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PPAI's PPW Expo Offers Winning Opportunity

IRVING, TX, (October 3, 2022) – Hundreds of industry distributors and their clients attended PPAI's fall Promotional Products Work (PPW) Expo on September 29th and took advantage of the opportunity to inspire clients to leverage promotional products in new ways. PPAI created the innovative virtual event to provide a client-safe environment for collaboration and exploration and featured more than 200 products from more than 40 suppliers. The products were carefully chosen and displayed by product type, feature, and use rather than a typical "booth" format. The PPW Expo was a demand-driven event, and the innovative format was a result of collaboration with PPAI members who served on a Promotional Products Work workgroup.

"Today's online event was really well thought out and executed. The content was relevant, well produced, and did an excellent job of highlighting why working with a distributor helps elevate and protect an end user's brand," said Kara Keister, MBA, MAS, Promise Keeper at Social Good Promotions. "The condensed format allowed our clients to get in and out and go on with their day," Keister continued. "In fact, we have already received feedback from one client and a request for more information on products! I am looking forward to seeing how this online end user experience progresses!"

In addition to the product exploration, PPW Expo featured a 30-minute, product-packed program called Trends in Promo. The professionally produced offering featured segments on unboxing, customization and personalization, retail brands, sustainability, employee gifts, and technology. In addition, several educational programs covered topics such as Prop 65, product safety and supply chain challenges, all of which were appropriate for buyers and encouraged collaboration with distributors to navigate the challenges that these areas sometimes present.

"We are so happy with the event we were able to put into the market today," said Lindsey Davis, PPAI's manager of Promotional Products Work. "Our members seem to have really embraced it. I believe we have the blueprint for future Promotional Products Work Expos."

PPAI plans to offer two Promotional Products Work Expos in 2023—one in the spring and one in the fall.

"The Trends in Promo video was really fun and energetic, but more importantly, I loved the different Product Pavilions," said Emily Codner, Senior Manager, Affiliate Services at iPROMOTEu. "They were



clean and organized and helped trigger some new ideas as we begin to delve into the gifting and recognition season.”

“I’m extremely proud of the team and what they accomplished with this event,” said Dale Denham, MAS+, President and CEO of PPAI. “Creative ideas, solid planning, and execution made this a unique and valuable experience. Now we will build upon the experience, making next year’s events even better as we continue to elevate promo.”

The Promotional Products Work Expo is one part of an overall buyer outreach initiative designed to deliver on PPAI’s mission to make promotional products essential to every brand.

ABOUT PPAI

Promotional Products Association International is the world’s largest and oldest international not-for-profit promotional products association with a 113-year history of serving a membership, that has grown to more than 15,000 corporate members, and advocating for the \$25+ billion promotional products industry with its more than 33,700 businesses and more than 500,000 professionals. For more information <https://ppai.org>.

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