

Member Kit



WELCOME
TO **PPAI**[®]
LET'S GET STARTED

ppai.org

WELCOME TO PPAI®

We are glad you joined PPAI and we are here to assist you in maximizing your success. Whether you are new to the industry or very familiar with it, PPAI offers so many benefits, the biggest challenge for most new members is understanding where to start taking advantage of the opportunities.

Get Started

1. Product Sourcing And Business Management Software

Immediately begin leveraging our SAGE software for a product sourcing solution to help you find the products you are looking for along with supplier contact information. Use this tool to check the ratings for each supplier before doing business as well. Start by taking the online training to learn how to use SAGE so that you will get the most out of it.

2. Plan To Attend The PPAI Expo In Las Vegas

The PPAI Expo is the industry's must-attend event. January 10 is our conference day where you will have the opportunity to learn valuable insights that will help you succeed in this business. The exhibit hall opens on January 11-13 where you can see and touch thousands of products while working directly with the suppliers to identify selling opportunities. Come join us and you'll see why The PPAI Expo is the largest and most important industry event each year.

3. Save Significant Money On Shipping

Your membership entitles you to 50 percent off FedEx Express services and 30 percent off FedEx Ground as well as other FedEx discounts including services at FedEx Office. Don't waste money—enroll in this program and ship everything via FedEx. Most members save more than their dues in shipping costs each year.

4. Continue Your Education

PPAI members have access to our large library of on-demand education programs to help you succeed in this business. All of these sessions are included in your membership and easy to access from your computer at any time.

5. Stay Informed

You will receive *PPB Newslink* via email twice a week to keep you informed on what is happening in the industry as well as delivering articles to inspire you and help you. You will also receive our daily *Promotional Consultant Today*, which brings you valuable insights designed to support your personal and professional growth and help you achieve more.



There is so much more to PPAI than these benefits, but these are the first steps you should take to maximize your success. Our team of people at PPAI will be hard at work behind the scenes advocating for the industry on government issues as well as driving industry awareness through broad marketing with public relations initiatives that you can leverage on your own as well.

I'm glad you made the decision to join PPAI. We exist to support the industry and specifically to provide tools to distributors and suppliers to maximize your success. After you are comfortable with the five benefits outlined above, please visit ppai.org to learn about all of the other ways PPAI is working for you and your business. We've included a bit more in this brochure as well.



Best wishes for your success,
Dale T. Denham, MAS+

PPAI PROFESSIONAL DEVELOPMENT PROGRAMS

Go to OnlineEducation.ppai.org to log in with your email address and PPAI Pin Number and have 24/7 access to:

- **Online Education:** Access live and on-demand webinars, event recordings, podcasts
- **Tradeshaw Education:** All members receive most education at no cost at PPAI tradeshaws
- **Live Events:** Join your industry peers to learn and network
- **Certifications:** Earn certifications to distinguish yourself as a professional in the industry

- Trained Advertising Specialist (TAS) Certificate

- Certified Advertising Specialist (CAS) Certification



- Master Advertising Specialist (MAS) Certification

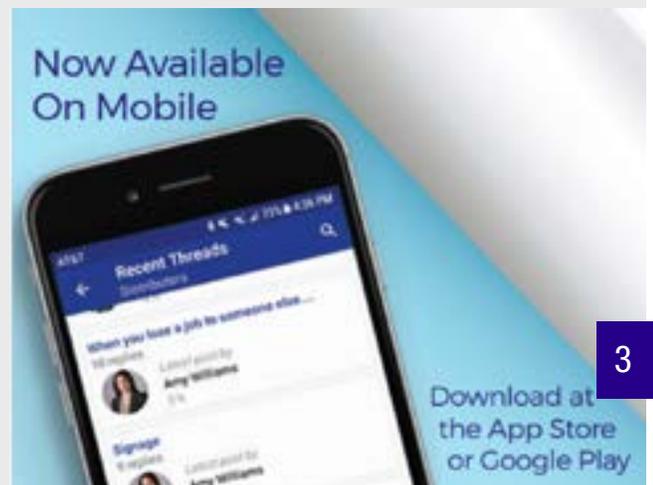


- Master Advertising Specialist Plus (MAS+) Certification



KNOWLEDGE COMMUNITIES

Promo Connect is an online industry knowledge and collaboration hub. Easily accessible at any time, community members can engage with industry peers to exchange ideas, information and solutions. Members can create customized profiles, browse discussion forums, view upcoming events, search libraries and upload documents and videos. It's where knowledge becomes inspiration. Log in today at community.ppai.org to join in the conversation.





