


Presented by



**Industry Essentials:
A 20-Minute Overview**

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In This Presentation

- The Birth of an Industry
- Who's Who in Promotional Products
- The Industry's Distribution Channel
- Defining Promotional Products and Their Uses
- The Role of Promotional Products in Marketing
- PPAI Resources



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The Birth of An Industry

It all started with a burlap book bag ...



... and an innovative newspaper publisher, Jasper Meek.

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An Evolution In Products

His idea caught on, and quickly!




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PPAI: How It All Began

A Century of Logos



- In 1903, industry leaders met to form the National Association of Advertising Novelty Manufacturers
- The name changed eight times over the years

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Who's Who In The Promotional Products Industry

- Distributors/Promotional Consultants
- Suppliers
- Business Services Companies
- Multi-Line Reps

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Who's Who In The Promotional Products Industry

Distributors/Promotional Consultants

A distributor/promotional consultant develops solutions to marketing challenges through the innovative use of promotional products and is a resource to corporate buyers, marketing pros and others wanting to increase brand awareness, trade-show traffic, employee retention and more.

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How Distributors Go To Market

- Personal sales calls
- Cold calls
- Referrals/Networking
- Websites
- Catalogs; print and online
- Trade shows
- Advertising/Direct Mail
- Digital and email marketing
- Social media



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Who's Who In The Promotional Products Industry

Suppliers

Suppliers manufacture, import, convert, imprint or otherwise produce or process products offered for sale through distributors.


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How Suppliers Go To Market

- Websites
- E-commerce
- Catalogs; print and online
- Trade shows
- Sales reps
- Multi-Line reps
- Advertising
- Digital and email marketing
- Social media



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Who's Who In The Promotional Products Industry

Business Services Companies

Companies that support the day-to-day needs of distributors and suppliers

- Technology companies
- Consultants
- Publications
- Artwork Providers
- Decorators



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Who's Who In The Promotional Products Industry

Multi-Line Reps

An individual or company contracted by one or more suppliers to market their products and services to distributors.

- An extension of the supplier
- Compensated by the supplier
- No charge to distributor
- Represent multiple lines
- Cover geographic territory
- Rep supplier at trade shows
- Provides samples, ideas and troubleshoots order problems


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The Traditional Distribution Channel

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Defining Promotional Products and Their Uses

What is a promotional product?

- Useful tangible items imprinted with an advertiser's name, logo or message.
- Increase brand awareness among the intended audience.
- Cause the audience to take action.
- Allow recipients to interact with a brand on a physical level
- Helps to create a memorable brand experience.
- **And recipients say 'thank you!'**



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The Role of Promotional Products In Marketing

1. Employee Relations & Events
2. Brand Awareness
3. Business Gifts
4. Trade Shows
5. Employee Service Awards

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The Role of Promotional Products In Marketing

6. Distribution Programs
7. New Customers
8. Internal Promotions
9. Public Relations
10. Nonprofit

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Thank You!

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