



# PPAI **E**XPO 2023

## CONFERENCE

Promotional  
Products  
Work!

PPAI EXPO 2023

# A little history...

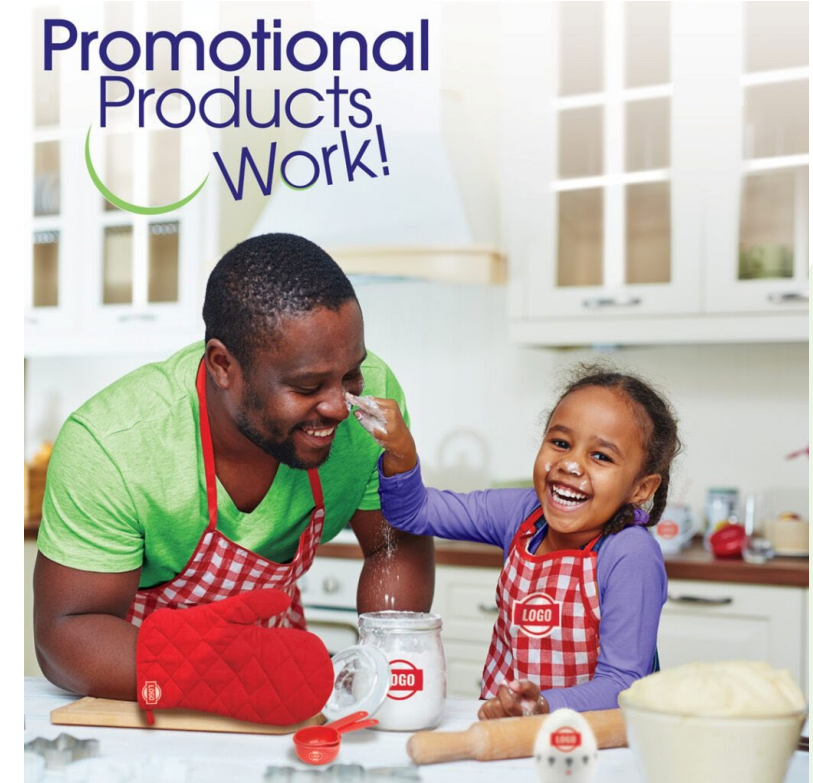
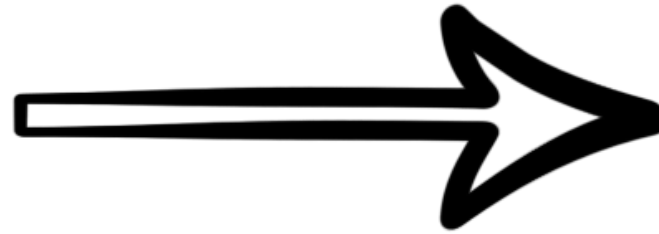


# Updated Mission & Vision

Be the voice and force to advance the Promotional Marketplace for the benefit of our community.

Promotional Products are universally valued and essential to every brand.

# What is Promotional Products Work?



# What is Promotional Products Work?

- Promotional Products Work **Day**
- Promotional Products Work **Expo**
- Promotional Products Work **Toolkit**
- PromotionalProductsWork.**com**





# Promotional Products Work Day




Did you know?




Promotional products  
**increase brand  
awareness  
by 84%**




# Promotional Products Work Expo




**Lobby**




My Distributor  
PPAI




Amber




Lobby




WATCH: Trends in Promo




LEARN: Product Safety




Products by Type



Products by Feature



Products by Use



**Promotional  
Products  
Work!  
EXPO**


**Have questions? Stop by the PPW Expo Support Center!**


Whether it's questions about the show or need technical support, we're here for you!


SUPPORT





# Promotional Products Work Expo





  
Lobby

  
WATCH: Trends in Promo

  
LEARN: Product Safety

  
Products by Type

  
Products by Feature

  
Products by Use

## WATCH: Trends in Promo



My Distributor  
PPAI



Amber ▾



## General Discussion

Let's chat! How is the show going? What's on your mind?

wait. Pat Patton - PPAI -  
Manager, Distributor Relations  
and Membership



**Pat** Sep 29

Our next session starts at 2 pm  
Central. Be sure to check out  
our product pavilions while you  
wait. Pat Patton - PPAI -  
Manager, Distributor Relations  
and Membership

Type your message. Press enter to send.