Business Management



Corporate Responsibility



Customer Service



Decorate



Diversity & Inclusion



Incentives & Recognition



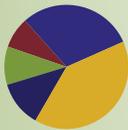
Marketing & Advertising



New To Industry



Podcast



Research



Sales



Strategic Foresight



Strategies & Solutions



Suppliers



Technology

Expand Your Knowledge Of The Promotional Products Industry

Access PPAI Online Education

- Access hundreds of educational, instructional and inspirational webinars
- All on-demand webinars are complimentary to PPAI Members (Minimal fees for PPAI Associates)
- PPAI Event on-demand recordings are available to PPAI Members at a discounted rate
- Conveniently access PPAI Online Education any time and from anywhere, 24/7
- Select from a wide range of relevant content, all viewable in an hour or less
- View live and on-demand webinars
- Earn credit toward PPAI Certification
- Emailed reminders and add-to-calendar options make it easy to save live webinar dates

For a current list of webinars visit:
onlineeducation.ppai.org

CAS
Certified
Professional

MAS
Certified
Professional

MAS+
Certified
Professional

PPAI Certification™

Interested in earning your certification?

Learn more at:

ppai.org/members/certification

EVENTS

PPAI is the recognized leader in providing best-in-class professional development conferences and trade shows. Most members receive education at no cost at PPAI trade shows. Top-notch education includes sought after keynotes, respected industry experts, engaging breakouts and networking opportunities.

During the past couple months, you've undoubtedly had to adapt to a new normal. Similarly, PPAI has had to pivot and make countless changes to our education lineup, including cancelling events and transitioning live events to virtual events. We have updated the list below with the latest information. Visit ppai.org/events for updates.

North American Leadership Conference

High-level executives in the promo industry know, The PPAI North American Leadership Conference is where the industry's movers and shakers gather.

Product Responsibility Summit

Corporate responsibility is everyone's responsibility. You can't miss The PPAI Product Responsibility Summit.

The PPAI Expo

The PPAI Expo draws thousands of suppliers, promotional consultants, and industry associates from across the country and around the globe. It's the largest promotional products tradeshow and the best way to kick-start your year and build your business.

Women's Leadership Conference

Connect with a community of female leaders to share innovative ideas and flourish together. Join The PPAI Women's Leadership Conference.

D2U

Does attending a virtual event sound slightly intimidating? Don't worry, PPAI is offering Direct-2-U, a user-friendly virtual event series designed just for you. Stay up-to-date and in the know with live, virtual conferences and forums. Visit ppai.org/events and look for D2U next to event names to get started today.



SPONSORSHIP & ADVERTISING OPPORTUNITIES



Print & Digital Advertising Opportunities

PPAI Media offers advertising in a variety of online and print publications. Review other opportunities in the media kit online at pubs.ppai.org or by contacting the business development sales team at 1-888-426-7724 or mediasales@ppai.org

- **PPB Magazine** - *Promotional Products Business* magazine (PPB) is PPAI's award-winning publication. Your business messaging has a circulation of more than 16,000 and the potential to reach the hands of 32,000 industry-leading subscribers monthly. That's a whole lot of business opportunities. A 60/40 editorial-to-advertising ratio means your brand is noticed by PPAI members and paid subscribers. It's the perfect platform to make your products truly stand out.
- **Promotional Consultant Today (PCT)** - *Promotional Consultant Today (PCT)*, PPAI's daily e-newsletter, is a quick and easy way to get your message directly to the inbox of 55,000 industry pros. With large, exclusive ad space and an average 18% open rate, PCT lets you connect directly with distributor salespeople. It's powerful and cost-effective — a perfect balance for any of your marketing campaigns.
- **PPB Newslink** - Tuesdays and Thursdays belong exclusively to PPAI's e-newsletter, *PPB Newslink*. Reaching 60,000 professionals twice a week with an average 16% open rate, *PPB Newslink* helps you extend your reach to an audience who is informed and engaged with all things happening in the promotional products industry. Align your brand with top stories and trends by advertising in this powerful marketing tool.
- **Promo Talks Podcast** - Averaging more than 300 downloads per podcast, PromoTalks covers topics business professionals care about including the latest news, trends, issues and ideas that are top of mind in this dynamic and ever-changing marketplace. With a PromoTalks podcast sponsorship, your brand can be front and center during virtual, thoughtful conversations and insightful interviews.

