

PPAI
The Mark of a Professional®

MEDIA MARKET
2017

REACH



CONNECT



ENGAGE



A Medium To Meet Any Marketing Need

PRINT Far-reaching, long-lasting



Print advertising continues to be a great vehicle for establishing brand identity and has the unique ability to connect your brand message to a large audience. PPAI print publications offer various advertising sizes, inserts, editorial sponsorship and bellybands to help you target your audience. Print advertising also includes links in the digital version of *PPB*.

DIGITAL Flexible customization with real-time results



Build a strong digital presence for your brand with advertising methods proven to be effective. PPAI's wide range of digital options includes member-targeted websites such as the industry directory, upic.org, the official sites of The PPAI Expo and Expo East plus digital editions of *PPB* Publications. Digital marketing is the perfect complement to your print campaign.

SPONSORSHIP One-on-one communications without the small talk



Event sponsorships have grown into an extremely powerful promotional tool. PPAI offers a vast array of sponsorship opportunities to help place your brand and your message in front of your target audience. Interested in indoor and outdoor advertising spaces at The PPAI Expo? You're options are endless. Perhaps you are interested in a strategic logo placement at the closing ceremony during the PPAI North American Leadership Conference? We have you covered. Sponsorships are a must for brands seeking maximum exposure and clear differentiation from their competition.

PRODUCT SAFETY It's Important!

2017 Advertiser, Exhibitor & Sponsor Requirement

All companies wanting to access the PPAI marketplace through trade-show exhibit space, sponsorships, or advertising must obtain Product Safety Aware (PSA) status prior to the deadline for the event or publication. This free program for both suppliers and distributors is designed to ensure that at least one person at each company possesses a basic understanding of our industry's compliance obligations. This can be achieved by completing four hours of product safety education. Every two years you must take two additional hours to maintain product safety aware status. There are a few simple ways to obtain the PSA designation, including on-demand webinars.



To learn about the available opportunities to earn credits to obtain your PSA status, contact PPAI's Professional Development team, education@ppai.org.

Welcome

There are many layers when it comes to creating an effective marketing campaign. PPAI can help your company build the perfect campaign to reach your target audience. Through a mix of print and digital advertising and event sponsorships, you can engage with our audience on multiple levels. Your dedicated account manager can tailor the perfect combination of award-winning media to make sure you reach your goals.



PRINT MEDIA

PPB Magazine

The award-winning publication of PPAI with big-picture solutions. It's the Association touchpoint and an industry must-read.



DIGITAL MEDIA

PC Today

PPAI daily e-newsletter delivers both practical and enlightening sales and life tips specifically for distributor salespeople.

PPB Newslink

The official twice weekly e-newsletter of PPAI, *PPB Newslink* is a critical bridge of communication, reporting industry and global perspectives to its readers.

Newslink @ Expo

Newslink@Expo will be the official PPAI source for onsite news, information, recaps of the day's activities and live photos. All five consecutive issues give you a powerful platform to deliver your message. It's the ideal forum to promote your booth location, reinforce your brand, build your company's image, offer show-only specials and promote new products.

Newslink @ Expo East

Newslink@Expo East will be the exclusive source for onsite news, information, recaps of the day's activities and photos. With greater than a 14 open rate, you don't want to miss out on reaching this engaged audience.

Publications Website

PPAI publications website offers visitors an in-depth archive of tools and resources. These virtual libraries are a high-traffic information source.

PPAI Webinars

From social media certifications to legislative intel, PPAI webinars are target-rich in content with exclusive advertiser focus. Live and on-demand sessions provide immediate and long-lasting marketing communications.

SAGE Mobile

The official show planner for The PPAI Expo & Expo East. Attendees use the app to create walk lists prior to the show, view interactive floor plans, search and sort through exhibitor lists, save notes and pictures and view education schedules.

UPIC Directory

The UPIC Directory offers free, easy-to-use, business-building tools. It's the largest directory portal in the industry.