# Promotional Products Work Expo



## LEARN: Product Safety



My Distributor  
PPAI



Amber ▾



Lobby



WATCH: Trends in Promo



LEARN: Product Safety



Products by Type



Products by Feature



Products by Use



### Prop 65 – What You Need To Know

Presented by Anne Stone, CAE,  
Director of Member Engagement,  
PPAI

⌚ 3 min | On demand

In this short video, learn what you need to know about California's Prop 65 legislation, including what you need to share with your distributor to make sure you are safe.

[View Session](#)



### Product Safety Basics

Presented by Anne Stone, CAE,  
Director of Member Engagement,  
PPAI

⌚ 3 min | On demand

Product Safety can be hard to navigate when you don't know what to ask. This quick session will help you learn what you need to worry about and when.


[View Session](#)



### Supply Chain Challenges

Presented by Anne Stone, CAE,

# Promotional Products Work Expo



Products by Use

Corporate Gifts & Recognition   Education   Events & Tradeshows   Healthcare   Travel

My Distributor  
PPAI

Amber

Lobby


VATCH: Trends in Promo

LEARN: Product Safety


Products by Type


Products by Feature

Products by Use





**Premium Wood Handle BBQ Set**  
Item DCQWP3







**Urban Peak® CB161 Gift Set**  
Item UPK18







**DIY Lip Balm Kit**  
Item SET-DIYLB







**Rose Wine**  
Item WN-RS






**The North Face® Skyline Full-Zip Fleece ...**  
Item NF0A7V64





**Seiko Essentials Silver & Gold Watch**  
Item SUR402



# Promotional Products Work Expo

Promotional Products

WATCH:

LEARN:

Product

Product

Product

Product

Urban Peak® CB161 Gift Set

Item #: UPK18

SPC: STSJF-NHOZB



Category: Coolers

♡

Features the Urban Peak® 20 oz (SL234PR) and 3-in-1 Tumbler (SL238PR) packaged inside the Urban Peak® Waterproof 12 Can Hinge Cooler (CB161), 1-Year Limited Warranty, SL238PR 3-in-1 and 20 oz SL234PR Patented, Drinkware constructed of Stainless Steel, double wall copper-lined vacuum insulation with powder-coat finish, Cooler bag constructed of rugged waterproof 55C PVC Mesh Tarpaulin,

Colors: Gray, Black, Forest Green

[Request more info >](#)







# Promotional Products Work Toolkit

**90%** Of Recipients  
Believe Promotional Products  
**ENHANCE** The **EXPERIENCE**



Promotional  
Products  
Work!

**94%** Of People  
Like **RECEIVING**  
Promo Products



Promotional  
Products  
Work!



**99%** Of People  
Who **RECEIVE** Promo  
Products **KEEP THEM**

Promotional  
Products  
Work!

**3 of 4** recipients keep promotional  
products when **THEY ARE USEFUL**.<sup>\*</sup> Mix  
promo products into your marketing plan.



\*Stat provided by PPAI Research

Promotional  
Products  
Work!

#PromotionalProductsWork

**99%** Of People Who **RECEIVE**  
Promotional Products **KEEP THEM**



Promotional  
Products  
Work!

# Promotional Products Work Toolkit



**DID YOU KNOW?**

*90% of promotional product recipients remember the name of the advertiser on an item and 85% do business with that advertiser.*

SOURCE:  
PROMOTIONAL  
PRODUCTS  
WORK.COM

**brandingmasters.ca** • Follow

**brandingmasters.ca** Get your brand out there using the power of promo products. We have options for every occasion and budget that are sure to get your business noticed.

We can help you elevate your brand!

#corporatebranding  
#promotionalproducts  
#promotionalproductswork  
#brandingmasters