Trade Show Sponsorship Opportunities

PPAI offers a wide variety of event marketing opportunities to target your message and drive business by exhibiting at The PPAI Expo. Sponsorship opportunities are also available at PPAI events, including PPAI Professional Development and/or leadership workshops.

LEGISLATIVE & REGULATORY ADVOCACY

PPAI is the single national trade organization representing the collective interests of the promotional products industry in Washington, D.C. and on the state level. The collective clout of PPAI and its members enables the promotional products industry to speak with one strong, unified voice. By uniting our collective interests, PPAI can represent this industry and its nearly 500,000 industry employees.

Each year PPAI hosts its Legislative Education and Action Day (L.E.A.D.)—a lobbying day in Washington, D.C. LEAD is designed to offer industry professionals the opportunity to meet directly with members of Congress to ensure our interests remain top of mind for federal lawmakers. Each day, PPAI staff review all the key issues, bills and hearings in Washington, D.C. relevant to the promotional products industry. PPAI LAW (Legislative Action Watch) allows you to stay on top of legislative issues that could affect your business and gives you a quick and easy way to send important messages to your member of Congress.

On the regulatory side, PPAI's environmental, social and product responsibility efforts keep members informed regarding new regulatory responsibilities. PPAI works closely with federal agencies to ensure they understand the specific needs and challenges of this industry. PPAI develops best practices and resources to help members remain in compliance with all laws and regulations. Additionally, PPAI hosts an annual Product Responsibility Summit designed to bring regulatory experts, thought leaders and members together for education and networking.



The **PPAI Product Safety Awareness** program is one of the biggest advances in the promotional products industry and was developed by the Association's Product Responsibility Advisory Group. The Product Safety Awareness program is designed to enhance industry-wide commitment and a culture where companies are not only aware of product safety but are leading the discussion at every level in the promotional products channel. All exhibitors at The PPAI Expo are Product Safety Aware.



The **PPAI Code of Conduct** is the tangible presentation of what you are doing to meet the expectations of the end buyer as it relates to product safety, social and environmental assurances. Only the Primary Contact for your company can verify the acceptance of the PPAI Code of Conduct. If you are the Primary Contact, you can log into your My PPAI profile at my.ppai.org to accept the code. For more information, visit: ppai.org/corporate-responsibility/ppai-code-of-conduct.



PPAI STRATEGIC FORESIGHT

When we say **Strategic Foresight**, we mean the capacity to look at the future and spot emerging trends so you can proactively address them, either by preparing for the disruptions they will bring or by orienting yourself to be in the best possible position to take advantage of these trends. Either way, it's guaranteed that the clearer you are about what's coming, the more prepared you are to succeed in the days ahead.

Strategic Foresight offers the promise of continued business growth in a world of uncertainty. Through Strategic Foresight, we peer through our customers' eyes into their world, identify their unmet needs and see new solutions we can provide.

Get your copy of the Strategic Foresight Playbook at <https://www.ppai.org/members/strategic-foresight/the-strategic-foresight-playbook/>.

Request a strategic foresight speaker to come to your event/meeting by emailing the details of your event to playbook@ppai.org.

PPAI MEMBER ENGAGEMENT & VOLUNTEERISM

□ Awards & Recognition

The PPAI Pyramid Awards and Recognition Program honors the industry's most creative individuals, campaigns and technology innovations. Member engagement remains a primary focus for the Association.