EVENTS

PPAI Expo

PPAI Expo East



LIVE EVENT SPONSORSHIP

Education/Conference Sponsorship Opportunities



CONTACT US

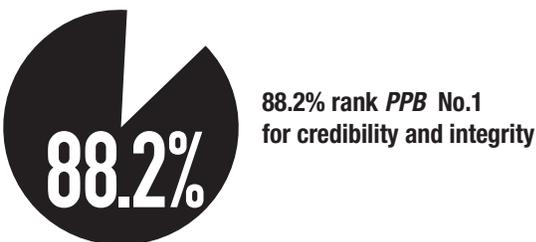
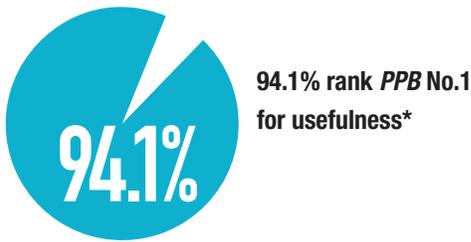
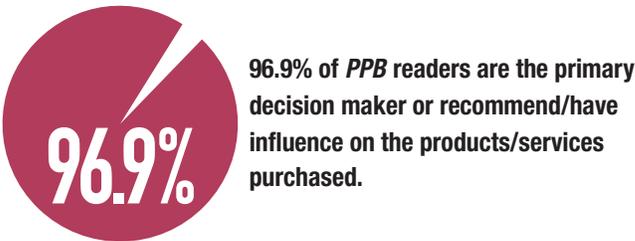
Account Managers & Editorial Staff

PPB

Promotional Products Business magazine (PPB) has been engaging readers with award-winning editorial content for more than 40 years. Rated the most useful industry publication, *PPB* provides notable results for advertisers. Our loyal readers seek out *PPB* for its unique perspective that captures the essence of today's successful promotional products professionals.

REACH more than 14,500 industry-leading subscribers monthly
CONNECT with PPAI members and paid subscribers
ENGAGE readers with an ad that stands out — a 60% editorial to advertising ratio will ensure your ad gets noticed.

Advertisers must obtain Product Safety Aware status prior to the listed material deadline.



Ask your Account Manager about advertorial opportunities.

All rates are net

	1X	3X	6X	12X
Full Page	\$4,500	\$4,350	\$3,950	\$3,550
1/2 Page	\$2,700	\$2,600	\$2,350	\$2,100
1/3 Page	\$1,800	\$1,700	\$1,550	\$1,400
1/6 Page	\$950	\$900	\$850	\$750
Inside Front	\$5,150	\$5,000	\$4,800	\$4,550
Inside Back	\$4,950	\$4,750	\$4,600	\$4,350
Back Cover	\$5,850	\$5,600	\$5,450	\$5,160

* Add 20% to all prices for nonmembers.

- Guaranteed premium placement (excluding covers): Add 10%
- Bellybands and gatefolds are custom quoted based on market prices
- Maximum acceptable insert weight is 80# text. Inserts exceeding this will receive a surcharge and be placed at the back of the publication
- **Polybag Ride-Along:** Call for rates.
(Must meet postage requirements to qualify for ride-along rates)

* Using somewhat useful—very useful ** Using average—excellent †Percent who spent 15 minutes or more reading
 Research Data Sources: 2016 PPB Reader Survey, BPA 2015 audit statement (available online at pubs.ppai.org) and publisher's own data.