5d

1 like  
5 DAYS AGO

Add a comment... Post



**Promotional Products Work!**

**90%** Of Recipients Believe Promotional Products **ENHANCE** The EXPERIENCE

**94%** Of People Like **RECEIVING** Promo Products

**100%** Say They **WILL GO OUT OF THEIR WAY** For Promo Products

**9.29.22**

**revbranding** • Follow

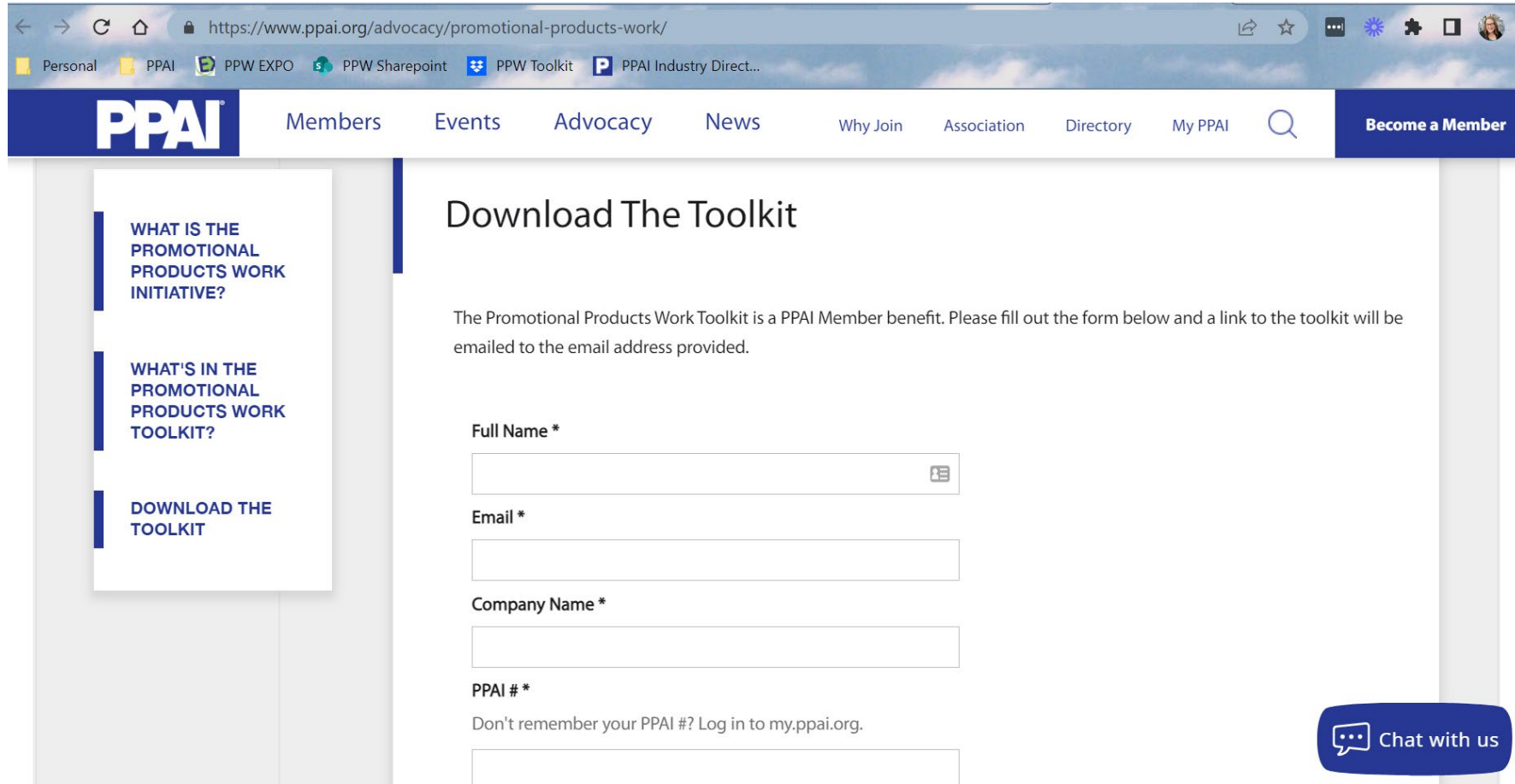
**revbranding** Your #customer loves #promotionalproducts And it's the most economical type of #advertising for you. #promotionalproductswork Source @ppai\_hq

1w

4 likes  
SEPTEMBER 29


Add a comment... Post

# Promotional Products Work Toolkit



The screenshot shows a web browser window with the URL <https://www.ppai.org/advocacy/promotional-products-work/>. The browser's address bar and tabs are visible at the top. The website's navigation bar includes the PPAI logo and links for Members, Events, Advocacy, News, Why Join, Association, Directory, My PPAI, and a search icon. A 'Become a Member' button is located on the right side of the navigation bar. The main content area is titled 'Download The Toolkit' and contains a form for downloading the toolkit. The form includes fields for Full Name, Email, Company Name, and PPAI #. A 'Chat with us' button is located in the bottom right corner of the form area. A sidebar on the left contains three links: 'WHAT IS THE PROMOTIONAL PRODUCTS WORK INITIATIVE?', 'WHAT'S IN THE PROMOTIONAL PRODUCTS WORK TOOLKIT?', and 'DOWNLOAD THE TOOLKIT'.