At The PPAI Expo, Pyramid Award winners are celebrated in a variety of categories. Any member can compete in the program.

□ Volunteerism

Through volunteer engagement, members serve as subject matter experts and PPAI advocates with the goal of helping the Association fulfill its mission of ensuring the success of all members and the promotional product industry. Volunteers partner with staff on projects to create change, set policies and effectively shape our industry from the inside out.

□ Regional

Please visit www.regionalassociation.org for a list of qualified regional associations.

□ Advocacy

The Get In Touch! Campaign showcases how advertisers can break through the everyday noise of traditional and digital media to “get in touch” with consumers in tangible, useful and creative ways by using promotional products—advertising that touches consumers’ hands and their hearts. For more information on the campaign, refer to pgs 12-13.

Promotional Products Work!™ Week is the promotional products industry’s awareness week. This annual event serves as a cornerstone for recognizing the importance of working with promotional products professionals, while creating awareness for promotional products as a powerful and effective marketing and advertising medium.

PPAI Research, the industry’s trusted authority, keeps you on top of trends and how promotional products have remained one of the top marketing and advertising mediums for over a century.

The PPAI & ASI ADvocate Program is an industry speaker bureau designed to educate business organizations and educational institutions in local communities by showing them how promotional products can help businesses grow their bottom line.

□ Voting

Each PPAI member company has a voice in who is selected to help lead the direction of PPAI’s Board of Directors. The leaders you choose can make a difference in the success and progression of both the Association and the promotional products industry.

The annual Board of Directors election is a selection process designed to assess and identify a slate of one supplier and one distributor with the key skillsets and experience needed to help achieve the organization’s strategic goals. After a thorough screening and interviewing process, the Board-approved nominees are proposed to the membership for a “yes” or “no” vote. The voting contact for each member company will have the opportunity to vote electronically. Help shape the future—vote!

Please contact Anne Stone at annes@ppai.org or 972.258.3041 if you have any questions. Contact the membership department, 888-426-7724, to update your records.



GIVING BACK WHERE IT COUNTS

The Promotional Products Education Foundation (PPEF) was founded by industry leaders as a way to give back to the promotional products community. PPEF provides college scholarships to the promotional products industry. Your employees and their children are eligible for college scholarships through PPEF. You can provide this free employee benefit to all of your employees. For more information, please visit ppef.us. These programs are funded through the generous contributions of companies and individuals within the industry. When you contribute to PPEF, you are helping build a stronger, more powerful industry, while at the same time assisting with the development and growth of a deserving individual. PPEF has awarded \$2,448,750 in scholarships to 1,358 students.



MEMBERSHIP SERVICES

The PPAI Member Care Department is your best resource for quick answers to everything PPAI. Please contact your representative or chat with us online during our office hours, 8:30 am to 5 pm, CT.

Phone: 1-888-I-AM-PPAI (426-7724) Ext 3900)

Chat: [PPAI.org](https://ppai.org) (Live Chat)

Email: membership@ppai.org

MEMBERSHIP CATEGORY LEVELS

PPAI will proudly display and recognize your company's achievements by reflecting your membership category whenever you are mentioned in PPAI promotions:

- The PPAI Expo
- Publications and Newsletters
- Event Sponsorships
- Advertising
- The NEW PPAI Industry Directory
- Awards and Recognition

The annual promotional products sales volume recording requirement allows you to move up in membership category as your business grows.

Please review the membership category charts (distributor or supplier) and notify membership services at 1-888-426-7724 x3900 or membership@ppai.org.