JAN

FEATURE: The PPAI Expo Issue

Eye On Apparel: Inclement Weather

Editor's Picks: Bags and Luggage

Market to Market: First Responders

Ad Space: 11/29/16 **Ad Materials:** 12/1/16

Bonus Distribution PPAI EXPO ISS Long Beach

FEB

FEATURE: The Gift Issue

Eye On Apparel: Accessories

Editor's Picks: Corporate Gifts

Market To Market: Elder Care

Ad Space: 1/4/17 **Ad Materials:** 1/6/17

MAR

FEATURE: Best Of The PPAI Expo

Eye On Apparel: Best of Expo

Editor's Picks: Best of the PPAI EXPO

Market To Market: Museums

Ad Space: 1/31/17 **Ad Materials:** 2/2/17

Bonus Distribution NBM Arlington, TX

APR

FEATURE: PPB Best Multi-Line Reps

Eye On Apparel: Country Club Sports Attire

Editor's Picks: Outdoor Recreation

Market To Market: Associations/Professional Organizations

Ad Space: 2/27/17 **Ad Materials:** 3/1/17

MAY

FEATURE: The Technology Issue

Eye On Apparel: Wearable Tech

Editor's Picks: Tech Products

Market To Market: Education Training

Ad Space: 3/31/17 **Ad Materials:** 4/3/17

Bonus Distribution ISS Nashville NBM Indianapolis

JUN

FEATURE: PPB Greatest Companies To Work For

Eye On Apparel: Fleece

Editor's Picks: Housewares

Market To Market: Law Enforcement/Security

Ad Space: 5/1/17 **Ad Materials:** 5/3/17

Bonus Distribution PPAI EXPO EAST

JUL

FEATURE: Annual Industry Sales Report

Eye On Apparel: Spirit Wear

Editor's Picks: Automotive Accessories

Market To Market: Fitness and Nutrition

Ad Space: 6/6/17 **Ad Materials:** 6/8/17

Bonus Distribution NBM Long Beach

AUG

FEATURE: Time Products Issue

Eye On Apparel: Headwear

Editor's Picks: Timekeeping Tools

Market To Market: Financial Industry

Ad Space: 6/30/17 **Ad Materials:** 7/5/17

Bonus Distribution SAGE Show

SEP

FEATURE: PPB Rising Stars

Eye On Apparel: Menswear

Editor's Picks: Pens and Paper

Market To Market: Trade Shows

Ad Space: 8/7/17 **Ad Materials:** 8/9/17

Bonus Distribution ISS Orlando

OCT

FEATURE: PPB Best Bosses

Eye On Apparel: Performance Fabrics

Editor's Picks: Personal Care

Market To Market: Retail

Ad Space: 8/29/17 **Ad Materials:** 8/31/17

Bonus Distribution ISS Fort Worth

NOV

FEATURE: Made In The USA PPB Service Superheroes

Eye On Apparel: Made in the USA

Editor's Picks: Made in the USA

Market To Market: Club/Youth Sports

Ad Space: 10/2/17 **Ad Materials:** 10/4/17

DEC

FEATURE: PPAI Expo Preview PPB Powerful Partners

Eye On Apparel: T-shirts

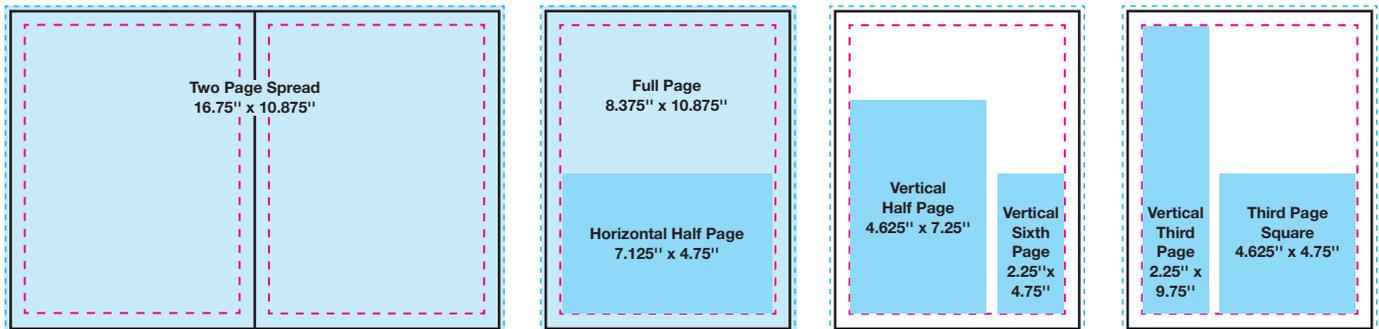
Editor's Picks: Pets

Market To Market: Marketing/Advertising

Ad Space: 10/27/17 **Ad Materials:** 10/30/17

PPB 2017 ADVERTISING SPECS

AD SIZE	LIVE  (WIDTH X HEIGHT)	TRIM  (WIDTH X HEIGHT)	BLEED  (WIDTH X HEIGHT)	ADDITIONAL INFO
Two Page Spread	15.75" x 10.875"	16.75" x 10.875"	17.25" x 11.125"	File Format: Hi-res PDF or EPS files. All fonts outlined. No RGB colors. All artwork must include PPAI number and/or UPIC number Gutter Safety Zone: Allow 0.5" on each side of gutter, 1" total gutter safety. Safety: Keep all LIVE matter, not intended to trim, 0.5" from TRIM edges.
Full Page	7.375" x 9.875"	8.375" x 10.875"	8.625" x 11.125"	
Horizontal Half Page	7.125" x 4.75"	_____	_____	
Vertical Half Page	4.625" x 7.25"	_____	_____	
Third Page Square	4.625" x 4.75"	_____	_____	
Vertical Third Page	2.25" x 9.75"	_____	_____	
Vertical Sixth Page	2.25" x 4.75"	_____	_____	
Inserts	7.875" x 10.375"	8.625" x 11.125"	_____	Allow 0.125" on left side for binding into the magazine and 0.125" at the top edge. Inserts jog to the bottom in production.



PDF templates available online: pubs.ppai.org/advertise/

SUBMISSION INSTRUCTIONS Visit: [Dropbox.com](https://www.dropbox.com) Login: mediasales@ppai.org Password: **PPBMAGAZINE**

- File name needs to be labeled as CompanyName_PPB_MMY
- Click the upload icon and load the file
- Once the file has loaded hit the share button and send a notification to LydiaG@ppai.org

ARTWORK DEADLINE: See material deadlines on previous page for specific dates.

SPECIAL POSITION: Advertiser must run a minimum of six times to be eligible for premium positions in *PPB*. Position requests other than premium positions cannot be guaranteed. Ask your account manager about availability and pricing.

BLEED: Available on full or two-page spreads only (no additional charge for bleed).

