

Promotional Products Association International Code of Ethics

Promotional Products Association International, a nonprofit, tax-exempt trade organization, was formed in April 1965 by the consolidation of two associations which had served the promotional products and specialty advertising industry since 1903. The Association, formerly the Specialty Advertising Association International, adopted its new name in 1993 to reflect the broader spectrum of products and services offered by its members.

While majority of the Association's 14,600 plus members are headquartered in the United States, PPAI has over 70 international members across more than 60 countries. Member companies are suppliers, distributors and service firms engaged in making, decorating and selling promotional products that include specialty advertising, business gifts, premiums, incentives, prizes, awards and commemoratives.

PPAI's mission is to be the voice and force to advance the Promotional Marketplace for the benefit of our community. The Association delivers world-class education, expositions and forums for networking, the industry's certification program, essential information, research and communications, and indispensable products and services to ensure the success of its customers.

In tandem with PPAI's mission, its code of ethics was developed by and for the membership to provide guidelines of professionalism and standards of ethical practice. The Association encourages individual members to enact their own company codes, consistent with those of PPAI.

On conduct, PPAI members shall:

1. Maintain the highest standards of professionalism, ethics and integrity in business, civic and personal activities.
2. Commit to offering the highest quality products and services.
3. Strive to assure complete satisfaction of all customers.
4. Honor all career commitments and be dedicated to enhancing the image and knowledge of industry professionals.

On commitment, PPAI members shall:

1. Support, promote and enhance the membership, policies, programs and activities of the Association.
2. Pursue continuing education to achieve personal and career growth.
3. Share knowledge, expertise and skills for the advancement and betterment of the promotional products industry.

PPAI membership benefits include: attending or exhibiting at the industry's premier promotional products trade shows; access to learning and training resources; access to industry standards, statistical and research data; member promotion through national advertising and public relations; awards and government relations programs; and engaging in other lawful trade association activities as the Board of Directors may determine.