

Dear PPAI Member,

At PPAI, we are aware that bringing communities of promotional products professionals together is one of our greatest value propositions and it is a primary mission of the Association. We understand that these gatherings allow for the enthusiastic exchange of knowledge and that they foster relationships, long-lasting connections and opportunities. That said, your well-being and that of your employees is the highest priority for us.

As we actively monitor the fast-moving developments of the COVID-19 outbreak, I wanted to reach out and update you on the steps we, at PPAI, are taking.

As many of you may already know, last month PPAI held a [webinar](#) on this very topic featuring leading global experts in the fields of epidemiology and crisis management and a top specialist from the Center of Chinese Studies. Additionally we launched an [information resource page](#) on our website where you can find the latest information on the virus, as well as resources to consider for your company.

And just this week, we convened a meeting of our management team to discuss the latest news regarding the virus, how the virus might impact upcoming PPAI events and, most importantly, what we need to be considering with regard to our employees as well as yours. We want to make sure we are taking the necessary steps to keep our communities safe and put plans in place for each eventuality.

Regarding our events, as of today, we plan to move forward as scheduled with all upcoming programs. However, with the situation changing so quickly, we will keep a very close eye on whether that direction continues to make sense for our members in the future. We will base our decisions on sound information and guidance provided by experts. I ask that you stay tuned, and watch for updates, as we move forward. You can trust that we will make decisions that are in the best interest of our members and help us continue to be a good steward for our industry.

As things change, we will be timely with our communication and will do so via all available channels—social, email, web, Promo Connect, etc. In the meantime, we all hope and pray that an end to this epidemic will come soon and that the longer-term outlook for our industry and your individual businesses will remain strong.

If you have any comments or questions, please don't hesitate to reach out.

Sincerely,



Paul Bellantone, CAE
President and CEO



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