INSERTS: Must be pre-printed and supplied by advertiser. Special rates available for more than four-page format such as mini-catalogs and brochures. Maximum acceptable insert weight is 80# text. Inserts exceeding this will receive a surcharge and be placed at the back of the publication. Contact an account manager for more information.

INSERT QUANTITIES: January issue: 17,000 All other issues: 16,000. Call for additional insert sizes, rates and polybag information.

PRODUCTION CHARGES: Advertiser will be billed for any reworking of ad materials requiring additional steps.

SHORT RATES AND REBATES: Advertiser will be short rated, if within a 12-month period from the date of the first insertion, the amount of space upon which billings have been based has not been used. Advertisers will receive a rebate if, within 12 months from the date of the first insertion, they have used additional space to allow a lower rate than originally billed.

INSERTION ORDERS AND CANCELLATION: A signed insertion order with PPAI Publications is a legally binding contract and is subject to the terms and penalties stated on the insertion order. Notice of cancellation of scheduled advertising must be received in writing 30 days prior to the space deadline listed in the media kit. Advertisers will be billed if cancellation is received after this date.

GENERAL POLICY: All copy is subject to approval. Publisher reserves the right to reject or cancel any advertisement for any reason at any time. Advertisers and advertising agencies assume liability for all content of advertisements printed and assume responsibility for any claims which may arise against publisher for their advertising.

PAYMENT TERMS: Invoices are due and payable upon receipt and are considered past due after 30 days. Nonmembers and non-credit qualified PPAI members must pre-pay for their advertising.

Promotional consultant TODAY™

REACH more than 63,000 daily
CONNECT with distributor sales people and industry decision makers
ENGAGE the audience with a large, exclusive ad. This placement is designed to provide your company with maximum exposure

Promotional Consultant Today (PCT) is PPAI's daily e-newsletter, offering an unmatched method to directly reach the inbox of more than 63,000 distributor salespeople.

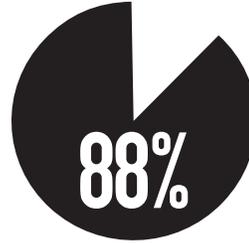
Advertisers must obtain Product Safety Aware status prior to the listed material deadline.

Promotional Consultant Today READER PROFILE:

Total Readership: 125,000— 1.98 readers per issue
 Frequency: Monday through Friday except major holidays
 Average Open Rate: 12%



Reader Behavior



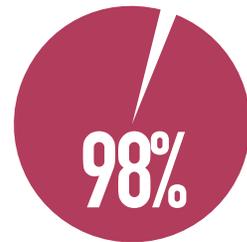
88% of readers have taken an action as result of an ad. Most common action is visiting an advertiser's website.



96.5% of readers are involved in selecting suppliers and purchasing products.



97.4% of readers rate PCT as useful in their work.



98% of readers rate the quality of content as good, very good or excellent.

Research data sources: 2016 PCT Readership Survey conducted by independent research company Express Evaluations and from publisher's own data.

	1X	5X	15X	30X	60X
Exclusive Ad 575 x 375 px	\$400	\$390	\$375	\$350	\$300

* Add 20% to all prices for nonmembers.

NOTE: Ads can also run across consecutive weeks over a month-long period. Extended frequency rates also available.

SCHEDULE EXCLUDES HOLIDAYS: Christmas Eve, Christmas Day, New Year's Eve, New Year's Day, Memorial Day, July 4, Labor Day, Thanksgiving and the Friday after Thanksgiving.

AD DIMENSIONS (WIDTH X HEIGHT)	ARTWORK DEADLINE	SUBMISSION INSTRUCTIONS	FORMAT AND ADDITIONAL INFORMATION
575 x 375 pixels	One business week prior to run date	E-mail to mediasales@ppai.org and include URL link and email address.	File Format: jpeg or html; size should not exceed 100K.

ppai.org/pubs

Newslink

The Promotional Products Industry's Trusted News Source

REACH more than 40,000 twice weekly (Tuesday & Thursday)

CONNECT with PPAI members and requested subscribers

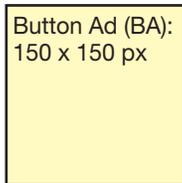
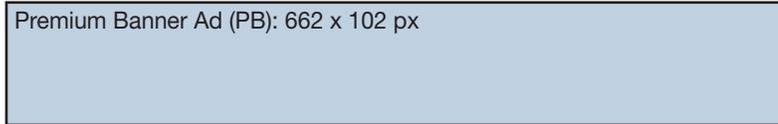
ENGAGE the audience wanting to know more. *PPB Newslink* has one of the highest open rates for industry e-news at more than 15%, average 2.05 readers per email (82,000 total)

PPB Newslink is the official news authority for PPAI and the promotional products industry. *PPB Newslink* reports twice weekly on industry news, business news, trends affecting the industry, company and personnel changes, PPAI and regional association initiatives, legislative issues, global perspective and more.

