

SPPA to celebrate Promotional Products Work! Week

Here at SPPA we are excited to celebrate our industry with, One Mission, One Purpose and One Voice during Promotional Products Work! Week, April 21-25.

This April, Promotional Products Work! Week will mark the second annual celebration of the promotional products industry! Last year, PPW! Week launched as a first-of-its-kind event and was a resounding success garnering millions of impressions. This year it is easier than ever to make your mark by taking advantage of the opportunity to showcase the industry and your services, creativity and expertise.

SPPA will be celebrating the week by preparing SWAG Bags that our members can deliver to their local chamber of commerce offices and city/county mayors across our region.

There are several ways you can participate:

1. Donated imprinted products to be given away at events like the Networking Breakfast or in the SWAG Bag
2. Host your own open house, customer appreciation event, or factory tour (we can provide you with industry research and materials)
3. Volunteer to deliver one of our PPW! Week SWAG Bags with industry information to your local officials and chamber of commerce office

For more information, or to participate, contact the SPPA office at info@sunbeltppa.org or 205-588-8004.