DISTRIBUTOR Dues Structure

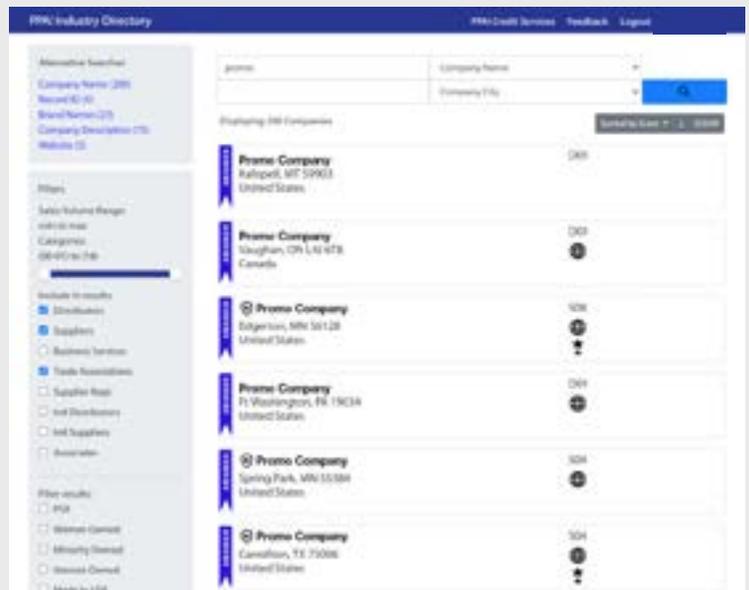
SALES VOLUME	CATEGORY
\$15,000 Minimum	Provisional
\$15,000-\$50,000	D01
\$50,001-\$250,000	D02
\$250,001-\$500,000	D03
\$500,001-\$1,000,000	D04
\$1,000,001-\$2,500,000	D05
\$2,500,001-\$5,000,000	D06
\$5,000,001-\$10,000,000	D07
\$10,000,001-\$15,000,000	D08
\$15,000,001-\$20,000,000	D09
\$20,000,001-\$50,000,000	D10
\$50,000,001-\$100,000,000	D11
\$100,000,001-\$250,000,000	D12
\$250,000,001-\$400,000,000	D13
\$400,000,001-\$550,000,000	D14
\$550,000,001-\$700,000,000	D15
Over \$700,000,000	D16

SUPPLIER Dues Structure

SALES VOLUME	CATEGORY
\$50,000 Minimum	Provisional
\$50,000-\$100,000	S01
\$100,001-\$250,000	S02
\$250,001-\$500,000	S03
\$500,001-\$1,000,000	S04
\$1,000,001-\$2,500,000	S05
\$2,500,001-\$5,000,000	S06
\$5,000,001-\$10,000,000	S07
\$10,000,001-\$15,000,000	S08
\$15,000,001-\$20,000,000	S09
\$20,000,001-\$50,000,000	S10
\$50,000,001-\$100,000,000	S11
\$100,000,001-\$250,000,000	S12
\$250,000,001-\$400,000,000	S13
\$400,000,001-\$550,000,000	S14
\$550,000,001-\$700,000,000	S15
Over \$700,000,000	S16

PPAI INDUSTRY DIRECTORY

The PPAI Industry Directory allows you to search for industry distributors, suppliers, competitors, networking contacts and more. Find your company and individual profile at directory.ppai.org and confirm your membership category level, contact information, company logo, company description and website information. If your information requires an update, use your log-in credentials to access the [MyPPAI portal](https://myppai.org) by going to our website at ppai.org and providing the necessary changes.



SALES VOLUME REQUIREMENT

PPAI has an annual promotional products sales volume requirement which is used to report industry size and year-over-year industry growth. The promotional products sales volume reported by member companies sets your membership category level and annual dues. The membership category level reflects your prominence with peers and end buyers. Increases to sales volume and membership categories may require a pro-rated dues payment reflective of the membership category. Sales volume updates must be done through the Membership Services Department at 1-888-426-7724 X 3900 or via email membership@ppai.org.

Category	Annual Promotional Sales Volume	SAGE Total Access License w/ PPAI Membership
D01	\$15,001 - \$50,000	1 License
D02	\$50,001 - \$250,000	2 License
D03	\$250,001 - \$500,000	3 License

PPAI and SAGE provide a combined, convenient billing statement generated by SAGE for all Power of Two Distributor members. Distributor members with an annual promotional sales volume above \$500,001 receive full PPAI member benefits, one SAGE Total Access license, and are invoiced directly for PPAI membership dues.

ANNUAL ENGAGEMENT AND BENEFITS SAVINGS STATEMENTS

PPAI provides you with an engagement and benefit savings annual statement. The statement includes a summary of all PPAI's initiatives along with a summary of employee and company engagement throughout the year.