Advertisers must obtain Product Safety Aware status prior to the listed material deadline.

PPB Newslink	1X	5X	15X	30X
Premium Banner Ad (PB)	\$800	\$750	\$650	\$500
Vertical Banner Ad (VB)	\$600	\$540	\$450	\$360
Button Ad (BA)	\$400	\$360	\$320	\$240
Sponsored Content	\$1000	\$950	\$800	\$700

* Add 20% to all prices for nonmembers.



PPB Newslink Breaking News	1X	5X	15X	30X
Premium Banner Ad	\$900	\$800	\$700	\$550

* Add 20% to all prices for nonmembers.

AD DIMENSIONS (WIDTH X HEIGHT)	ARTWORK DEADLINE	SUBMISSION INSTRUCTIONS	FORMAT AND ADDITIONAL INFORMATION
Premium Banner: 662 x 102 pixels	Two business days prior to run date	E-mail to mediasales@ppai.org Include URL link.	File Format: jpeg, html or gif file; size should not exceed 100K. If submitting an animated gif, the file should not exceed 20K. Flash animated files are not accepted.
Vertical Banner: 150 x 300 pixels			
Button Ad: 150 x 150 pixels			



PPB Newslink

September 12, 2016 Submit to JamesK@ppai.org

(PB)-

Top News

Attendees at The PPAI Expo 2017 will find the full range of education opportunities they've come to expect from the promotional products industry's largest and longest-running trade show, including more than 100 education sessions and an accomplished lineup of keynote and general session presentations. And in the Tuesday, January 10, opening general session, they will take a deep dive into brand loyalty with Johnny Cupcakes founder and CEO Johnny Earle.

PPAI News

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi facilis purus augue, sed suscipit arcu. Pellentesque sem risus, sagittis eget interdum sed, tempus eget tortor. Duis molestie pellentesque porta. Maecenas tristique eros ullamcorper eros molestie quis sagittis ipsum gravida. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus et ipsum quis mi imperdiet malesuada. Sed dapibus volutpat mattis. Nunc sed nisl ipsum. Aliquam odio nibh, molestie vitae molestie sed, blandit ut dui. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi venenatis interdum eleifend.

Industry News

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PPB Newslink BREAKING NEWS

Through *PPB Newslink Breaking News*, PPAI reports breaking industry news as it happens to PPAI members and others in the industry. Be the exclusive advertisement in this must-read industry alert.

Breaking News

(PB)

PPAI Announces New 2017 Expo East Dates

PPAI has announced the new show dates for Expo East 2017. Expo East, produced by PPAI in partnership with the Specialty Advertising Association of Greater New York (SAAAGNY), will be held June 12-14 at the Atlantic City Convention Center in Atlantic City, New Jersey. The show begins with an education day on Monday, June 12, with exhibits opening June 13 and continuing through June 14.

"The new timing of a standalone Expo East will give attendees and exhibitors the opportunity to optimize planning and selling into the third and fourth quarters of the year," says Paul Bellantone, CEO, PPAI president and CEO. "PPAI and SAAAGNY are excited to evolve, grow and present the industry's premier promotional products trade show on the East Coast in its preferred summer time slot."

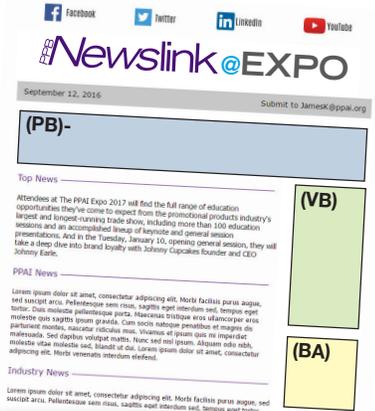
A 2014 Trade Show Executive Fastest 50, Expo East is focused on the promotional products industry rooted in the eastern United States. The industry's premier show is located and designed to meet the unique East Coast event. Expo East features PPAI's award-winning show production and its top-rated education and professional development programs.

More information on the Expo East trade-show experience may be found [here](#).

PPB Newslink@EXPO

REACH more than 90,000
CONNECT with show attendees, PPAI members and subscribers
ENGAGE your brand with a captive audience during the largest industry trade show.

PPB Newslink is heading to Expo in 2017 to bring you Newslink@Expo, the official source for on-site news, information, recaps of the day's activities. Reach more than 90,000 industry professionals with five special editions during The PPAI Expo.



