

Client Programs

Promotional Products Work! These campaigns show how and prove why. The Client Programs category is open to all PPAI Member Distributors and Regional Associations for entry.

- [Sample Submission Form](#)
- [Sample Photo Do's and Don'ts](#)

Client Program Submission Requirements

All entries in Client Programs MUST have a written explanation that contains:

- a clearly defined objective with an established budget
- definable execution which includes details related to concepts, timing, and other details that demonstrate the complexity, creativity and implementation
- reportable results that support the objective

Client Letter must be provided for all Client Program Categories. Letter needs to support your objective and results.

Content must be developed and conducted between April 1, 2024 and April 1, 2025.

All online web-based content must be viewable online from date of submission through December 31, 2025.

Copies of letters, electronic communications, screenshots, and other supporting collateral should be uploaded at time of submission.

Photos and site images must meet provided guidelines and be upload at time of submission.

Client Letter must be provided for all Client Program Categories. Letter needs to support your objective and results.

Client Program Categories

Business to Business Programs

Programs to introduce products, services, or facilities, or to generate leads, sales appointments, attendance with a specific target audience, or a general business marketing campaign. This type of activity should be measurable but does not need to be revenue specific and should include a quantifiable audience, element of participation, or another metric.

* This is a business to business model, not individual.

Client Branding Programs

Programs that include a fully-faceted program that includes a goal to improve company image, to enhance customer perception, increase goodwill or raise awareness with a focus on communication of services, or programs without specific incentive.

*Program should include online content (website, social media, etc.) as well as promotional products.

Consumer Programs

Programs to improve sales, or introduce products, programs, or services specifically to individual consumers. The type of activity should be measurable but does not need to be revenue specific and should include a quantifiable audience, element of participation. Submissions in this category can include but are not limited to: loyalty programs, frequent shopper programs, client retention programs, etc.

Social Responsibility Programs

Campaigns designed to communicate the development, involvement and commitment of an organization or individual. These programs enhance sensitivity, knowledge, understanding and accountability of the social positive impact on people, community and environments.

Submissions in this category can include but are not limited to: diversity or inclusivity programs, multicultural programs, employee/community volunteer programs, environmental programs, international programs, fundraising or philanthropic programs, cause marketing programs, etc.

Educational Programs

Programs to promote attendance, participation and/or awareness of an educational, informational, or awareness seminar or training program; event can be live or online. Submissions in this category can include but are not limited to: health/wellness, public service or other awareness programs.

Employee Incentive & Recognition Programs

A program designed to change behavior, generate involvement, incent non-sales achievement of goals, or desired behavior WITH a specific award, or incentive for achievement of the defined goal. Submissions in this category can include but are not limited to: health/wellness programs, safety programs, service award programs, appreciation programs, etc.

Client Program Categories

Internal Communication Programs

Programs to employees, volunteers, or members promoting, or communicating information without incentive. The focus is on messaging, or drawing attention for new programs, special events, goals, behavior, morale, or involvement. Key element is “without incentive” to an affiliated audience such as employees of a company, or members of an organization.

Not For Profit Programs

Programs designed to increase activities specific to volunteering, fundraising, or donation/donor programs.

Political/Legislative Programs

Programs designed to stimulate awareness, participation, advocacy, votes, or donations related to the political or legislative arena.

Sales Incentive Programs

Programs with targeted audience of employee sales staff, external sales force, dealers, franchisees and retailers; with the purpose of growing prospect, or customer base and increasing sales, distribution, or launching new product. This type of activity should be measurable and include a quantifiable audience with an element of participation and be sales goal specific.

Tradeshow/Exhibit Traffic Programs

Programs designed to increase attendance, or participation at/in special events that do not include an educational focus and that are held live, or online.

Distributor/Supplier Collaboration

Programs must be a result of an idea/concept for the creation of a new, or unique product to meet the direct need of the client.

- Letters from the client and supplier are required for this category.
- Supplier letter must confirm the product specifications and its uniqueness.