THE POWER OF TWO

PPAI and SAGE have joined forces to provide distributor members a best price, best practice business solutions. The Power of Two combines the benefits of PPAI membership with SAGE Total Access, and as your annual promotional sales volume grows so will the number of SAGE Total Access licenses your company needs.

PPAI INDUSTRY JOB BOARD

The job board is an excellent member-only benefit for member companies looking to find trained industry professionals who seek placement with the perfect company. Industry job seekers looking for employment in the promotional products industry frequently search the site for the right opportunity. The PPAI Industry Job Board is a free service offered by PPAI. Visit ppai.org/industry-job-board to find the PPAI Industry Job Board.

MERGERS AND ACQUISITIONS

When two or more member companies merge, PPAI will administer the account changes to the roster updates. The new company will be required to pay a \$100 administration fee per company prior to the account consolidation.

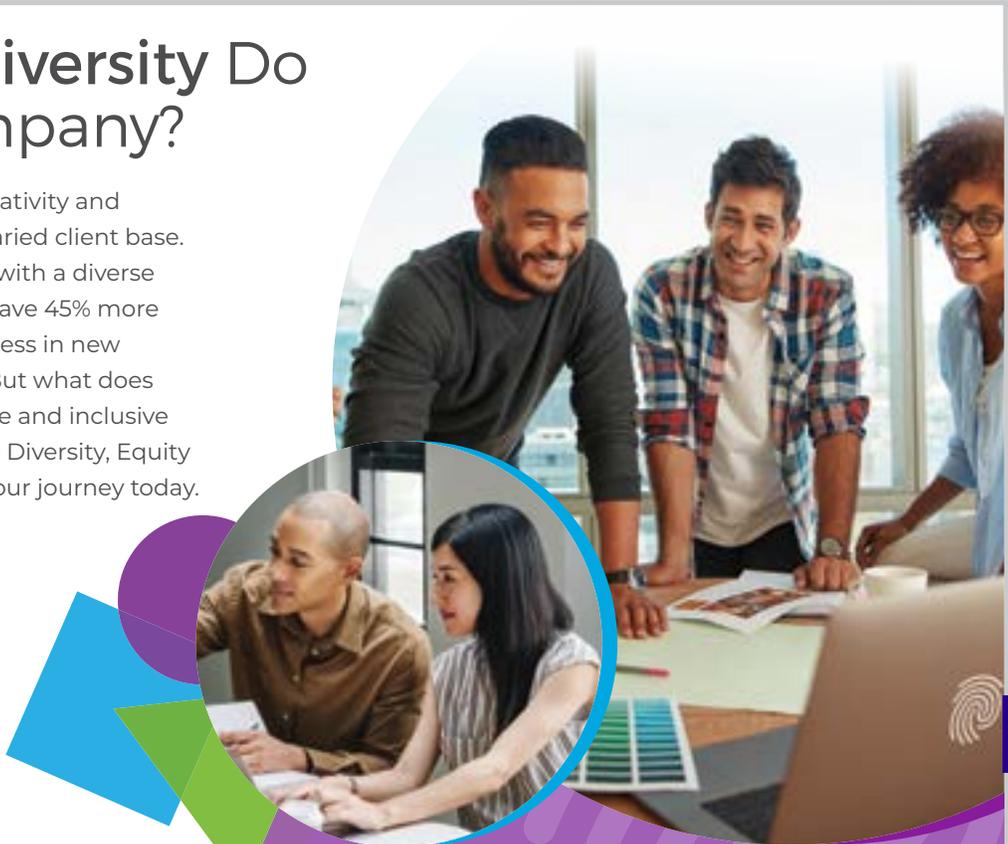
What Does Diversity Do For Your Company?

A diverse workforce facilitates creativity and innovation and attracts a more varied client base. Data has shown that companies with a diverse workforce and inclusive culture have 45% more market share and 70% more success in new markets over their competitors. But what does it take to build a diverse, equitable and inclusive workforce? Check out PPAI's new Diversity, Equity and Inclusion Playbook to start your journey today.

Visit ppai.org/diversity-inclusion to learn more and get your copy of the playbook.