Premium Banner Ad (PB): 662 x 102 px

Vertical Banner Ad (VB): 150 x 300 px

Button Ad (BA): 150 x 150 px

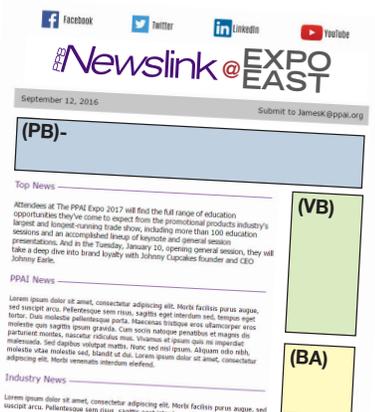
PPB Newslink	1X	5X	15X	30X
Premium Banner Ad (PB)	\$800	\$750	\$650	\$500
Vertical Banner Ad (VB)	\$600	\$540	\$450	\$360
Button Ad (BA)	\$400	\$360	\$320	\$240
Sponsored Content	\$1000	\$950	\$800	\$700

* Add 20% to all prices for nonmembers.

PPB Newslink@EXPO EAST

REACH more than 45,000
CONNECT with show attendees, PPAI members and subscribers
ENGAGE your brand with a captive audience during Expo East.

The most trusted newsweekly of the promotional products industry is heading to Expo East in 2017. Reach more than 40,000 trade show attendees with three special edition issues during Expo East.





ppai.org/pubs

REACH more than 6,200 unique visitors per month with 21,000 page views

CONNECT with active information seekers

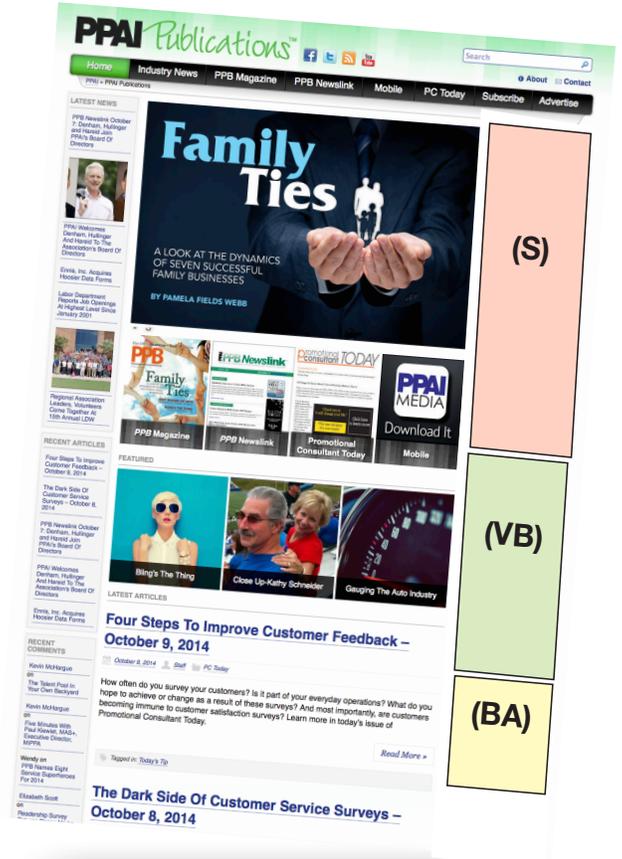
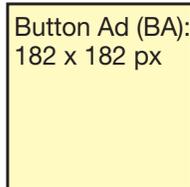
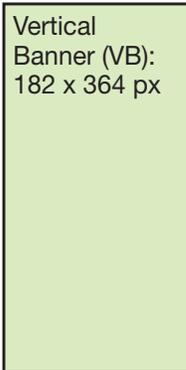
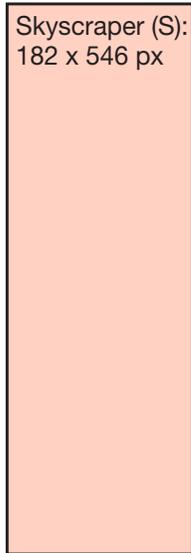
ENGAGE with the industry's most education-driven professionals

The PPAI Publications website continues to have some of the highest click rates among PPAI web pages. This means that not only does our audience keep coming back for more; they enjoy engaging with our quality content. Our audience's personal connection to our content sets us apart and can work wonders for your company.

Advertisers must obtain Product Safety Aware status prior to the listed material deadline.

	1X	3X	6X	12X
Skyscraper (S) 1	\$610	\$550	\$430	\$270
Vertical Banner (VB) 1	\$505	\$455	\$355	\$225
Button (BA) 1	\$410	\$370	\$290	\$175

* Add 20% to all prices for nonmembers.



