

Technology Programs

Technology Program categories recognize members who develop creative and effective websites and mobile apps. Each winning entry demonstrates the effective use of images, content relevance to the intended audience, ease of use and creative delivery. This area of the competition is open to all PPAI Members for submissions as indicated below.

Technology Program Submission Requirements

- All entries in Technology Programs **MUST** have a written explanation that contains:
 - A clearly defined objective with an established budget
 - Provide link to site along with log in and password, if required
 - 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
- All videos, blogs, and podcasts should be submitted in Marketing Programs under Content Marketing Program category. These submissions no longer meet Technology Programs entry requirements.
- Content **MUST** be developed and conducted between April 1, 2025 and April 1, 2026.
- All online web-based content **MUST** be viewable online from date of submission through December 31, 2026.
- Site Images and photos are **REQUIRED** for every submission.
- 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 uploaded at time of submission.
- Any content requiring a fee to access or download (mobile apps) **MUST** be provided at no cost to PPAI judges.

Technology Program Categories

eCommerce Website

This category of competition focuses on members' websites that are intended for use from quoting to order placement, order tracking, art archives and order history within the promotional products channel. A winning site should minimize the need for direct contact with the factory to complete a transaction with a customer.

Web Content/Functionality

This category of competition focuses on the web-based presentation of a company's overall products and services in an effective format utilizing concise content and appropriate terminology for the intended audience.

Mobile Apps/Mobile Websites

This category of competition will recognize members for their creative development specifically tailored for mobile devices. Entries can be either mobile applications, or mobile websites that enable on-the-go connectivity to company information, resources and tools.