Get In Touch! During Promotional Products Work! Week

Ad Series & Promotion Kit

In 2017, Promotional Products Work! Week will feature the promotional products industry’s first-of-its-kind industry branding campaign, Get In Touch!

The Get In Touch! campaign toolkit & Promotional Products Work! Week Organizers, Publicity and Advertising and Promotion Guides, included on the enclosed USB drive, are special tools provided to all regional associations to assist them in promoting the Get In Touch! campaign during #PPWWeek in their local area. Kit components include promotional items such as the Get In Touch! print, social and digital ad series, research infographics and handouts, and additional tools for download at PPAI.org/GetInTouch, as well as a buyer-friendly web portal, GetInTouchAdvertising.com, featuring a distributor search tool. Professionally designed advertising, marketing and presentation resources are available for use as you see fit. Each item allows space for customization with your own logos. Permission is granted to PPW! Week participants to print these items in their local area as needed.

Promotional Products Work! Week Event Planning Tools | PPAI.org/PPWWeek
Get In Touch! Campaign Toolkit | PPAI.org/GetInTouch

The Get In Touch! Ad Series
Promotional products play a big role in our everyday places, spaces and lives, whether we realize it or not. The new Get In Touch! advertising campaign expands on the multi-sensory affect only promotional products advertising has on consumers—distinguishing the point of difference no other advertising medium can TOUCH! by putting brands in the hands of consumers.

The campaign is designed to increase awareness and drive traffic to the regional and industry participant websites, educate buyers and drive business referrals to promotional products consultants.

OUR MISSION…
is to celebrate the essential role promotional products and skilled industry professionals play in all aspects of advertising, marketing and business.

OUR PURPOSE…
is to demonstrate the importance of promotional products as an effective advertising medium and marketing tool, as well as support the promotional products experts, as the best sources for designing and implementing creative, successful campaigns.

OUR VOICE…
represents the entire promotional products industry—large and small companies, regional associations, distributors, suppliers, business services providers and multi-line representatives—working together to demonstrate the power, value and effectiveness of promotional products.

Thank you for making this program an ongoing success!

Questions? Contact program manager Kim R. Todora at KimT@ppai.org or call 972.258.3063.