Personal PPAI PPW EXPO PPW Sharepoint PPW Toolkit PPAI Industry Direct...

**PPAI** Members Events Advocacy News Why Join Association Directory My PPAI  [Become a Member](#)

## Download The Toolkit

The Promotional Products Work Toolkit is a PPAI Member benefit. Please fill out the form below and a link to the toolkit will be emailed to the email address provided.


**Full Name \***

**Email \***

**Company Name \***

**PPAI # \***

Don't remember your PPAI #? Log in to [my.ppai.org](https://my.ppai.org).

 Chat with us



# Promotional Products Work.com

## The Power of Promotional Products

### The Effectiveness of Promotional Products

Whether you call it swag, branded merchandise or a promotional product, there should be no mistaking the facts... promo products incentivize and influence people to take action!

[LEARN MORE](#)

### Why You Need a Distributor

A promotional products distributor is a creative partner whose experience can lead you to secure unique, branded items to advance your company's mission and goals.

[LEARN MORE](#)



### When to Use Promotional Products

If you want people to notice your brand, sometimes it's best to get back to the basics. Promotional products have been around for centuries, and they're still an effective marketing tool.

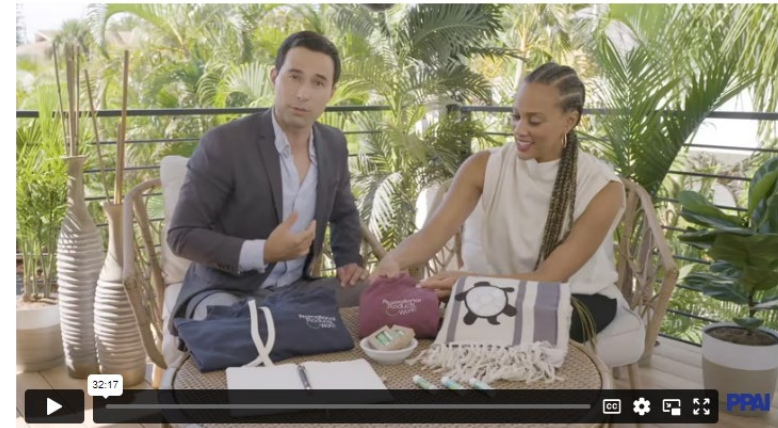
[LEARN MORE](#)

### Why You Should Attend the PPW Expo

Promotional Products Work Expo is an online event that educates and inspires ways to incorporate effective promotional products in your marketing.

[LEARN MORE](#)

## 2022 Trends In Promo



## Get Inspired

[View The Latest](#)

**PPAI EXPO** 2023



# Promotional Products Work.com



## How To Use Promo Products That Give Back For Marketing With A Purpose

Carefully curated promo products and giveaways can play a lead role in give-back campaigns, such as those that support the environment, veterans' groups or other nonprofit organizations.

[Read More](#)

## The Best Promo Alternatives To Oprah's Favorite Things

There's something for everyone on Oprah's Favorite Things 2022 List. But the promo products industry also has its own answers for just about every product recommended.

[Read More](#)

## Scented Candles From KFC, IKEA And More Prove The Power Of Home Fragrance

Bizarrely scented candles are getting attention and helping brands stand out.

[Read More](#)

# Promotional Products Work.com

## All In For Outerwear: Build Your Corporate Apparel Wardrobe With Branded Coats and Jackets

As temperatures fall and autumn gives way to winter, it's a great time to look at custom jackets and coats.

[Read More](#)

## Stuck In A Slasher Flick? 8 Promo Products To Help You Survive

If you're running for your life and you trip, your car doesn't start and there's absolutely no service, you're probably in a horror movie – starring you! Can you survive the night?

[Read More](#)

# What's next...

- PPW Expo Spring (March 28<sup>th</sup>) and Fall
- Up-to-date Research
- More shareable assets
- Buyer Driven Content
- Live Events

# Q&A Discussion



**PPAI EXPO** 2023





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## CONFERENCE