AD DIMENSIONS (WIDTH X HEIGHT)	ARTWORK DEADLINE	SUBMISSION INSTRUCTIONS	FORMAT AND ADDITIONAL INFORMATION
Skyscraper: 182 x 546 pixels	Two business days prior to run date	E-mail to mediasales@ppai.org Include URL link.	File Format: jpeg, html or gif file; size should not exceed 20K.
Vertical Banner: 182 x 364 pixels			Flash animated files are not accepted.
Button: 182 x 182 pixels			

WEBINAR SPONSORSHIPS

REACH committed industry professionals

CONNECT on their schedule

ENGAGE through real-time opportunities

Professional Development webinar sponsorships are an excellent and cost-effective option to reach a tech-savvy new audience. Additionally, live webinars are published online providing up to 12 months of incremental sponsorship exposure. It's a win-win.

Advertisers must obtain Product Safety Aware status prior to the listed material deadline.

- Wide range of live-streaming education sessions
- Average of four live webinars per month
- 17,000 online education registrations per year
- 56 minutes - Average view time per person / per session
- Webinars are archived online for up to 12 months
- View live and on-demand webinars at:
www.ppai.org/education



Company logo is highlighted on webinar title screen



PPAI WEBINAR SPONSORSHIP

\$500/WEBINAR

- Receive recognition in all promotions of sponsored webinar
- Receive Recognition at the beginning and end of the webinar

PROVIDE AND SPONSOR EDUCATION WEBINAR

\$2,000/WEBINAR

- Receive recognition in all promotions of sponsored webinar
- Receive Recognition at the beginning and end of the webinar
- Provide webinar – must receive PPAI approval
- Sponsor's Presenter must agree to PPAI's Presenter Agreement



– Industry Directory

REACH the audience with animated advertising
CONNECT with distributor salespeople and industry decision makers
ENGAGE 26,000 industry suppliers and promotional consultants

UPIC.org offers easy-to-use business-building tools to more than 26,000 distributors and suppliers. The site's wealth of information helps you connect with both salespeople and decision makers all in one place. Showcase your company by using digital ads and enhanced listings to gain a competitive edge. It's quick and easy and will get you noticed.

	MO.	QTR.	ANN.	# AVAILABLE
Horizontal Banner*	\$185	\$450	\$1,400	Five
Button 1*	\$135	\$320	\$1,020	One
Exclusive Featured Supplier	N/A	N/A	\$1,000	One per Category

* Add 20% to all prices for nonmembers.

• Ads are run-of-site position

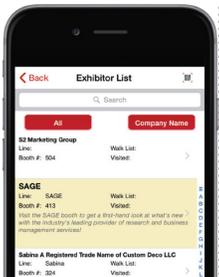
Advertisers must obtain Product Safety Aware status prior to the listed material deadline.

AD DIMENSIONS (WIDTH X HEIGHT)	ARTWORK DEADLINE	SUBMISSION INSTRUCTIONS	FORMAT AND ADDITIONAL INFORMATION
Horizontal Banner: 470 x 72 pixels	Ongoing	E-mail to mediasales@ppai.org Include URL link.	File Format: jpeg, html or gif file Size should not exceed 20K.
Button: 182 x 182 pixels			



REACH a captive attendee audience during The PPAI Expo & Expo East
CONNECT with distributors using the official show app of The PPAI Expo & Expo East
ENGAGE your brand with the audience and drive traffic to your booth.

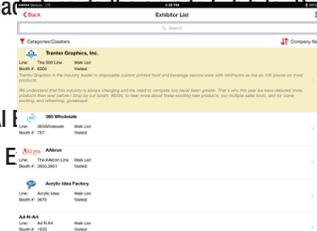
SAGE Mobile is the official show planner for The PPAI Expo & Expo East. Attendees use the app to create walk lists prior to the show, view interactive floor plans, search and sort through exhibitor lists, save notes and pictures and view education schedules. A great opportunity to promote your presence at the show.



EXHIBITOR UPGRADED LISTING

\$200 EACH

- Highlight your company listing to catch attendees' attention as they browse the exhibitor list
- Your company name and booth will be bold and shaded



FEATURED EXHIBITOR

\$650 EACH

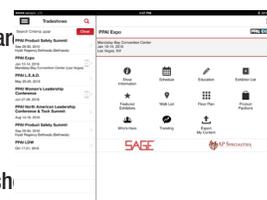
- Company list rotates on the home page of The PPAI Expo & Expo East
- Listed in the Special Featured section for The PPAI Expo & Expo East
- Includes Upgraded Listing



PRODUCT CATEGORY BUYOUT

\$200 EACH

- Company will be listed at the top of any product search
- One company per product category.



