

## **SPPA to Co-Host Product Safety Awareness Conference in Nashville**

SPPA and PPAMS will co-host a Product Safety Awareness Conference in Nashville on July 29<sup>th</sup>. The day-long conference is free to members of both associations. After the completion of the conference attendees will be a designated “Product Safety Ambassador” by PPAI and their companies will have the PPAI “Product Safety Aware” status.

Product safety regulations are increasing on federal, state and international levels. It is essential for the promotional products industry to recognize and understand the importance of product safety and that every company develop a basic awareness of the importance and requirements of product safety.

The completion of this day-long conference will show your customers that you are a professional who is committed to product safety and will also satisfy the PPAI requirements for you to be a “Product Safety Ambassador” and for your company to be designated “Product Safety Aware.” Also, by completing this training prior to the 2015 deadline, your company can become a “Product Safety Early Adopter” – something you can promote in your marketing materials!

The Product Safety Awareness Program is part of a larger PPAI initiative to create confidence in promotional products as an advertising medium at every level. Beginning in 2015 all suppliers and distributors who wish to access the PPAI marketplace must have “Product Safety Aware” status and at least one employee who is a designated “Product Safety Ambassador.”

For more information on the Product Safety Awareness Program: <http://www.ppai.org/inside-ppai/product-safety/>

To register for this conference: <https://www.eventbrite.com/e/ppams-sppa-safety-awareness-conference-tickets-11737040805>