#PPAIinclusiveDiversity



TRUSTED PARTNERSHIPS

PPAI partners with a variety of companies that bring added value to our members by saving you and your employees considerable money in running daily operations. Affinity Partners include shipping services, marketing support, product testing, operational savings, technology needs, accounting/finance, and employee assistance. A full list of Affinity Partners can be found by visiting ppai.org/affinity.

 - Indicates services offered in Canada



SHIPPING:



SALES/MARKETING:



PRODUCT TESTING:



OPERATIONS:



EMPLOYEES:



TECHNOLOGY:



FINANCIAL:



HEALTH:





Get In Touch!®

THE NEXT GENERATION

PPAI officially launched the next generation of Get In Touch!, the industry's branding campaign, at The PPAI Expo 2020 in Las Vegas.

The Get In Touch! campaign was originally introduced to the promotional products industry in 2016. So far, this multiyear, multimillion-dollar industry-wide initiative targeting advertising buyers has been welcomed by the industry, and has resonated with advertisers, marketers and media buyers. Get In Touch! is designed to increase awareness, educate buyers, and improve and enhance the overall perception of the promotional products industry, while communicating the benefits of working with promotional consultants. The overall goal of the campaign is to direct a larger share of advertising dollars to the promotional products industry.

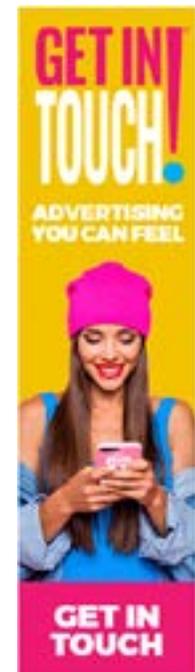


Collaborating for Success

This joint initiative between PPAI and the promotional products industry is extraordinarily important to the industry because, for too long, promotional products have been an afterthought for many advertisers—a medium of fun and useful “stuff” but not always recognized for its proven value and strengths. Within the industry we may know, understand and communicate the power of promotional products, but it’s high time the rest of the world recognizes the advertising power of promotional products and their place in successful advertising campaigns. Our research tells us that as other advertising media struggle to achieve year-over-year growth and remain relevant, promotional products are perfectly positioned to grow—and have grown—in an increasingly digital world.

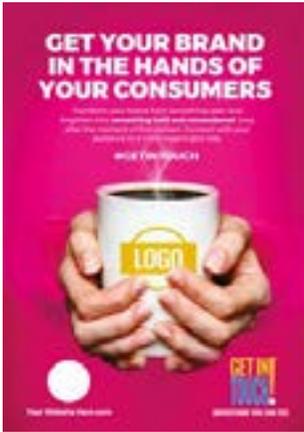
The Messaging

Get In Touch! is a call to action for buyers to **get in touch** with you, the promotional professional; to **get in touch** with clients and consumers, and to **get in touch** with the only advertising medium you can physically touch. The #GetInTouch! hashtag makes it easy for you and buyers to source great use cases, trends and research demonstrating the power of promotional products.



Because promotional products are welcome in spaces and places other media can't touch, the Get In Touch! campaign positions promotional products in-situ as an advertising medium like no other. The campaign's new emotive tagline is **ADVERTISING YOU CAN FEEL** and reminds the viewer that the use of promotional products creates an experience that touches consumers not only physically, but emotionally.

The Tools



Get In Touch! is an integrated campaign built upon the paid, earned, shared and owned (PESO) strategy—including major national media buys in *Ad Age*, programmatic, social, buyer-outreach events and even a streaming broadcast commercial—the campaign tools position you with the strength to communicate the effectiveness and value of promotional products. The next generation campaign features a campaign toolkit for **download** and customization. The toolkit includes a variety of communications assets including print advertisements with several versions of copy along with various digital, social, promotional products, public relations and collateral elements that promotional companies and professionals will be able to immediately incorporate into their own marketing efforts

Get A Custom Video Commercial

Customized and voiced with your logo and website, the Get In Touch! broadcast quality commercial spot is ideal for use on your website, social media, paid programmatic, streaming, television or cable TV advertising.