EXCLUSIVE SPONSOR

\$5,000 EACH

- Company logo will be displayed on the main trade show
- Includes featured Exhibitor (\$650 value)



SHOW SPONSORSHIP OPPORTUNITIES

REACH more than 11,500 total attendees

CONNECT January 8-12, 2017

ENGAGE at the Mandalay Bay Convention Center in Las Vegas, NV

Imagine a place where your company's message is seen by the largest gathering of promotional products distributors anywhere. That place is real and it's called The PPAI Expo. Get your message in front of more than 11,500 of the industry's top salespeople with sponsorships, on-site promotion or in one of the event's digital and print publications.



Live Event Sponsorships and Product Sponsorships are available for all events. The opportunities available range from \$1,000 to \$10,000.

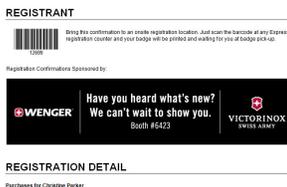
Contact your Account Manager for more details. See page 14



EXCLUSIVE PRODUCT SPONSORSHIP

\$6,500

- Depending on the product being sponsored, your exclusive product will be distributed by PPAI in the product distribution bins in the lobby on level 1. Some exclusive product sponsor products are distributed in other areas.
- Sponsors are permitted to place their logo and messaging, with PPAI approval, on the product to be distributed



REGISTRATION SPONSORSHIP (EXCLUSIVE)

SOLD OUT

- Sponsor's logo or advertisement will be on all registration confirmations sent via email to all registered attendees and exhibitors



FREESTANDING GRAPHIC PANEL

\$1,250 EACH

- One single-sided 4' x 8' graphic panel for your advertisement
- Placement of the panel(s) will be in the level 1 lobby as determined by PPAI



SHOW SPONSORSHIP OPPORTUNITIES

REACH the largest industry show in the Northeast

CONNECT June 12-14, 2017

ENGAGE at the Atlantic City Convention Center in Atlantic City, NJ

Expo East returns to June in 2017. The largest promotional products event in the Northeast gives suppliers unprecedented access to this lucrative market. PPAI's partnership with SAAGNY and five other regional associations draws distributors from throughout the region.



Live Event Sponsorships and Product Sponsorships are available for all events. The opportunities available range from \$1,000 to \$10,000.

Contact your Account Manager for more details.



EXCLUSIVE PRODUCT SPONSORSHIP*

\$4,000

- Depending on the product being sponsored, your exclusive product will be distributed by PPAI in the product distribution bins in the lobby. Some exclusive product sponsor products are distributed in other areas.
- Exhibitors are permitted to place their logo and messaging, with PPAI approval, on the product to be distributed



REGISTRATION CONFIRMATION (EXCLUSIVE)

\$2,000

- Sponsor's logo or advertisement will be on all registration confirmations sent via email to all registered attendees and exhibitors



FREESTANDING GRAPHIC PANEL

\$1,000 EACH

- One single-sided 4' x 8' graphic panel for your advertisement
- Placement of the panel(s) will be in the level 1 lobby as determined by PPAI

Live Event Sponsorships and Product Sponsorships are available for all events.

Available opportunities range from \$1,000-\$10,000. Contact your Account Manager for more details.



JUNE 26-28, 2017 • SCOTTSDALE, AZ

ATTENDANCE: 150-175

AUDIENCE: Promotional products businesswomen who seek to advance their education & career

For more than 10 years, the PPAI Women's Leadership Conference (WLC) has played a pivotal role in challenging professional women who share a common vision to achieve greater success.



AUGUST 13-15, 2017 • AUSTIN, TX

ATTENDANCE: 150

AUDIENCE: Industry executives and their senior managers, decision makers and emerging leaders

PPAI's North American Leadership Conference (NALC) is the singular event for industry leaders who invest in their professional and personal development and want to gain a competitive edge for their business.



AUGUST 16-17, 2017 • AUSTIN, TX

ATTENDANCE: 100-125

AUDIENCE: IT professionals, decision makers and executives responsible for their organizations' technology environment

The PPAI Technology Summit brings technology leaders from the promotional products industry together and focus on how various technologies are affecting and being applied within the industry.



FALL 2017 • LOCATION TBD

ATTENDANCE: 150-200

AUDIENCE: Industry executives, decision makers and compliance experts

The PPAI Product Responsibility Summit is full of education focused on the most pressing product responsibility issues, as well as the business implications, challenges and opportunities associated with compliance. Facilitated by industry thought leaders and representatives from product safety labs and subject matter experts, this eye opening event explores the latest developments, as well as best practices.



FALL 2017 • GRAPEVINE, TX

ATTENDANCE: 150-165

AUDIENCE: Regional Association Board Members, PPAI Volunteers, PPAI Board Members

Call for details.

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PPAI—the promotional products industry's only international not-for-profit trade association—offers education, trade-shows, business products and services, mentoring, technology and legislative support to its more than 14,000 global members. Promotional products are a \$20 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message.