 18 Business Media/Business Information Network, BIA/Kelsey, Cable TV Advertising Bureau, Direct Marketing Association, Event Marketing Institute, IEG, Interactive Advertising Association, Newspaper Association of America, Outdoor Advertising Association of America, Point-of-Purchase Advertising Institute, PQ Media, Publishers Information Bureau, Radio Advertising Bureau, Television Advertising Bureau, and Veronis Suhler Stevenson (VSS).