Get Involved

The next generation Get In Touch! campaign and tagline takes your business and brand to a whole new level.

Get the **toolkit** today and get inspired by the brilliant new colors, thought-provoking images, engaging videos, driven messaging, new research collateral and practical tools. Built with your needs in mind, the tools for your website, trade show, social channels, digital and even print are flexible and customizable.

Visit ppai.org/GetInTouch and download the toolkit today.

Get Started Today!

For questions or more information, contact Keith Vincent at KeithV@ppai.org

PPAI Terms & Conditions

Thank you for being a valued member of PPAI. These Terms & Conditions are important and apply to and govern certain aspects of your membership with PPAI as well as your and PPAI's rights and responsibilities.

ALL MEMBERS AND USERS ARE URGED TO READ THESE TERMS & CONDITIONS CAREFULLY AND TO DIRECT ANY QUESTIONS TO membership@ppai.org.

ELECTRONIC COMMUNICATIONS

Your submission of the membership application shall constitute your consent to receive any and all disclosures, notices (including any notices required or provided pursuant to PPAI's bylaws) and other communications (collectively, "communications") in electronic form to the primary contact email address designated by you, unless and until you notify PPAI, in writing, of your request to not receive such communications in electronic form and provide all necessary information for such requested communication method.

ANNUAL DUES SALES VOLUME

PPAI membership is renewable annually. Dues for renewed membership are due the anniversary month of membership. Annual dues owed to PPAI are based on promotional products sales volume, and accurate, annual reporting is required. The reported promotional products sales volume determines the size of the organization and as such a category is assigned for dues calculation and award eligibility. If updated sales volume information is not provided for two consecutive years, the member company's sales volume may, at PPAI's sole discretion, be adjusted up to the next category level and the member company will be required to pay the corresponding increased dues amount. Externally reported promotional products sales volume may be used by PPAI in lieu of reporting directly to PPAI. Sales volume may be updated by calling Member Care at (888) 426-7724 X.3900.

ANNUAL DUES MONTHLY PAYMENT OPTION

PPAI offers a monthly payment plan option. Members who choose this option are assessed a monthly service fee, which is applied to the applicable annual dues. Members choosing the monthly payment option may pay the remaining balance owed at any time during the 12-month membership period.

SATISFACTION GUARANTEE

PPAI membership comes with a total satisfaction guarantee with a few exceptions as noted below:

1. Members choosing the monthly payment plan are not eligible for the satisfaction guarantee or for reimbursement of payments or service fees applied against full membership and paid toward assessed annual dues.
2. Dues will not be refunded due to cessation of business, merger with, or acquisition by another company.
3. Members who have paid their dues directly to SAGE pursuant to the Power of Two relationship between PPAI and SAGE are not allowed a refund.

PPAI INDUSTRY DIRECTORY COMPANY PROFILE & EMPLOYEE ROSTER

As a user, you are responsible for your own profile contained in the PPAI Industry Directory. The PPAI Directory is an online reference tool used to find industry distributors and suppliers. Providing accurate information will ensure industry professionals and end-buyers can find your company listing. The company profile contains information relating to your company. The primary contact assigned to your account is responsible for providing timely and accurate updates at <https://my.ppai.org>. The company roster of employees is used to authenticate registration and badge issuance for (for example) the PPAI Expo attendance. There are other important company contacts and product categories that are necessary to update, and current information is required for the member company to receive PPAI-related notifications, including notifications of new or changes to government regulations, product recalls, voting rights or accounting matters.

PPAI WEBSITES: TERMS AND CONDITIONS OF USE

PPAI Websites: Terms and Conditions of Use are available at www.ppai.org/terms and are incorporated herein by this reference. Those Terms and Conditions of Use apply to all uses of PPAI's websites, and compliance with those Terms and Conditions of Use could affect aspects of your membership with PPAI. It is the responsibility of users to review and comply with the Terms and Conditions of Use.

PPAI WEBSITES: PRIVACY POLICY

PPAI privacy policies are available at <https://www.ppai.org/privacy-policy> and are incorporated herein by this reference. Any questions about the PPAI privacy policies should be directed as noted in those policies.